

GROUP

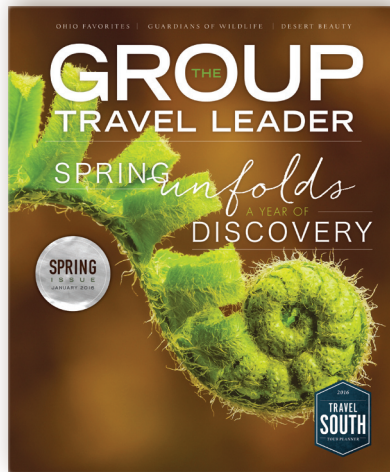
THE

TRAVEL LEADER

INC.

2017 ADVERTISING PLANNER

OUR MAGAZINES



WHAT DOES OUR BRAND STAND FOR?

DESIGN STANDARDS YOUR ADVERTISING DESERVES.

Our newsstand-quality magazines are the most engaging in the industry. Travel planners read them and keep them to refer to frequently.

STRATEGIC PARTNERSHIPS THAT BUILD INFLUENCE. We have exclusive publishing arrangements with The Group Travel Family, Travel South USA, Travel Alliance Partners, and Grand Central USA to name a few. We are also a longtime corporate sponsor of Tourism Cares.

CONTENT YOU CAN COUNT ON. Our writers and editors travel America and the world. We don't use canned publicity and we don't sell editorial. Because our readers trust us, your advertising sets you apart.

THE VISION TO PIONEER NEW MARKETS. In addition to offering access to the next generation of travel planners in The Group Travel Leader, we pioneered the industry's only magazines for bank, chamber, alumni and faith-based group travel programs. As a result, Select Traveler and Going On Faith dominate their markets.

CONFERENCES THAT CLOSE THE LOOP. Our relationship with the Group Travel Family means only we offer you co-branded events so you can meet face-to-face with your target audiences. No other publishing company offers such a powerful combination of media- and event-based marketing opportunities.

OUR MAGAZINES AND SPECIAL ISSUES

WE CAN PRODUCE — ONE FOR YOUR — STATE OR REGION!

We offer turnkey custom publishing partnerships like these to travel regions and organizations. We do all the work. We create an editorial outline with the partner, sell all advertising, produce superb graphics and print overruns for the partner organization that can be used in marketing programs for an entire year.

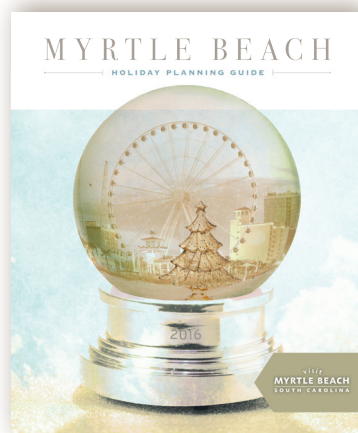
Call today to see how easily we can do one for you!

(888) 253-0455

PROUD PARTNERS OF



OUR INDUSTRY PUBLISHING PARTNERSHIPS SPEAK FOR THEMSELVES



MYRTLE BEACH HOLIDAY GUIDE

We publish Myrtle Beach's annual holiday travel guide which is polybagged with the February issue of The Group Travel Leader. Print overruns are used by Myrtle Beach CVB at trade shows and events.

visit
MYRTLE BEACH
SOUTH CAROLINA



GRAND CENTRAL USA TOUR PLANNER

We publish Grand Central USA's annual group planner which runs in the March issue of The Group Travel Leader. Print overruns are used at their trade shows and events.



TRAVEL SOUTH TOUR PLANNER

For 21 years, we have published Travel South USA's official group planner, which runs in the January issue of The Group Travel Leader. Print overruns are used as their fulfillment piece domestically and overseas.

TRAVEL SOUTH USA



TRAVEL ALLIANCE PARTNERS (TAP)

We publish the TAP annual group travel planner in both the November/December issues of The Group Travel Leader and Select Traveler magazines. Print overruns are used at trade shows.

TAP INTO TRAVEL

ADVERTISE WITH US ONLINE!

GROUPTRAVELLEADER.COM

GOINGONFAITH.COM

SELECTTRAVELER.COM

WEBSITE BANNER ADS

You can purchase a Banner Ad on any of our three websites for 3, 6, 9 or 12 months.

