



OUR BRAND



CLASSIC DESIGN

Our magazines feature the most compelling photography and design in the tourism industry. Readers regularly tell us they keep them and refer to them often for travel planning ideas.



COMPELLING STORIES

Our professional writers and editors travel throughout the United States and around the world to craft travel articles that are rich, informative and entertaining. Our readers trust us because we don't compromise on editorial content.



INSTANT ACCESS

Our magazine websites are crafted with beauty and simplicity to match our print standards, and our series of e-newsletter and customized email products ensures you can get your message in front of our readers whenever you want.



PERSONAL ENCOUNTERS

We have spent years building personal relationships with influential travel planners, and our exclusive OnSite familiarization program brings the most qualified travel buyers in the industry to your destination.



ENDURING PARTNERSHIPS

We have decades-long publishing partnerships with some of the most well respected organizations in tourism, including The Group Travel Family and Travel South USA. The Myrtle Beach CVB, Ohio Has It, Travel Alliance Partners and others trust us to publish their magazines as well.

MEET THE SALES TEAM



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GROUP
THE
TRAVEL LEADER
INC.

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888.253.0455

SMALL MARKET
MEETINGS

SMALLMARKETMEETINGS.COM
866.356.5128

PRINT



Print Advertising

See Editorial Calendar

Special Sections

Kentucky Tourism

Georgia Tourism

Custom Content

1 Page Features

3 Page Features

4 Page Features

High Impact Units

Bellyband • Barn Door

Gatefold • Insert

and More.....

MAGAZINE TITLES

PUBLISHED BY
THE GROUP TRAVEL LEADER, INC.
PIONEER PUBLISHING, INC.

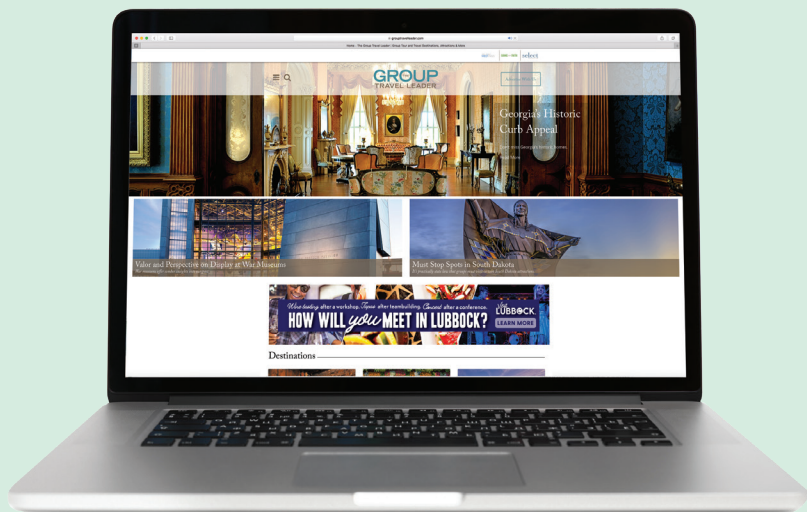
GROUP
TRAVEL LEADER
INC.

SMALL MARKET
MEETINGS



DIGITAL

Get exposure for your brand on our family of websites and industry-leading e-newsletters. You can also reach our audience directly with a dedicated e-blast.



WEBSITE BANNER ADS

You can purchase a Banner Ad on any of our four websites for 3, 6, 9 or 12 months.

LEADERBOARD 1200 x 250 pixels

SIDE BANNER 250 x 250 pixels

E-NEWSLETTER BANNER ADS

LEADERBOARD
700 x 100 pixels

SIDE BANNER
300 x 250 pixels

E-NEWSLETTER SPONSORED ARTICLE

You can purchase a sponsored e-newsletter article post by sending us four photos and up to 400 words about a featured tour or product.

Your article will also be featured on our website.

DEDICATED E-BLAST

We can email your customized HTML promotion to all of our niche markets. Target any specific buyer group with your sales message.

E-NEWSLETTERS

GROUP TRAVEL MINUTE — Bi-monthly

SELECT TRAVELER MINUTE — Monthly

FAITH TRAVEL MINUTE — Monthly

MEETINGS AT A GLANCE — Bi-monthly

CUSTOM CONTENT

Our magazines, your message!



