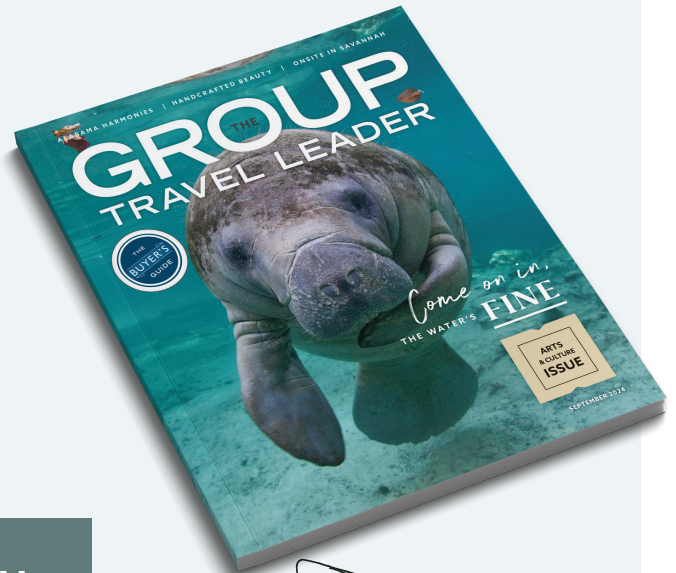


BUYER'S GUIDE DIRECTORY

ADVERTISE IN THE OFFICIAL BUYERS GUIDE DIRECTORY

The annual Group Travel Industry Buyers Guide Directory has a one-year shelf life and serves to educate group travel planners on how to better use CVBs and tour operators in their planning, trade associations in the industry and other information to help them be informed buyers.



September 2025 Issue



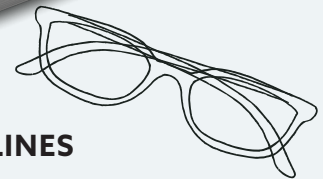
CIRCULATION

PRINT: 14,000

DIGITAL: 16,000

TRADESHOW DISTRIBUTION: 250

TOTAL CIRCULATION: 30,250



DEADLINES

Space: August 1, 2025

Materials: August 8, 2025

NET ADVERTISING RATES (per ad)

1/6 Page*	\$1,200
1/3 Page*	\$1,500
1/2 Page*	\$2,400
2/3 Page*	\$2,800
Full Page*	\$3,500
2-Page Spread*	\$6,400

***Free Listing Included**

OPTIONAL E-NEWSLETTER ADVERTISING

We will send two e-newsletters to over 10,000 group travel planners that includes the digital edition of the Buyer's Guide Directory in our e-newsletter, Group Travel Minute. Ad space is limited.

BANNER AD: \$450 — 300 x 250 pixels

SPONSORED ARTICLE: \$500 — includes up to 500 words of copy and four photos and will run on website for one year.

LEADERBOARD BANNER AD (only one): \$600 — 700 x 100 pixels

BELLY BAND AD FOR DIGITAL EDITION (only one): \$1,000 — 9" w x 5" h — 72 ppi

THE GROUP
TRAVEL LEADER

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