LEADERBOARD 980 x 90 pixels

SIDE BANNER 250 x 250 pixels

DIGITAL EDITION SPONSORSHIPS

Online Digital Edition Sponsorship includes the following:

- A 600 x 100 pixel Leaderbord ad in our Digital Edition E-newsletter
- Belly band ad on online digital edition cover

E-NEWSLETTER BANNER ADS

LEADERBOARD 600 x 100 pixels

SIDE BANNER 200 x 200 pixels

DEDICATED E-BLAST

We can email your customized HTML email promotion to all of our niche markets. Target any specific buyer group with your sales message. More than 18,000 active travel groups are waiting to hear from you!

POP-UP BANNER AD

You can purchase a Pop Up Ad that appears once every 12 hours when a person clicks on our website by sending us a 640 x 480 pixel ad.

VIDEO HUB SPONSORSHIP

- A 250 x 250 pixel pre-roll slide before every video
- A 640 x 360 pixel video
- Phone and website information

E-NEWSLETTER SPONSORED ARTICLE

You can purchase a sponsored e-newsletter article post by sending us four photos and up to 400 words about a featured tour or product. Your article will also be featured on our website.

**LET US CREATE A CUSTOMIZED PRINT
AND ONLINE CAMPAIGN FOR YOU!**

READERSHIP EVENTS

HOST QUALIFIED TRAVEL PLANNERS IN YOUR DESTINATION



READERSHIP EVENTS

Host qualified travel planners in your destination by working with us on one of our popular readership events! Numerous destinations have already hosted our exciting OnSite fam tours or intimate FaceTime events. We promote each event, invite our readers, assist you with planning and attend the event to produce editorial coverage, social media buzz and lasting publicity.

An OnSite Fam Event offers a year's worth of publicity in print and online. These events are designed to unite your industry or members in an overall effort that produces excitement leading up to, during and after the

event. Your exposure lasts for months and yields massive media results from onsite interaction with travel planners who attend.

FaceTime events offer a host exclusive access to a group of travel planners in the city of their choice. This event combines social interaction with a brief workshop offered by our executive staff and draws several dozen travel planners on average. As host, your destination meets with these planners at a reception and then addresses them as part of the workshop presentation. You receive profiles on all planner attendees. Let us design a readership event for you today!

CALL: 888-253-0455 FOR DETAILED INFORMATION AND RATES

GOING ON FAITH

THE MAGAZINE FOR FAITH-BASED TRAVEL PLANNERS

2017 EDITORIAL CALENDAR

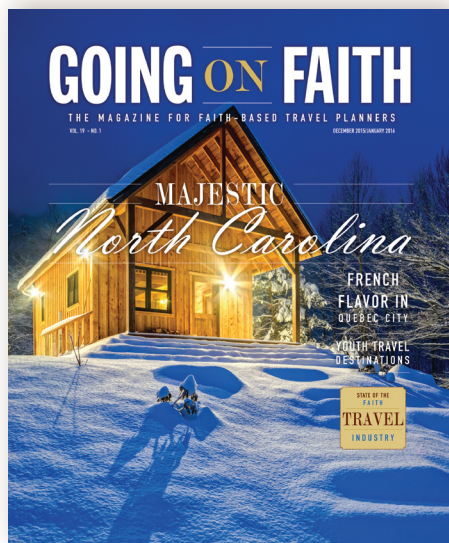
IN EVERY ISSUE:

• Industry Update • Travel Tips • Conference Connection • Holy Land & the World

ISSUE	CITY FEATURE	STATE FEATURE	SPECIAL INTEREST	TRAVEL STOP	RETREAT VENUE FEATURE	SPECIAL SECTION
WINTER	Green Bay, WI	Maryland	Religious Attractions	Beach Destinations	Winshape Center Mt. Berry, GA	The Heartlands
SPRING	The Smokies, TN	Texas	Theater	Music Destinations	Old Mission San Luis Rey, Oceanside, CA	The South
SUMMER	Northern Indiana	Mississippi	Museums	Historic Destinations	Sophia Retreat & Event Center, Dolores, CO	Northeast/ Mid-Atlantic
FALL	Lancaster, PA	Ohio	Christmas	Waterfront Destinations	Marywood Retreat Center, St. Johns, FL	The Southwest

(888) 253-0455

GOINGONFAITH.COM



GOING ON FAITH

THE MAGAZINE FOR FAITH-BASED TRAVEL PLANNERS

READER PROFILE

Going On Faith is the national magazine for faith-based planners and serves as the official magazine of the Going On Faith Conference. It is mailed four times a year to more than 6,500 qualified travel directors for churches, synagogues and other religious groups and to tour operators who serve this market. These religious travel programs serve youth, boomer and mature adult groups.

