

For immediate release

Route 6 Magazine to be Published in 2016 - Advertising Opportunities Available

In 2016, travelers will be able to pick up a new magazine focusing on the activities, attractions and stories across US Route 6 in Pennsylvania.

The PA Route 6 Alliance and the 10 county convention and visitor bureaus that serve the northern tier are pleased to announce a partnership with Beagle Media, LLC of Wellsboro to produce a new magazine style guide for the PA Route 6 Heritage Corridor.

According to PA Route 6 Alliance Executive Director, Terri Dennison, this decision was made after numerous requests for a more detailed publication that highlights the interesting stories across the highway. “We chose Beagle Media, the publishers of the popular monthly magazine, “Mountain Home”, for their ability to engage the reader into each story,” Dennison said. “The goal is to create a travelogue that leads the reader across the route, enticing them to stop in our small towns and visit our businesses”.

Over 30,000 copies will be produced and distributed to PennDOT Welcome Centers, local visitor centers, AAA and other travel agents and through direct requests. A digital copy will be available on the PA Route 6 website – www.paroute6.com.

Businesses, chambers of commerce and attractions can place an ad in this high quality publication by either contacting their local CVB (Convention and Visitors Bureau) or the PA Route 6 Alliance's at 814-435-7706. Forms and ad specs are available at: www.paroute6.com/members. You do not have to be a member of a CVB to participate. Advertising is due by the end of January 29, 2016 and the magazine will be published in March.