

INTERNATIONAL

Buyers Guide



THE WORLD AWAITS AND GROUPS ARE GOING

PUBLISHED BY THE GROUP TRAVEL LEADER, INC.

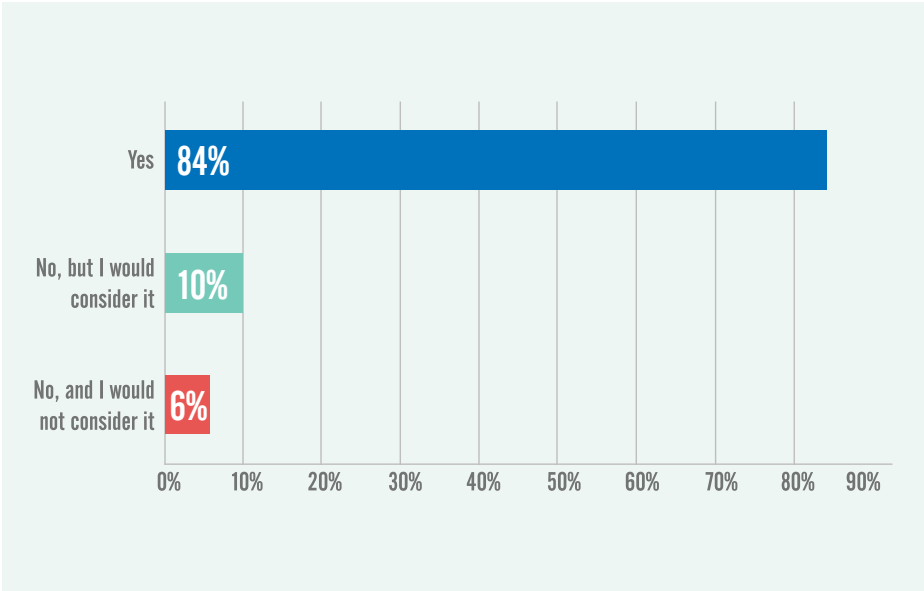
GROUP
THE
TRAVEL LEADER
INC.

