



## OUR BRAND



### CLASSIC DESIGN

Our magazines feature the most compelling photography and design in the tourism industry. Readers regularly tell us they keep them and refer to them often for travel planning ideas.



### COMPELLING STORIES

Our professional writers and editors travel throughout the United States and around the world to craft travel articles that are rich, informative and entertaining. Our readers trust us because we don't compromise on editorial content.



### INSTANT ACCESS

Our magazine websites are crafted with beauty and simplicity to match our print standards, and our series of e-newsletter and customized email products ensures you can get your message in front of our readers whenever you want.



### PERSONAL ENCOUNTERS

We have spent years building personal relationships with influential travel planners, and our exclusive OnSite familiarization program brings the most qualified travel buyers in the industry to your destination.



### ENDURING PARTNERSHIPS

We have decades-long publishing partnerships with some of the most well respected organizations in tourism, including The Group Travel Family and Travel South USA. The Myrtle Beach CVB, Ohio Has It, Travel Alliance Partners and others trust us to publish their magazines as well.

## MEET THE SALES TEAM



### DIRECTOR OF SALES & MARKETING

**KELLY TYNER**

[kelly@grouptravelleader.com](mailto:kelly@grouptravelleader.com)

### ACCOUNT MANAGER

**KYLE ANDERSON**

[kyle@grouptravelleader.com](mailto:kyle@grouptravelleader.com)  
[kyle@smallmarketmeetings.com](mailto:kyle@smallmarketmeetings.com)

### ACCOUNT MANAGER

**DANIEL JEAN-LOUIS**

[daniel@grouptravelleader.com](mailto:daniel@grouptravelleader.com)

**GROUP**  
THE  
TRAVEL LEADER  
INC.

**GROUPTRAVELLEADER.COM**  
**888.253.0455**

**SMALL MARKET**  
**MEETINGS**

**SMALLMARKETMEETINGS.COM**  
**866.356.5128**

# PRINT



## Print Advertising

See Editorial Calendar

## Special Sections

Kentucky Tourism

Georgia Tourism

## Custom Content

1 Page Features

3 Page Features

4 Page Features

## High Impact Units

Bellyband • Barn Door

Gatefold • Insert

and More.....

## MAGAZINE TITLES

PUBLISHED BY  
THE GROUP TRAVEL LEADER, INC.  
PIONEER PUBLISHING, INC.

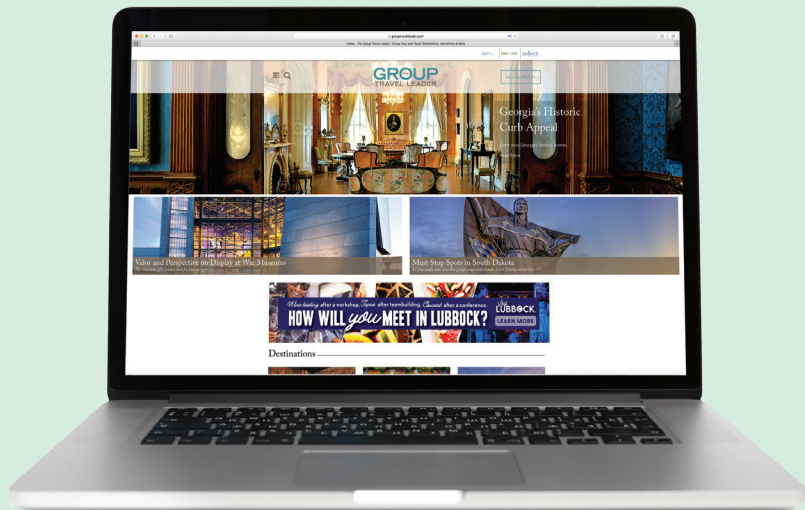
GROUP  
TRAVEL LEADER  
INC.