INSERTS

Your preprinted inserts can be polybagged with Going On Faith and mailed for as little as \$7,000 net. Regional buys are also available. Call for a quote.

CONFERENCE

For information on our annual conference, go to www.gofconference.com.

CONTACT US

888.253.0455

Kelly@grouptraveller.com

Stacey@grouptraveller.com

CLOSING DATES

WINTER: Space: October 3 / Materials: October 7

SPRING: Space: January 2 / Materials: January 6

SUMMER: Space: April 3 / Materials: April 7

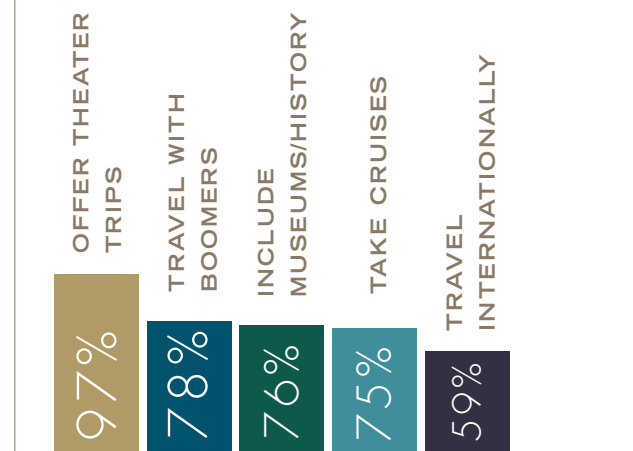
FALL: Space: July 3 / Materials: July 7

GROSS ADVERTISING RATES

	1X	Annual Contract (4 ads)
Full Page, Color	2,310	7,600 total *
2/3 Page, Color	1,785	5,900 total *
Half Page, Color	1,470	4,800 total *
1/3 Page, Color	1,040	3,400 total *
1/6 Page, Color	685	2,200 total *
*an 18% total savings over standard pricing		

For Ad Dimensions and Specs See Back Cover

READER STATISTICS



select

T R A V E L E R

2017 EDITORIAL CALENDAR

ISSUE	THEME	STATE/REGIONAL FEATURE	CITY FEATURE	BIG CITY FEATURE	WE'RE KNOWN FOR:	SPECIAL SECTION	CONFERENCE CONTENT
JANUARY FEBRUARY	Culinary	Arkansas	Bardstown, KY	San Francisco	Beaches	Route 66	Conference Preview
MARCH APRIL	Experiential	Indiana	Columbus, OH	Baltimore	Presidents	The South (AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV)	Conference Coverage
MAY JUNE	Dream Destinations	Pennsylvania	Auburn/Cayuga Co., NY	Dallas Metro	Tourist Trails	The Midwest (IA, IL, IN, KS, MI, MN, MO, NE, OH, WI)	Market Update
JULY AUGUST	Theater & Entertainment	The Carolinas	Macon, GA	Denver	Festivals	Museums	Marquee Directory
SEPTEMBER OCTOBER	Arts & Culture	Wisconsin	St. Charles, MO	Seattle	Scenic Landscapes	Cruising	Conference City Showcase
NOVEMBER DECEMBER	Trending in Travel	Alabama	Monterey, CA	Twin Cities	Luxury	TAP Special Section	Readers' Top Destinations

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SELECTTRAVELER.COM



THE MAGAZINE FOR BANK, ALUMNI AND CHAMBER TRAVEL PLANNERS

select

TRAVELER

GROSS ADVERTISING RATES

	6X	3X	1X
Full Page, Color	2,775	2,925	3,075
2/3 Page, Color	2,265	2,385	2,505
Half Page, Color	1,920	2,010	2,100
1/3 Page, Color	1,390	1,460	1,530
1/6 Page, Color	890	940	990

LET US CREATE A CUSTOMIZED PRINT AND ONLINE CAMPAIGN FOR YOU!

For Ad Dimensions and Specs See Back Cover

READER PROFILE

Select Traveler is the national magazine for travel planners for banks, chambers of commerce and alumni associations, and serves as the official magazine of the Select Traveler Conference. It is mailed six times a year to more than 5,000 travel planners for these upscale groups, including 400 tour operators who serve this market. These affluent travel programs deliver members who travel as much as 6-8 times per year.

