

# 2025 ADVERTISING PLANNER



# GROUP

THE

## TRAVEL LEADER

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INC.

GROUP  
THE  
TRAVEL LEADER  
INC.

select  
TRAVELER

GOING ON FAITH  
THE MAGAZINE FOR FAITH-BASED TRAVEL PLANNERS



PRINT DIGITAL CUSTOM PUBLISHING SPECIAL PROJECTS FAMS CUSTOM CONTENT

## OUR BRAND



The Group Travel Leader Inc. has been the dominant group travel content publisher for more than 30 years. Our editorial coverage of the industry is unparalleled, and we are recognized for our quality design, which is second to none.

Our primary magazine, The Group Travel Leader, is published 10 times per year and is read by more than 30,000 tour operators, group travel planners and influencers in its print and digital formats. Select Traveler targets upscale tour operators and planners who organize travel for banks, chambers of commerce, alumni groups and similar organizations. Going On Faith is the industry's only magazine devoted to faith-based travel across North America, the Holy Land and beyond.

Superb editorial, unmistakable design and engaged readerships make the magazines and digital channels of The Group Travel Leader Inc. your first choice for influencing traveling groups of all ages, sizes and demographics.

[GTL-ADVERTISING.COM](http://GTL-ADVERTISING.COM)

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

## MEET the SALES TEAM



VICE PRESIDENT OF  
SALES AND MARKETING

**KYLE ANDERSON**

[kyle@grouptravelleader.com](mailto:kyle@grouptravelleader.com)  
859.334.1718



ADVERTISING  
ACCOUNT MANAGER

**TELISA RECH**

[telisa@grouptravelleader.com](mailto:telisa@grouptravelleader.com)  
859.334.1708



859.253.0455

**GROUP**  
THE  
TRAVEL LEADER  
INC.

# GOING ON FAITH

## GROSS PRINT RATES

	4X	3X	2X	1X
<b>Full Page</b>	1,945	2,090	2,235	2,380
<b>2/3 Page</b>	1,530	1,630	1,735	1,840
<b>Half Page</b>	1,265	1,350	1,430	1,515
<b>1/3 Page</b>	885	950	1,010	1,070
<b>1/6 Page</b>	580	625	665	705

**Two-Page Spread** 4,120 per insertion

## READER PROFILE

Going On Faith is the national magazine for faith-based travel planners. It is published four times a year and is read in its print and digital formats by more than 10,000 qualified travel directors for churches, synagogues and other religious groups and by tour operators who serve this market. These religious travel programs serve youth, young adult and mature adult groups.



## SAMPLE PACKAGE OPTION:

**2 FULL PAGE ADS**  
in Going On Faith

**6 MONTHS ARTICLE SIDE  
BANNER AD** on goingonfaith.com

**1 SPONSORED ARTICLE**  
in Faith Travel Minute

**TOTAL NET COST: 6,000**



GTL-ADVERTISING.COM  
GOINGONFAITH.COM



kyle@grouptraveller.com  
telisa@grouptraveller.com



859.253.0455

**CANCELLATION POLICY:** Ads cancelled fewer than 15 days prior to the space deadline will be billed at the contract-cost of the ad.