YOUR DESTINATION NEVER LOOKED BETTER

Highlight your destination or experience with an article by a professional travel writer! With our custom content series, you can have your own article of up to four pages in any of our magazines. Our professional travel writer will work with you to develop a story showcasing the activities, attractions and accolades you want our readers to know about. Then our art director uses your photos to create a visually stunning magazine layout that is sure to drive leads and reader engagement. In addition to running in the print magazine, your Custom Content article will also appear in that month's e-newsletter and will appear on our website for one year. The package also includes a 300 x 250 pixel banner ad in our e-newsletter.

1 Page Features



3 Page Features

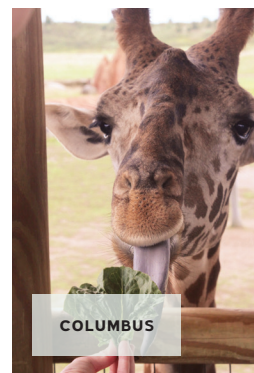
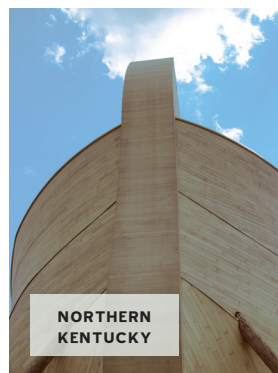


4 Page Features



ONSITE FAM EVENTS

Host qualified travel or meeting planners in your destination!



OnSite

WITH THE GROUP TRAVEL LEADER

Host qualified travel or meeting planners in your destination by working with us on one of our popular events! Numerous destinations have already hosted our exciting OnSite fam tours. We promote each event, invite our readers, assist you with planning and attend the event to produce social media buzz and extensive editorial coverage in our magazine and e-newsletter.

An OnSite Fam Event offers a year's worth of publicity in print and online. These events are designed to unite your industry or members in an overall effort that produces excitement leading up to, during and after the event. Your exposure lasts for months and yields massive media results from onsite interaction with travel planners who attend.

ARTICLES

WEB



CUSTOM PUBLISHING

If you represent a region, state, organization or similar group that would benefit from our publishing expertise, contact our sales team today. We do all the work! We'll meet with you to develop the editorial content, we'll create the sales plan and materials, and we'll deliver an unparalleled product on your deadline. Contact any of our clients for a recommendation—they'll confirm our commitment to delivering your magazine on schedule and exceeding all your expectations.

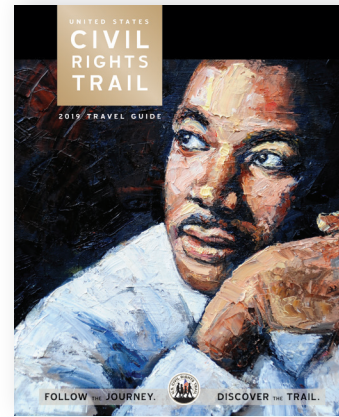
Call today to see how easily we can do one for you! **888.253.0455**

Let Us Create a Custom Magazine for You!

