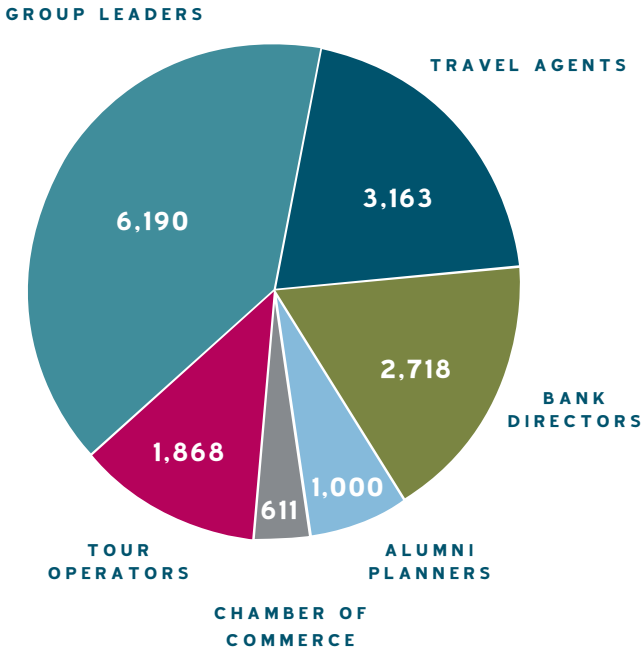


EDITORIAL OVERVIEW

The Official River Cruise Guide for Groups will include multi-page sections on:

- The most popular rivers for cruising in North America, Europe, Asia, Africa, South America and Australia. Each river will be defined for first-time cruisers using its cultural offerings, regional cuisine, historic sites, primary ports and other details.
- Types of vessels and products currently being offered based on an ever-evolving product line from the industry. Shore excursions and sightseeing options, bicycling and walking tours, special events and iconic beer, wine, and spirits regions will also be identified.
- A definitive Q and A section with participating river cruise and tour companies where cruise and travel executives share their best advice for pre-formed groups about how to enjoy worldwide river cruising.
- Detailed product and vessel information sections for participating river cruise companies and tour operators that define their group river cruise products and policies for 2019 and beyond.

CIRCULATION BREAKDOWN



ADVERTISING OPTIONS

PREMIUM FULL PAGE AD

- **Matching full page listing** - Your Full page listing runs adjacent to your full page advertisement
- **Editorial** - Your company representative from your cruise company will be included in our "Meet the Experts" editorial. (Must have ad space reserved by June 1st to be included in editorial.)
- **Banner ad** in the dedicated e-blast of the digital edition to 24,450 online readers
- **Listed in Cruise Provider sidebar** - Your company will be noted as a cruise provider for each river featured on which you cruise.
- **Leads** - You will be provided up to 50-profile leads from group travel planners who offer river cruises to their groups.

\$9,900 net *



PREMIUM 1/2 PAGE AD

- **Matching 1/2 page listing** above 1/2 page advertisement
- **Editorial** - Interview with a representative from your cruise company will be included in the "Meet the Experts" editorial. (Must have ad space reserved by June 1st to be included in editorial)
- **Listed in Cruise Provider Sidebar** - Your company will be noted as a cruise provider for each river featured that you sail.

\$5,900 net *

STANDARD ADS

- STANDARD FULL PAGE AD ONLY: \$5,900 net**
- STANDARD 1/2 PAGE AD ONLY: \$3,900 net**
- STANDARD 1/3 PAGE AD ONLY: \$2,900 net**

**For premium full page or 1/2 page advertisers you must have space reserved by June 1st to be included in editorial content.*

CONTACT

STACEY BOWMAN — stacey@grouptraveller.com

KELLY TYNER — kelly@grouptraveller.com

CIRCULATION

TOTAL CIRCULATION: 40,000

PRINT CIRCULATION: 15,500

EMAIL CIRCULATION: 24,450

ISSUES

SELECT TRAVELER: September/October '18

THE GROUP TRAVEL LEADER: September/October '18

The Official River Cruise Guide for Groups will be co-mailed with both **Select Traveler** and **The Group Travel Leader** magazines.

ADVERTISING DEADLINES

SPACE: July 2, 2018

MATERIALS: July 13, 2018

859.253.0455

GROUPTRAVELLEADER.COM