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# '25 EDITORIAL CALENDAR

## SPRING

### The South

Shipshewana, IN  
Wisconsin  
Family Destinations  
Famous Restaurants  
Spain

SPACE DEADLINE: 02/14/25

## SUMMER

### The Heartlands

Plymouth, MA  
New Mexico  
Food Trails  
Sightseeing Cruises  
British Isles

SPACE DEADLINE: 05/15/25

## FALL

### Paul's Journeys

Huntsville, AL  
Georgia  
Faith-Based Attractions  
Retreats  
Greece

SPACE DEADLINE: 08/15/25

## WINTER

### Northeast & Mid Atlantic

Paducah, KY  
Louisiana  
Civil Rights  
Voluntourism  
Costa Rica

### African American Heritage

SPECIAL RATES APPLY

SPACE DEADLINE: 11/14/25

GTL-ADVERTISING.COM

GOINGONFAITH.COM



301 East High Street, Lexington, Kentucky 40507



kyle@grouptravelleader.com  
telisa@grouptravelleader.com



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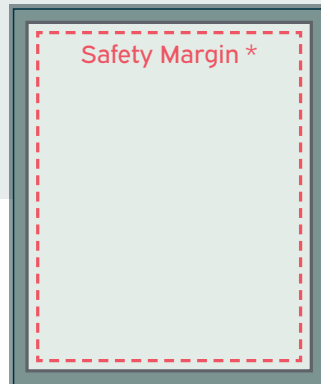
# AD DIMENSIONS

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select  
TRAVELER

GOING ON FAITH  
THE MAGAZINE FOR FAITH-BASED TRAVEL PLANNERS

## FULL PAGE

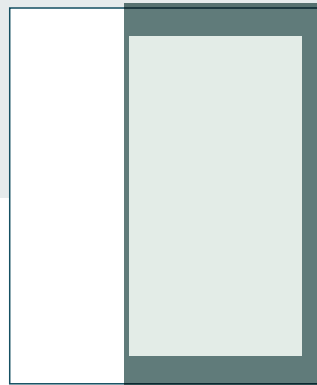


**Trim:** 9" X 10.875"  
**Bleed:** 9.25" X 11.125"

**Live Area:** 8.5" X 10.375"

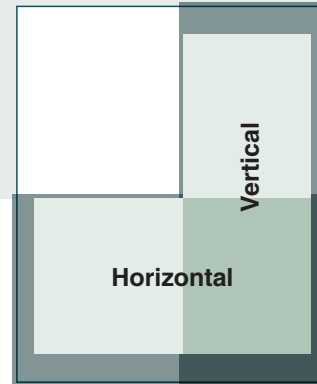
\* All text, logos, etc. need to stay inside the Trim by .25" for all bleed ads

## 2/3 PAGE



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

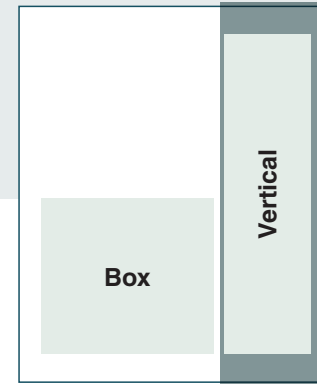
## 1/2 PAGE



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

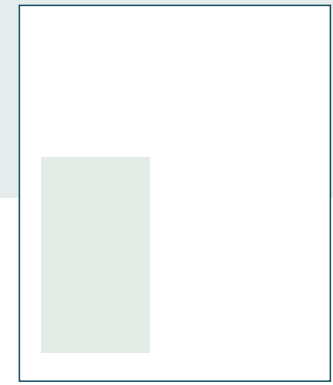
**Vertical**  
**No Bleed:** 3.9" X 9.25"  
**Trim:** 4.575" X 10.875"  
**Bleed:** 4.825" X 11.125"

## 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"

Advertising Specs

## AD SPECIFICATIONS

**FILE FORMATS** PDF x1 or PDF x4 preferred  
EPS, TIF or PDF accepted

**COLOR** CMYK

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

IMPORTANT: Be certain that all color profiles (including RGB, ICC and PMS) have been converted to CMYK 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 or boxes.

**LINESCREEN** All our publications are printed at 150 lines per inch.

**SENDING AD** Share your ad file via the file sharing service of your choice or email it to one of the following addresses:

[production@grouptravelleader.com](mailto:production@grouptravelleader.com) • [production@selecttraveler.com](mailto:production@selecttraveler.com)  
[production@goingonfaith.com](mailto:production@goingonfaith.com)

**CANCELLATION POLICY:** Ads cancelled fewer than 15 days prior to the space deadline will be billed at the contract-cost of the ad.

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

**CONTACT US**

**859.253.0455** [gtl-advertising.com](http://gtl-advertising.com)