

Destination MEDIA



Custom Media Group is a Santa Barbara-based publishing company specializing in the development of digital and print communication tools for the travel and tourism industry.

Thanks to the growth of the Internet, the ways to obtain travel information have changed forever. In today's market, print magazines must work in concert with the rich content of web sites, e-mail campaigns, and electronic newsletters. Custom Media has the expertise to develop the creative synergy between offline and online publications.

Our creative team has worked with travel and tourism accounts for nearly two decades produc-

ing print and digital marketing campaigns, brochures, magazines, and program books for diverse regional markets across the country and throughout California.

Recently, our *2003 Official Destination Guide for San Luis Obispo County* was awarded "Best of California—Award of Excellence" at the annual California Travel Industry Association (CALTIA) Conference in San Diego.

If we can assist your marketing efforts, please do not hesitate to call. We'd be pleased to meet in person, present our portfolio, and discuss the ways in which your organization can partner with Custom Media.

custom  media

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