TRAVEL SOUTH TOUR PLANNER



U.S. CIVIL RIGHTS TRAIL TRAVEL GUIDE



OHIO HAS IT! GROUP TRAVEL GUIDE



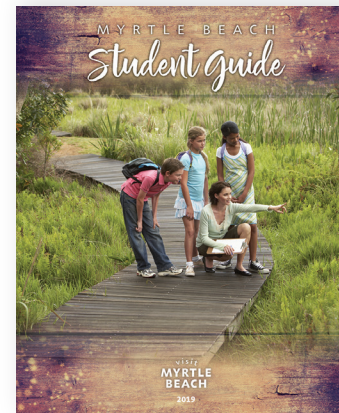
KENTUCKY HORSE PARK MAGAZINE



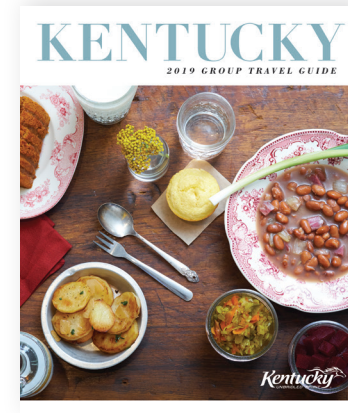
MINNESOTA GROUP TRAVEL GUIDE



MYRTLE BEACH HOLIDAY & STUDENT GUIDES



KENTUCKY TOURISM GROUP TRAVEL GUIDE

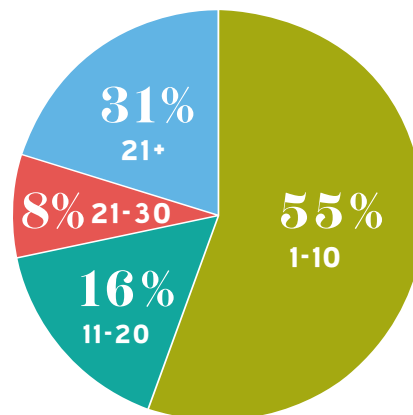


READER PROFILE

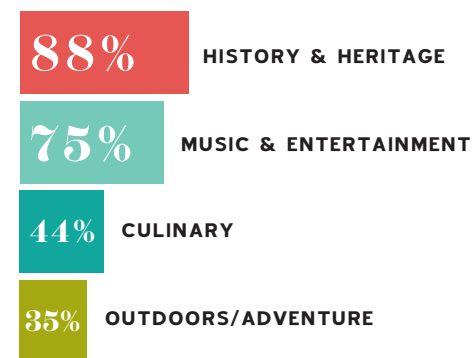
Over the past 29 years, we have built the group travel industry's most respected readership, one that ranges from America's largest travel companies to emerging groups created every day. Our combined print and digital readership for travel planners tops 33,000. Our readers include:

- Group Travel Family members
- Members of NTA, ABA, UMA, USTOA, OMCA and SYTA
- Boomer-aged travel groups
- Automobile and Motorcycle clubs
- Youth and student groups
- Golf travel groups
- Culinary travel groups
- Travel agents and advisors

AVERAGE NUMBER OF TRIPS/YEAR



GROUP EXPERIENCES



GROSS ADVERTISING RATES

	10X	5X	3X	1X
Full Page, Color	4,120	4,340	4,560	4,750
2/3 Page, Color	3,150	3,350	3,550	3,750
Half Page, Color	2,620	2,770	2,930	3,100
1/3 Page, Color	1,650	1,770	1,890	2,000
1/6 Page, Color	1,100	1,200	1,300	1,400

For Ad Dimensions and Specs See Back Cover

INSERTS/CUSTOM PRINTING

Your preprinted inserts can be polybagged with The Group Travel Leader and mailed for as little as 50¢/piece. Regional buys are also available. Call for a quote.

PRINT DEADLINES

SPACE: 1st of month prior

MATERIALS: 5th of month prior



THE GROUP
TRAVEL LEADER

GROUPTRAVELLEADER.COM

CONTACT US

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Daniel@grouptraveller.com

2020 EDITORIAL CALENDAR



	THEME	STATE SPOTLIGHT	DESTINATION	DESTINATION	TRAVEL STOP	SPECIAL SECTIONS
JANUARY	Spring Destinations	Massachusetts	Ohio	Eastern PA	Frank Lloyd Wright Sites	Travel South
FEBRUARY	Music & Entertainment	Montana	Texas	New York	Museum Guide	The Great Lakes
MARCH	Food & Spirits	Louisiana	Kentucky	Portland, OR	Halls of Fame	US Civil Rights Trail & America's Crossroads
APRIL	Student Travel	Alabama	Virginia	Kansas City	Native American	The Carolinas & Florida
MAY	History & Heritage	Mississippi	Wisconsin	Anchorage, AK	Western Heritage	Georgia
JUNE	Sports Cities	North Dakota	Tennessee	Myrtle Beach, SC	Beer Cities	Along The Mississippi River
JULY/AUGUST	Fall Destinations	Maryland	Illinois	Asheville, NC	Trains	Oklahoma
SEPTEMBER	Arts & Culture	Rhode Island	California	Mackinaw, MI	Ghost Tours	Buyers Guide Directory
OCTOBER	Outdoor Adventure	Maine	New Jersey	NW Arkansas	Beaches & Seashores	America's Heartland & Kentucky Travel Guide
NOVEMBER/DECEMBER	Cruising	Arizona	Nebraska	Branson, MO	Casinos	Indiana & TAP Special Section



