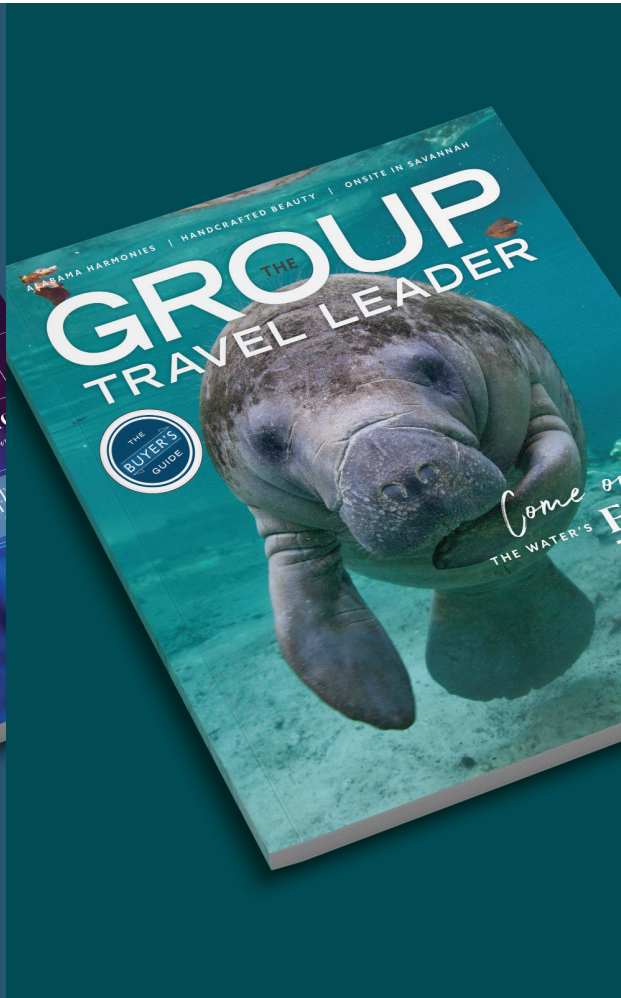


# 2026 ADVERTISING PLANNER

**GROUP**  
TRAVEL LEADER  
INC.



# GROUP

THE

# TRAVEL LEADER

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INC.

GROUP  
TRAVEL LEADER  
INC.

select  
TRAVELER

GOING ON FAITH  
THE MAGAZINE FOR FAITH-BASED TRAVEL PLANNERS



# MEET THE SALES TEAM

PRINT DIGITAL CUSTOM PUBLISHING SPECIAL PROJECTS FAMS CUSTOM CONTENT

## OUR BRAND



The multibillion-dollar group travel industry evolves with generational trends, and no other content company understands that evolution like we do. We deliver more channels for influencing thousands of traditional and emerging travel groups than any other company in America, generating more than 75,000 interactions with travel planners every month.

From outstanding legacy print and myriad digital channels to dynamic OnSite familiarization trips and our insightful Gather and Go podcast, The Group Travel Leader Inc remains the best media company to connect your destination to travel groups of all ages and sizes.

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

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



ADVERTISING  
SALES MANAGER

**TELISA RECH**

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



ADVERTISING  
SALES MANAGER

**ASHLEY DELUCIA**

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



859.253.0455

**GROUP**  
THE  
TRAVEL LEADER  
INC.

# GOING ON FAITH

## READER PROFILE

Going On Faith is the industry's only magazine devoted to faith-based travel across North America, the Holy Land, Europe and beyond. It is mailed in print to more than 6,000 faith-based travel planners and tour operators who are leaders in this international market. Its e-newsletter, Faith Travel Minute, links to our full digital edition and is sent monthly to an additional 2,500 qualified buyers. Through all channels, Going On Faith's digital impressions total more than 491,000 annually.



## 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 |

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

## 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



telisa@grouptravelleader.com  
adelucia@grouptravelleader.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.

**GOING ON FAITH**

THE MAGAZINE FOR FAITH-BASED TRAVEL PLANNERS

For Ad Dimensions and Specs See Back Cover

# '26 EDITORIAL CALENDAR

## SPRING

### The South

- Grapevine, TX
- Pennsylvania
- Presidential Libraries
- Belgium

SPACE DEADLINE: 02/13/26

## SUMMER

### The Heartlands

- Tennessee Smokies
- Alabama
- Natural Wonders
- Malta

SPACE DEADLINE: 05/15/26

## FALL

### Paul's Journeys

- Oklahoma City, OK
- Arkansas
- Hispanic Heritage
- Peru

SPACE DEADLINE: 08/14/26

## WINTER

### Northeast & Mid Atlantic

- Williamsburg, VA
- Michigan
- Outdoor Dramas
- Philippines

### African American Heritage

SPACE DEADLINE: 11/13/26

SPECIAL RATES APPLY

GTL-ADVERTISING.COM  
GOINGONFAITH.COM



301 East High Street, Lexington, Kentucky 40507

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adelucia@grouptravelleader.com  
859.253.0455

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

# AD DIMENSIONS



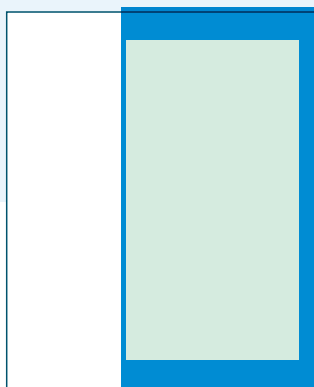
## FULL PAGE



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

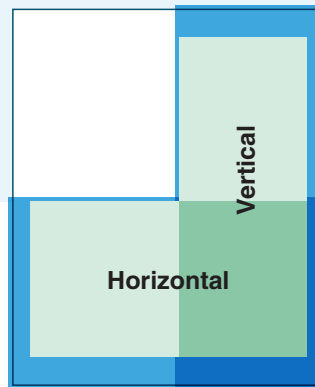
\* All text, logos, etc. need to stay inside the Trim by .25" for all bleed ads

## 2/3 PAGE



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

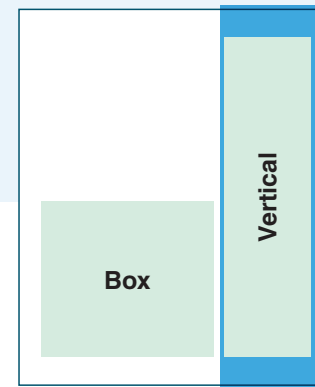
## 1/2 PAGE



**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"

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)