SMALL MARKET  
MEETINGS



# DIGITAL

*Get exposure for your brand on our family of websites and industry-leading e-newsletters. You can also reach our audience directly with a dedicated e-blast.*



## E-NEWSLETTERS

### WEBSITE BANNER ADS

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

LEADERBOARD 1200 x 250 pixels

SIDE BANNER 250 x 250 pixels

### 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.

### E-NEWSLETTER BANNER ADS

LEADERBOARD  
700 x 100 pixels

SIDE BANNER  
300 x 250 pixels

### DEDICATED E-BLAST

We can email your customized HTML promotion to all of our niche markets. Target any specific buyer group with your sales message.

**GROUP TRAVEL MINUTE** — Bi-monthly  
**SELECT TRAVELER MINUTE** — Monthly  
**FAITH TRAVEL MINUTE** — Monthly  
**MEETINGS AT A GLANCE** — Bi-monthly

# CUSTOM CONTENT

*Our magazines, your message!*



## 1 Page Features



## 3 Page Features



## 4 Page Features

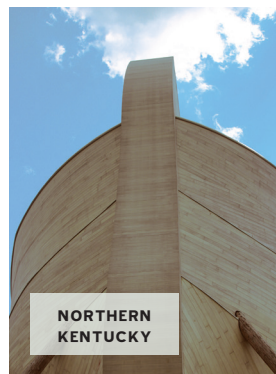


## YOUR DESTINATION NEVER LOOKED BETTER

**H**ighlight your destination or experience with an article by a professional travel writer! With our custom content series, you can have your own article of up to four pages in any of our magazines. Our professional travel writer will work with you to develop a story showcasing the activities, attractions and accolades you want our readers to know about. Then our art director uses your photos to create a visually stunning magazine layout that is sure to drive leads and reader engagement. In addition to running in the print magazine, your Custom Content article will also appear in that month's e-newsletter and will appear on our website for one year. The package also includes a 300 x 250 pixel banner ad in our e-newsletter.

# ONSITE FAM EVENTS

*Host qualified travel or meeting planners in your destination!*



OnSite

WITH THE GROUP TRAVEL LEADER

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

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.

## ARTICLES

## WEB



# CUSTOM PUBLISHING

If you represent a region, state, organization or similar group that would benefit from our publishing expertise, contact our sales team today. We do all the work! We'll meet with you to develop the editorial content, we'll create the sales plan and materials, and we'll deliver an unparalleled product on your deadline. Contact any of our clients for a recommendation—they'll confirm our commitment to delivering your magazine on schedule and exceeding all your expectations.

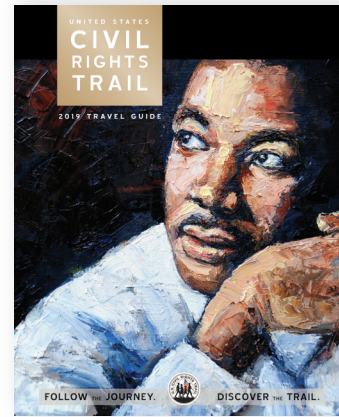
Call today to see how easily we can do one for you! **888.253.0455**