GROUPTRAVELLEADER.COM

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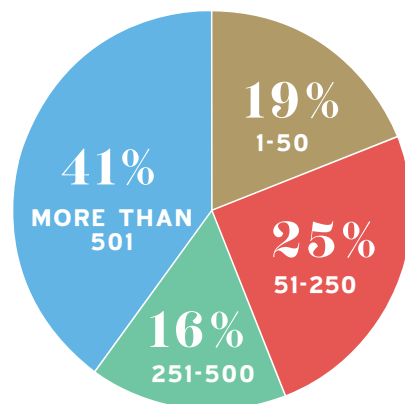
Kelly@grouptraveller.com

Daniel@grouptraveller.com

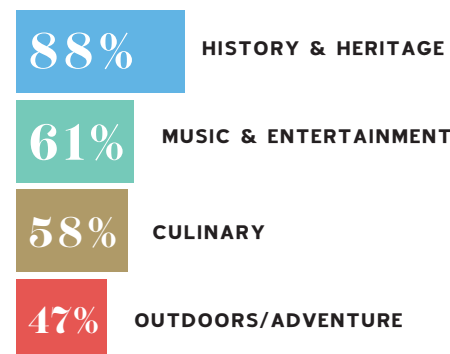
READER PROFILE

Select Traveler is the national magazine for travel planners for banks, chambers of commerce and alumni associations, and serves as the official magazine of the Select Traveler Conference. It is mailed six times a year to more than 4,500 travel planners for these upscale groups, including 400 tour operators who serve this market. These affluent travel programs deliver members who travel as much as 6-8 times per year.

NUMBER OF TRAVELERS IN TRAVEL PROGRAM



GROUP EXPERIENCES



TRENDING DESTINATIONS

DOMESTIC

- The Ark Encounter, KY
- Waco, TX
- Nashville, TN
- New York Theater
- Western National Parks

INTERNATIONAL

- Iceland
- Jordan
- Egypt
- Peru
- Southeast Asia

GROSS ADVERTISING RATES

	6X	3X	1X
Full Page, Color	2,940	3,140	3,300
2/3 Page, Color	2,470	2,580	2,690
Half Page, Color	2,050	2,150	2,250
1/3 Page, Color	1,500	1,580	1,650
1/6 Page, Color	990	1,040	1,090

For Ad Dimensions and Specs See Back Cover

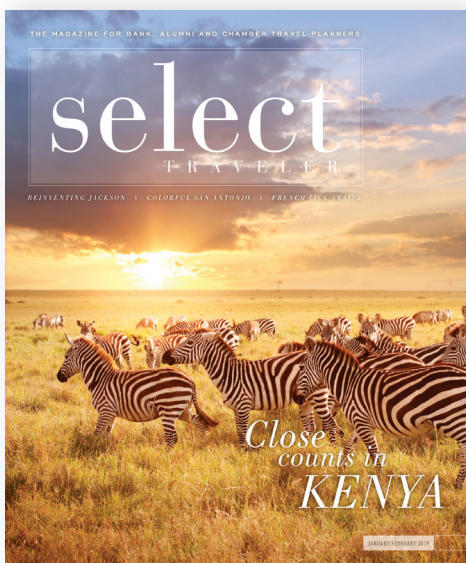
INSERTS/CUSTOM PRINTING

Your preprinted inserts can be polybagged with Select Traveler and mailed for as little as 50¢/piece.