CLOSING DATES

SPACE: 1st of month prior
MATERIALS: 5th of month prior

INSERTS

Your preprinted inserts can be polybagged with Select Traveler and mailed for as little as \$7,000 net.

CONFERENCE

For more information on our annual conference, call 800-628-0993.

CONTACT US

888.253.0455
Kelly@grouptravelleader.com
Stacey@grouptravelleader.com

POPULAR ALUMNI DESTINATIONS

DOMESTIC

- AUSTIN, TX
- CHARLESTON, SC
- ALASKA
- WASHINGTON D.C.
- KENTUCKY DERBY
- NEW YORK

INTERNATIONAL

- CHINA
- CUBA
- DUBAI
- CROATIA
- JAPAN
- SOUTH AFRICA
- ITALY

CHAMBER TRAVEL AGE GROUPS

- 38% HAVE TRAVELERS AGES 21-29
- 56% HAVE TRAVELERS AGES 30-39
- 78% HAVE TRAVELERS AGES 40-49
- 89% HAVE TRAVELERS AGES 50-59
- 78% HAVE TRAVELERS AGES 60 AND OLDER

BANK TRAVEL PROGRAMS

- 98% OFFER THEATER TRIPS
- 93% TAKE CRUISES
- 88% TRAVEL INTERNATIONALLY
- 80% TRAVEL WITH BOOMERS
- 60% OFFER GAMING TRIPS
- 55% OFFER SHOPPING TRIPS

THE GROUP

TRAVEL LEADER

2017 EDITORIAL CALENDAR

ISSUE	THEME	STATE SPOTLIGHT	DESTINATION FEATURE	DESTINATION FEATURE	TRAVEL STOP	SPECIAL SECTION	EDUCATION
JANUARY	Spring Destinations	New England	Ohio	Billings, MT	Theme Hotels/Resorts	Travel South Tour Planner	Attractions
FEBRUARY	Music & Entertainment	New York	Washington	Mississippi Delta	Museum Guide	The Dakotas	CVB Feature
MARCH	Food & Spirits	Kentucky	Texas	Providence, RI	Handcrafted Experiences	Grand Central USA (AR, KS, MO, OK)	Hotels
APRIL	Student Travel	California	Pennsylvania	Huntsville, AL	Shopping Guide	Louisiana & Native American	Restaurants
MAY	History & Heritage	Virginia	Canadian Maritimes	Kansas City, KS	Western Heritage	The Carolinas & Georgia	CVB Feature
JUNE	Americana	Mississippi	Tennessee	St. Joseph, MO	Theater Guide	New York City & West Virginia	Attractions
JULY AUGUST	Fall Destinations	Wisconsin	South Carolina	Albany, NY	Train Trips Guide	Oklahoma	CVB Feature
SEPTEMBER	Arts & Culture	Maryland	Utah	Boise, ID	Colonial Destinations	Buyer's Guide Directory	Hotels
OCTOBER	Outdoor Adventure	Arizona	Montana	Philadelphia, PA	Beaches & Seashores	America's Heartland (IL, IN, IA, MI, MN, MO, OH, WI)	Receptive Operators
NOVEMBER DECEMBER	International Travel	Illinois	Nebraska	Charlotte, NC	Gaming Guide	TAP Special Section	Tradeshow Prep

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GROUPTRAVELLEADER.COM



THE GROUP TRAVEL LEADER

GROSS ADVERTISING RATES

	10X	5X	3X	1X
Full Page, Color	3,980	4,180	4,380	4,580
2/3 Page, Color	3,000	3,200	3,400	3,600
Half Page, Color	2,500	2,650	2,800	2,950
1/3 Page, Color	1,525	1,650	1,775	1,900
1/6 Page, Color	990	1,090	1,190	1,290

**LET US CREATE A CUSTOMIZED PRINT
AND ONLINE CAMPAIGN FOR YOU!**

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READER PROFILE

Over the past 25 years, we have built the group travel industry's most respected readership, one that ranges from America's largest travel companies to emerging groups created every day. Our combined print and digital readership for travel planners tops 28,000. Our readers include:

- Group Travel Family member travel planners
- Members of NTA, ABA, UMA, USTOA, OMCA and SYTA
- Boomer-aged travel groups
- Smaller, special interest groups
- Outdoor adventure groups
- Automobile & Motorcycle clubs
- Youth and student groups
- Golf travel groups
- Culinary travel groups
- Travel Agents