*Let Us Create a Custom Magazine for You!*

## TRAVEL SOUTH TOUR PLANNER



## U.S. CIVIL RIGHTS TRAIL TRAVEL GUIDE



## OHIO HAS IT! GROUP TRAVEL GUIDE



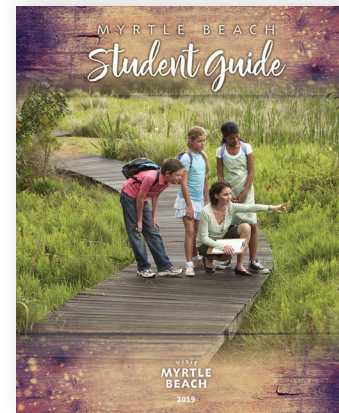
## KENTUCKY HORSE PARK MAGAZINE



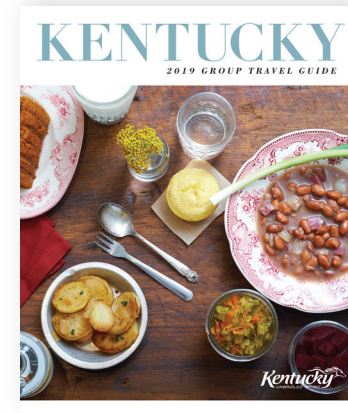
## MINNESOTA GROUP TRAVEL GUIDE



## MYRTLE BEACH HOLIDAY & STUDENT GUIDES



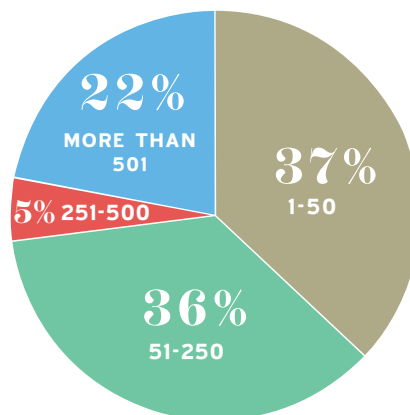
## KENTUCKY TOURISM GROUP TRAVEL GUIDE



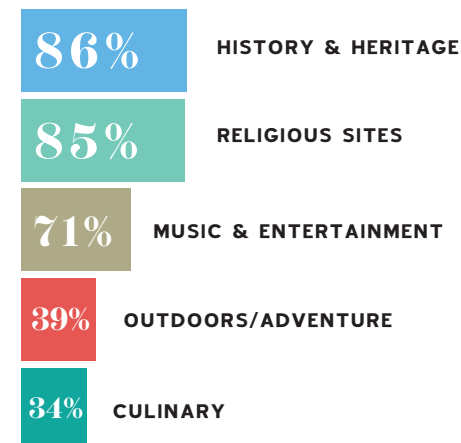
## READER PROFILE

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 6,000 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.

### NUMBER OF TRAVELERS IN TRAVEL PROGRAM



### GROUP EXPERIENCES



## 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

## INSERTS/CUSTOM PRINTING

Your preprinted inserts can be polybagged with Going On Faith and mailed for as little as 50¢/piece. Regional buys are also available. Call for a quote.

## PRINT DEADLINES

**SPRING:** Space: Feb. 1 — Materials: Feb. 5

**SUMMER:** Space: May 1 — Materials: May 5

**FALL:** Space: Aug. 1 — Materials: Aug. 5

**WINTER:** Space: Nov 1 — Materials: Nov 5



For Ad Dimensions and Specs See Back Cover

**GOING ON FAITH**  
THE MAGAZINE FOR FAITH-BASED TRAVEL PLANNERS

GOINGONFAITH.COM

CONTACT US

888.253.0455

Kelly@grouptravelleader.com

Kyle@grouptravelleader.com

# 2020 EDITORIAL CALENDAR



## IN EVERY ISSUE:

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

	CITY FEATURE	STATE FEATURE	SPECIAL INTEREST	TRAVEL STOP	RETREAT VENUE	SPECIAL SECTION
SPRING	Washington D.C.	Indiana	Music & Entertainment	Art Cities	Sunstream Retreat Center, Ogden, IA	The South
SUMMER	Dallas Suburbs	North Carolina	Museums	Beaches	Eagle Rock Retreat Center, Eagle Rock, MO	NE/Mid Atlantic
FALL	Plymouth, MA	Tennessee	Christmas	Theme Parks	Pine Creek Retreat Center, Gore, VA	The Southwest
WINTER	Central Kentucky	Oklahoma	History	Military Museums	National 4-H Conference Center, Chevy Chase, MD	The Heartland



[GOINGONFAITH.COM](http://GOINGONFAITH.COM)

CONTACT US

888.253.0455

[Kelly@grouptravelleader.com](mailto:Kelly@grouptravelleader.com)