PRINT DEADLINES

SPACE: 1st of month prior

MATERIALS: 5th of month prior



select
TRAVELER

SELECTTRAVELER.COM

CONTACT US

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Daniel@grouptravellerleader.com

2020 EDITORIAL CALENDAR

THE MAGAZINE FOR BANK, ALUMNI AND CHAMBER TRAVEL PLANNERS



IN EVERY ISSUE: • International Travel Feature • Planner Talk Back • Checking In Profiles • Travel Toolbox • Career Corner • Where We've Been

	TRAVEL FOCUS	STATE/REGIONAL	CITY FEATURE	BIG CITY FEATURE	WE'RE KNOWN FOR	SPECIAL SECTIONS	CONFERENCE CONTENT
JANUARY FEBRUARY	Famous Hotels	Louisiana	Louisville, KY	Chicago	Mountains	International	Conference Preview
MARCH APRIL	Seasonal Destinations	Wisconsin	Columbus, OH	Toronto	Wildlife	The South	Conference Spotlight
MAY JUNE	Dream Destinations	Arkansas	Oklahoma City, OK	New York City	Film Locations	The Midwest	Conference Coverage
JULY AUGUST	Food & Spirits Trails	Indiana	Virginia Beach, VA	Los Angeles	Architecture	Cruising	Marquee Directory
SEPTEMBER OCTOBER	Arts & Culture	New Jersey	St. Charles, MO	Miami	Public Markets	Special Events	Conference City Showcase
NOVEMBER DECEMBER	Theater	Colorado	Savannah, GA	Baltimore	Music	TAP Special Section & New England	Conference Information

MARQUEE INCLUDES THE FOLLOWING:

- Buy a 1/2-page ad and receive a 1/2-page profile in directory - \$2,050 gross
- Buy a Full-Page ad and receive a Full-Page profile adjacent to your ad - \$2,940 gross



SELECTTRAVELER.COM

CONTACT US

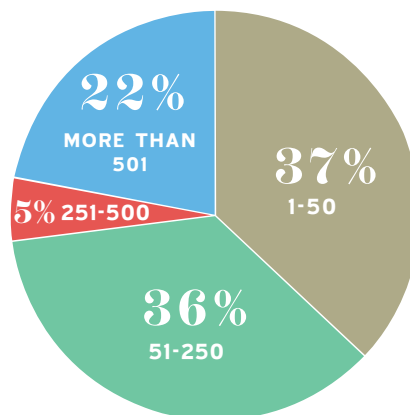
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Daniel@grouptravellerleader.com

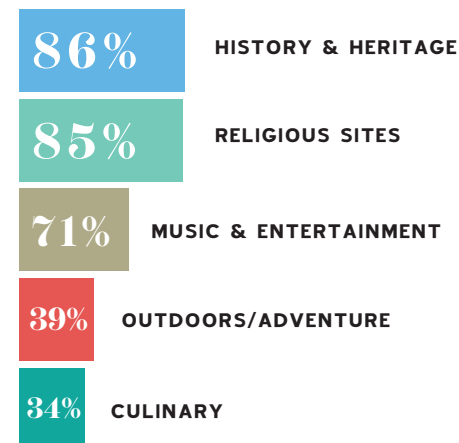
READER PROFILE

Going On Faith is the national magazine for faith-based planners and serves as the official magazine of the Going On Faith Conference. It is mailed four times a year to more than 6,000 qualified travel directors for churches, synagogues and other religious groups and to tour operators who serve this market. These religious travel programs serve youth, boomer and mature adult groups.

NUMBER OF TRAVELERS IN TRAVEL PROGRAM



GROUP EXPERIENCES



GROSS ADVERTISING RATES

	1X	Annual Contract (4 ads)
Full Page, Color	2,310	7,600 total *
2/3 Page, Color	1,785	5,900 total *
Half Page, Color	1,470	4,800 total *
1/3 Page, Color	1,040	3,400 total *
1/6 Page, Color	685	2,200 total *

*an 18% total savings over standard pricing

INSERTS/CUSTOM PRINTING

Your preprinted inserts can be polybagged with Going On Faith and mailed for as little as 50¢/piece. Regional buys are also available. Call for a quote.

PRINT DEADLINES

SPRING: Space: Feb. 1 — Materials: Feb. 5

SUMMER: Space: May 1 — Materials: May 5

FALL: Space: Aug. 1 — Materials: Aug. 5

WINTER: Space: Nov 1 — Materials: Nov 5



For Ad Dimensions and Specs See Back Cover

GOING ON FAITH
THE MAGAZINE FOR FAITH-BASED TRAVEL PLANNERS

GOINGONFAITH.COM

CONTACT US

888.253.0455

Kelly@grouptravelleader.com

Kyle@grouptravelleader.com

2020 EDITORIAL CALENDAR



IN EVERY ISSUE:

- Industry Update
- Travel Tips
- Conference Connection
- Holy Land & the World

	CITY FEATURE	STATE FEATURE	SPECIAL INTEREST	TRAVEL STOP	RETREAT VENUE	SPECIAL SECTION
SPRING	Washington D.C.	Indiana	Music & Entertainment	Art Cities	Sunstream Retreat Center, Ogden, IA	The South
SUMMER	Dallas Suburbs	North Carolina	Museums	Beaches	Eagle Rock Retreat Center, Eagle Rock, MO	NE/Mid Atlantic
FALL	Plymouth, MA	Tennessee	Christmas	Theme Parks	Pine Creek Retreat Center, Gore, VA	The Southwest
WINTER	Central Kentucky	Oklahoma	History	Military Museums	National 4-H Conference Center, Chevy Chase, MD	The Heartland



GOINGONFAITH.COM

CONTACT US

888.253.0455

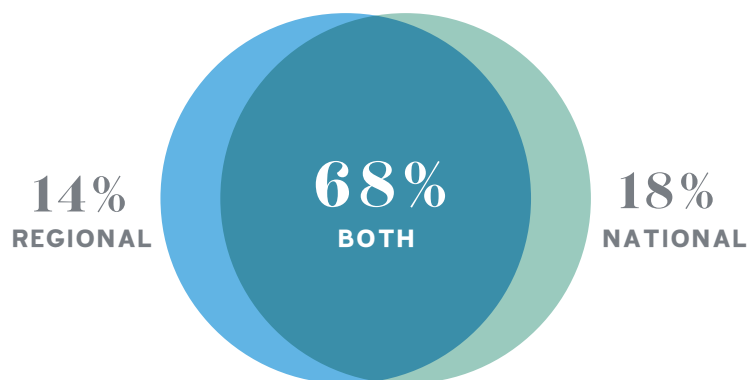
Kelly@grouptravelleader.com

Kyle@grouptravelleader.com

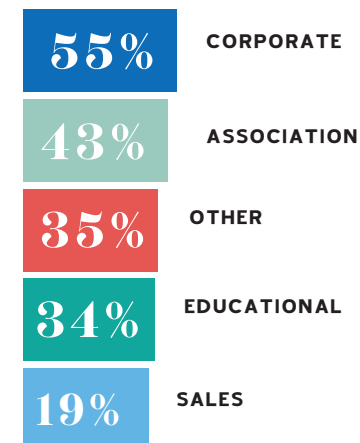
READER PROFILE

Small Market Meetings is the only meetings industry magazine that exclusively covers smaller destinations and serves as the official magazine of the Small Market Meetings Conference. It is mailed on a controlled circulation basis to more than 10,000 meeting planners nationwide that are members of SMMC, MPI, RCMA and other organizations. It is also sent to more than 8,000 in its digital edition.

WHERE OUR READERS PLAN THEIR MEETINGS



MEETINGS PLANNED



GROSS ADVERTISING RATES

	12X	6X	3X	1X
Full Page, Color	2,440	2,500	2,560	2,620
2/3 Page, Color	2,050	2,100	2,150	2,200
Half Page, Color	1,740	1,785	1,830	1,875
1/3 Page, Color	1,315	1,355	1,395	1,435
1/6 Page, Color	885	920	955	990

For Ad Dimensions and Specs See Back Cover

INSERTS/CUSTOM PRINTING

Your preprinted inserts can be polybagged with Small Market Meetings and mailed for as little as 50¢/piece. Regional buys are also available. Call for a quote.

PRINT DEADLINES

SPACE: 1st of month prior

MATERIALS: 5th of month prior



SMALL MARKET
MEETINGS

SMALLMARKETMEETINGS.COM

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Kyle@smallmarketmeetings.com

