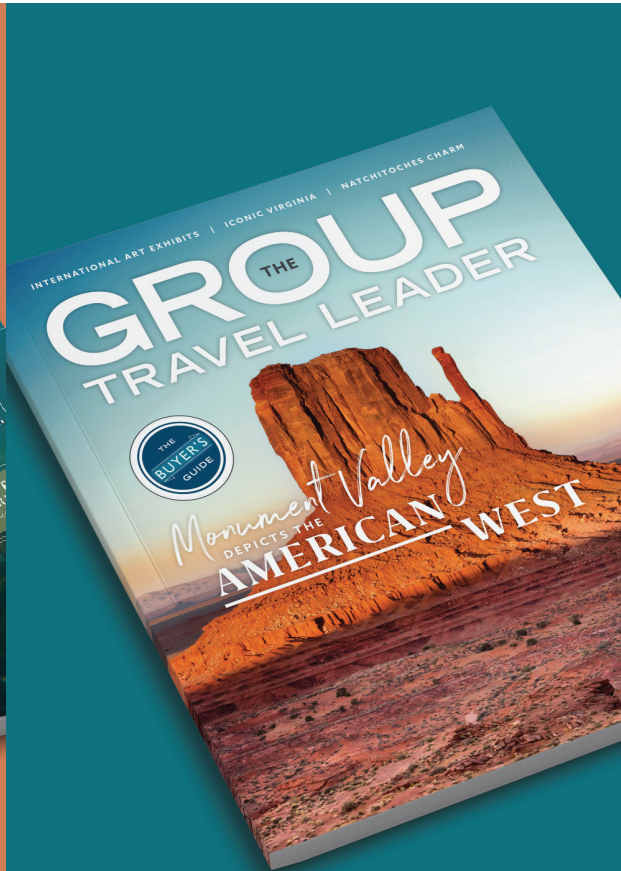


2027 ADVERTISING PLANNER

GROUP
THE
TRAVEL LEADER
INC.





TRUST THE LEADER

The Group Travel Leader Inc. is America's most trusted tour and travel media organization. We partner with destinations, attractions and travel companies to increase their group tourism business.

GET MORE GROUPS

We deliver more channels for influencing thousands of traditional and emerging travel groups than any other company in America.

Our solutions include print and digital advertising, podcast opportunities, custom content campaigns, lead-generation initiatives and turnkey familiarization tour packages.

Our clients get great returns, because we are unlike anyone else:

1

Our team includes America's leading experts on group tourism, with more than three decades in the industry.

3

We don't compromise on quality, so our audience trusts us implicitly.

5

We offer niche brands to target the audience that will be most passionate about your product.

2

Our content is created by professional travel journalists who specialize in highlighting your destination.

4

We're constantly growing our readership and go to great lengths to find America's up-and-coming travel planners.

We help travel marketers:



Draw more groups to their destinations or attractions.



Showcase their offerings to travel planners who actually bring groups.



Stop wasting their marketing dollars on platforms offering little return.

[GROUPTRAVELLEADER.COM/ADVERTISE](https://grouptravelleader.com/advertise)



GROUP
THE
TRAVEL LEADER
INC.

Nobody gets groups ↘
like we do!

With monthly magazines, weekly newsletters, podcasts and in-person events, we're the most trusted group travel resource in America. Our massive reach delivers you maximum impact. ↘

No other tourism publisher comes close.

172,00

MAGAZINES MAILED ANNUALLY



1.24
MILLION

NEWSLETTERS
SENT ANNUALLY



200

ORIGINAL ARTICLES
WRITTEN ANNUALLY



300+

BUYERS
HOSTED ON
FAMS



366,272

Annual webpage views



20,000+

lifetime
podcast
downloads



MEET THE SALES TEAM



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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, 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.



NET PRINT RATES

	4X	3X	2X	1X
Full Page	1,650	1,780	1,900	2,020
2/3 Page	1,220	1,390	1,480	1,570
Half Page	1,080	1,150	1,220	1,290
1/3 Page	750	810	860	910

Two-Page Spread 3,500 per insertion

SAMPLE PACKAGE OPTION:

3 FULL PAGE ADS
in Going On Faith

4 E-NEWSLETTER LEADERBOARD ADS on goingonfaith.com

1 SPONSORED ARTICLE
in Faith Travel Minute

TOTAL NET COST: 7,500

CLICK FOR PACKAGE RATE OPTIONS



For Ad Dimensions and Specs See Back Cover

GOING ON FAITH
THE MAGAZINE FOR FAITH-BASED TRAVEL PLANNERS



'27 EDITORIAL CALENDAR

SPRING

The South

Branson, MO
Massachusetts
Wildlife Experiences
Italy

SPACE DEADLINE: 02/15/27

SUMMER

The Heartlands

Birmingham, AL
Utah
Religious Heritage Sites
The Bahamas

SPACE DEADLINE: 05/14/27

FALL

America's West

Pennsylvania Dutch Country
Mississippi
Youth Destinations
New Zealand

SPACE DEADLINE: 08/13/27

WINTER

Northeast & Mid Atlantic

Flagstaff, AZ
Kentucky
Architectural Gems
Turkey
African American Heritage
SPACE DEADLINE: 11/15/27

GOINGONFAITH.COM/ADVERTISE



301 East High Street, Lexington, Kentucky 40507



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859.253.0455

GOING ON FAITH
THE MAGAZINE FOR FAITH-BASED TRAVEL PLANNERS

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TELISA RECH

ASHLEY DELUCIA

**CONTACT THE
SALES TEAM TODAY!**

AD DIMENSIONS

GROUP
THE
TRAVEL LEADER
INC.

select
TRAVELER

GOING ON FAITH
THE MAGAZINE FOR FAITH-BASED TRAVEL PLANNERS

FULL PAGE

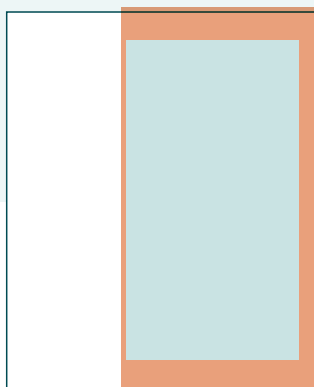


Trim: 9" X 10.875"
Bleed: 9.25" X 11.125"

Live Area: 8.5" X 10.375"

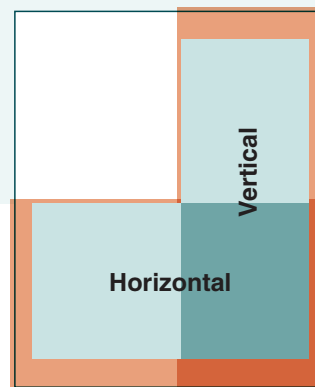
* All text, logos, etc. need to stay inside the Trim by .25" for all bleed ads

2/3 PAGE



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

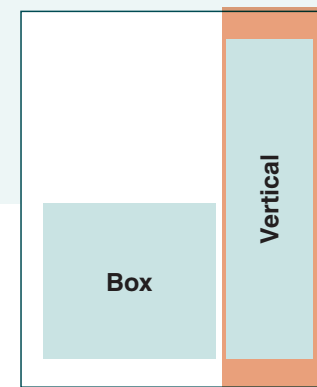
1/2 PAGE



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"

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@grouptraveller.com • production@selecttraveler.com
production@goingonfaith.com

CANCELLATION POLICY: Ad contracts may be canceled up to 30 days before the space deadline for the first scheduled insertion. Cancellations after that date will be billed at the contract rate.

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

CONTACT US | 859.253.0455 grouptraveller.com/advertise