[Kyle@grouptravelleader.com](mailto:Kyle@grouptravelleader.com)

# AD DIMENSIONS

**GROUP**  
THE  
TRAVEL LEADER

**select**  
TRAVELER

**GOING ON FAITH**  
THE MAGAZINE FOR FAITH-BASED TRAVEL PLANNERS

**SMALL MARKET  
MEETINGS**

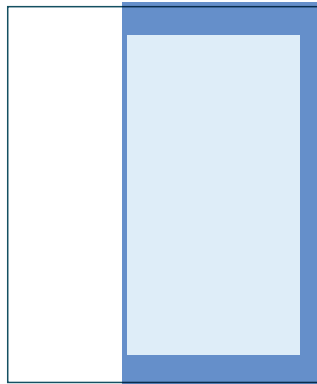
## FULL PAGE



**Trim:** 9" X 10.875"  
**Bleed:** 9.25" X 11.125"  
**Live Area:** 8.5" X 10.375"

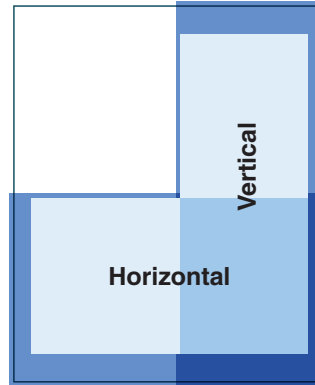
\* All photos and text need to stay inside the Trim by 1/4"

## 2/3 PAGE



**No Bleed:** 5" X 9.25"  
**Trim:** 5.675" X 10.875"  
**Bleed:** 5.925" X 11.125"

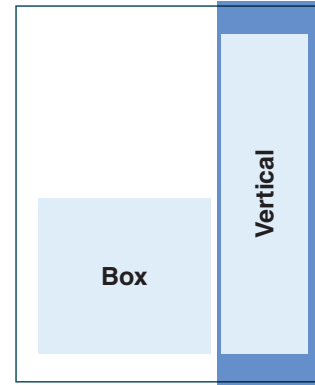
## 1/2 PAGE



**Horizontal**  
**No Bleed:** 8" X 4.5"  
**Trim:** 9" X 5.3438"  
**Bleed:** 9.25" X 5.5938"

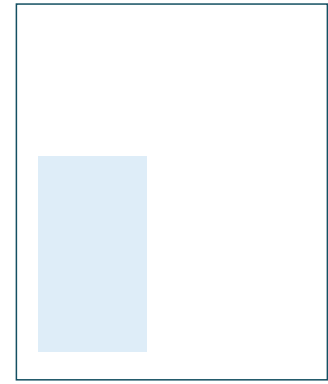
**Vertical**  
**No Bleed:** 3.9" X 9.25"  
**Trim:** 4.575" X 10.875"  
**Bleed:** 4.825" X 11.125"

## 1/3 PAGE



**Box**  
**No Bleed:** 5" X 4.5"  
**Vertical**  
**No Bleed:** 2.5" X 9.25"  
**Trim:** 3.175" X 10.875"  
**Bleed:** 3.425" X 11.125"

## 1/6 PAGE



**No Bleed:** 2.5" X 4.5"

# AD SPECIFICATIONS

**FILE FORMATS** PDF x1 preferred  
jpg, EPS, TIF or PDF accepted

**COLOR** CMYK

**IMAGES** All images should be 300 dpi CMYK

**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.

**FONTS** All fonts embedded or converted to paths, outlines, boxes.

**LINESCREEN** We print with 150 lines per inch.

**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@grouptraveller.com](mailto:production@grouptraveller.com) • [production@selecttraveler.com](mailto:production@selecttraveler.com)  
[production@goingonfaith.com](mailto:production@goingonfaith.com) • [production@smallmarketmeetings.com](mailto:production@smallmarketmeetings.com)

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

**CONTACT US**

**888.253.0455**

[gtl-advertising.com](http://gtl-advertising.com)