2020 EDITORIAL CALENDAR

SMALL MARKET
MEETINGS

	MANAGING MEETINGS	MEETING IDEAS	TOWN FEATURE	CITY SPOTLIGHT	MEETING GUIDES
JANUARY	A/V 101	Cities on the Rise	Bellevue, WA	El Paso, TX	America's Heartland
FEBRUARY	Better Breakouts	Sports Meetings	Manhattan, KS	Portland, ME	The South
MARCH	Crisis Management	High-tech Destinations	Mystic, CT	Lincoln, NE	Rocky Mountains & Indiana
APRIL	Event Transportation	Religious Meetings	Beloit, WI	Sacramento, CA	Texas
MAY	Family Friendly Meetings	Colleges & Universities	Niagara, NY	Billings, MT	Carolinas
JUNE	Health & Fitness at Meetings	Convention Centers	Vicksburg, MS	Knoxville, TN	California
JULY	Managing Conference Schedules	Meetings on the Water	Schaumburg, IL	Charleston, WV	Ohio & Arkansas
AUGUST	Meeting Apps	Meetings at Museums	Tempe, AZ	Raleigh, NC	Georgia & Nebraska
SEPTEMBER	Meetings on a Budget	Meetings at Casinos	Dubuque, IA	Stillwater, OK	Kansas
OCTOBER	Meetings for Millennials	Retreat Centers	Athens, GA	Akron, OH	Illinois
NOVEMBER	Social Media at Conferences	Winter Destinations	State College, PA	Tallahassee, FL	Wisconsin
DECEMBER	The Sharing Economy	Meetings at Resorts	South Bend, IN	Fort Smith, AR	SMM Directory & New York

SMALL MARKET
MEETINGS

SMALLMARKETMEETINGS.COM

CONTACT US

866.356.5128
Kyle@smallmarketmeetings.com

AD DIMENSIONS

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GOING ON FAITH
THE MAGAZINE FOR FAITH-BASED TRAVEL PLANNERS

SMALL MARKET MEETINGS

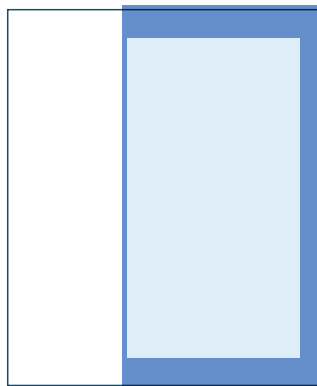
FULL PAGE



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

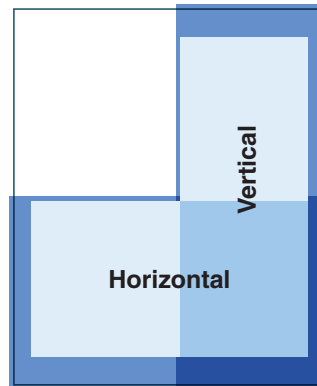
* All photos and text need to stay inside the Trim by 1/4"

2/3 PAGE



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

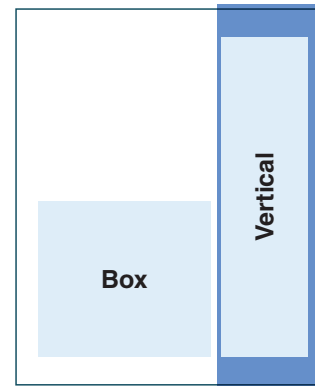
1/2 PAGE



Horizontal
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Trim: 9" X 5.3438"
Bleed: 9.25" X 5.5938"

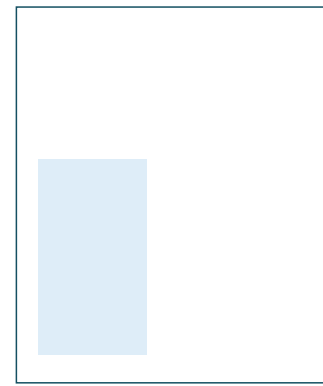
Vertical
No Bleed: 3.9" X 9.25"
Trim: 4.575" X 10.875"
Bleed: 4.825" X 11.125"

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"

AD SPECIFICATIONS

FILE FORMATS PDF x1 preferred
jpg, EPS, TIF or PDF accepted

COLOR CMYK

IMAGES All images should be 300 dpi CMYK

IMPORTANT: Be certain that all PMS and RGB colors have been converted to process color 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, boxes.

LINESCREEN We print with 150 lines per inch.

SENDING AD To submit your ad, you may share a PDF via Dropbox or other file sharing program or you may email it to one of the following addresses:

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

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

CONTACT US

888.253.0455

gtl-advertising.com