CLOSING DATES

SPACE: 1st of month prior

MATERIALS: 5th of month prior

INSERTS/CUSTOM PRINTING

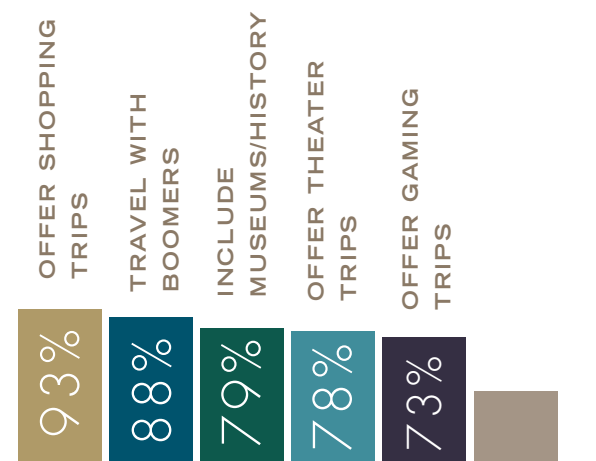
Your preprinted inserts can be polybagged with The Group Travel Leader and mailed for as little as \$10,000 net. Regional buys are also available. Call for a quote.

CONTACT US

888.253.0455

Kelly@grouptravelleader.com

Stacey@grouptravelleader.com



AD REQUIREMENTS

- File formats** PDF x1a **created with Adobe Distiller**
Illustrator or Freehand (CMYK) eps
Photoshop (CMYK) eps, tiff or psd
InDesign
- Color** CMYK **Resolution** 300 dpi
IMPORTANT: Be certain that all PMS and RGB colors have been converted to process color in all files. Ads received with unacceptable colors will be converted by our production staff. This conversion may change the color appearance.
- Linescreen** All of our publications are printed at 150 lines per inch.
- Graphics** PDF x1a **created with Adobe Distiller**
EPS files
TIFF files
- Fonts** All fonts converted to paths, outlines, boxes or embedded.
Include all Truetype fonts used.
Include all Post Script fonts used.
Include all Adobe Multiple Master fonts used.
(Include all printer and screen fonts.)

Sending Ad To submit your ad, you may share a PDF via Dropbox or other file sharing program or you may email it to one of the following addresses:

production@grouptravellerleader.com

production@selecttraveler.com

production@goingonfaith.com

Deadlines:

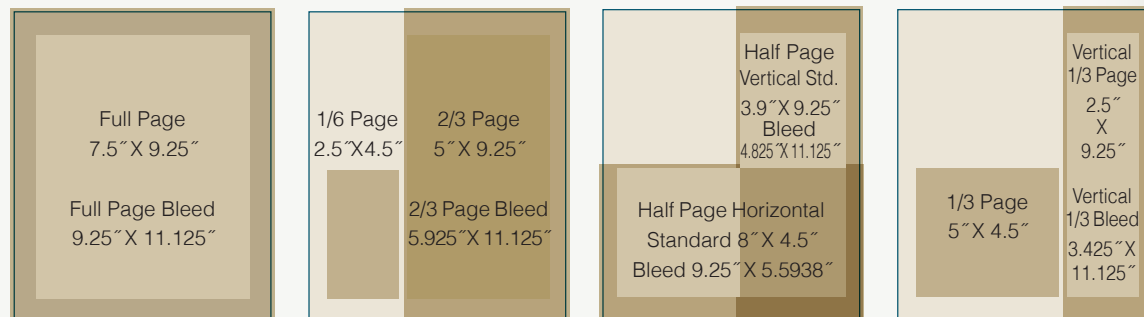
All materials are due by the 5th of the month prior to the issue date.

AD DIMENSIONS

THE GROUP TRAVEL LEADER

SELECT TRAVELER

GOING ON FAITH



Ad Size	Standard	Trim Size	Bleed
Full Page	7.5" X 9.25"	9" X 10.875"	9.25" X 11.125"
2/3 Page	5" X 9.25"	5.675" X 10.875"	5.925" X 11.125"
Half Page Vertical	3.9" X 9.25"	4.575" X 10.875"	4.825" X 11.125"
Half Page Horiz.	8" X 4.5"	9" X 5.3438"	9.25" X 5.5938"
1/3 Page Vertical	2.5" X 9.25"	3.175" X 10.875"	3.425" X 11.125"
1/3 Page Square	5" X 4.5"		
1/6 Page	2.5" X 4.5"		

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kelly@grouptravellerleader.com or stacey@grouptravellerleader.com