select
TRAVELER

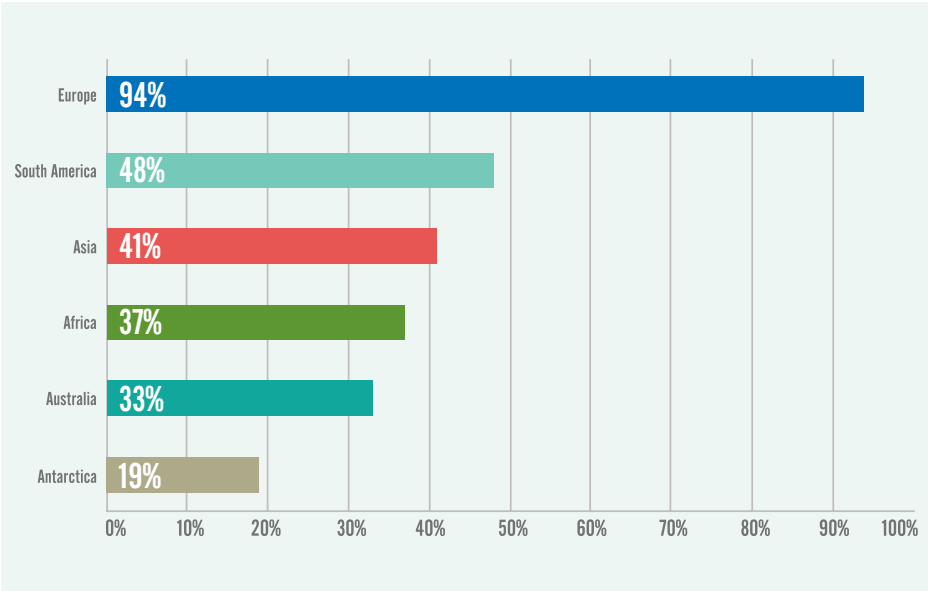
GOING ON FAITH
THE MAGAZINE FOR FAITH-BASED TRAVEL PLANNERS

READERSHIP STATS

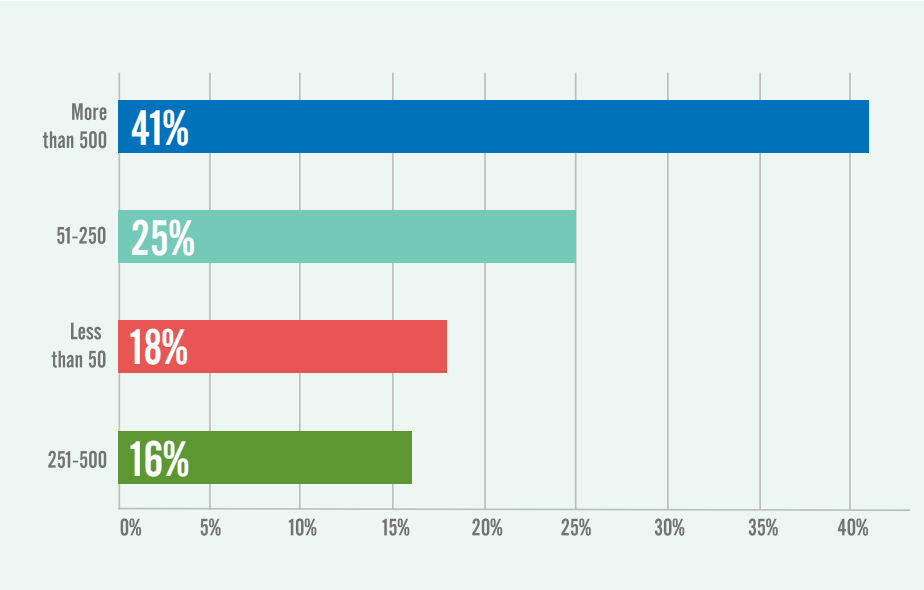
DO YOU PLAN INTERNATIONAL TRIPS?



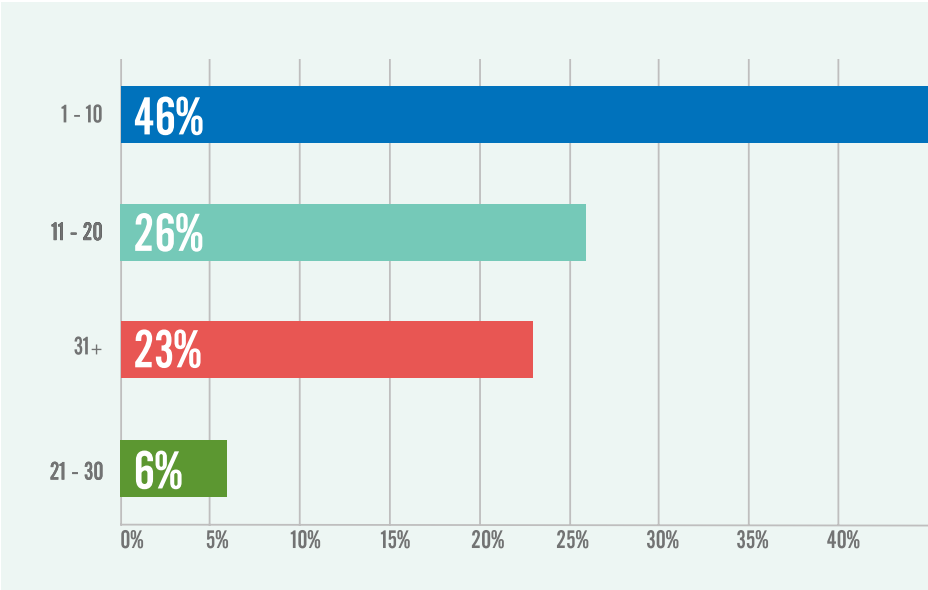
WHAT CONTINENTS DO YOU PLAN TRIPS TO?



HOW MANY TRAVELERS DOES YOUR COMPANY REPRESENT?



WHAT IS YOUR AVERAGE NUMBER OF TRIPS PER YEAR?



ADVERTISING RATES & EDITORIAL CONTENT

NET ADVERTISING RATES

2 Page Spread	9,000
Full Page	5,000
2/3 Page	4,300
Half Page	3,500
1/3 Page	2,300

For Ad Dimensions and Specs See Back Cover

PRINT DEADLINES

SPACE: September 14, 2020

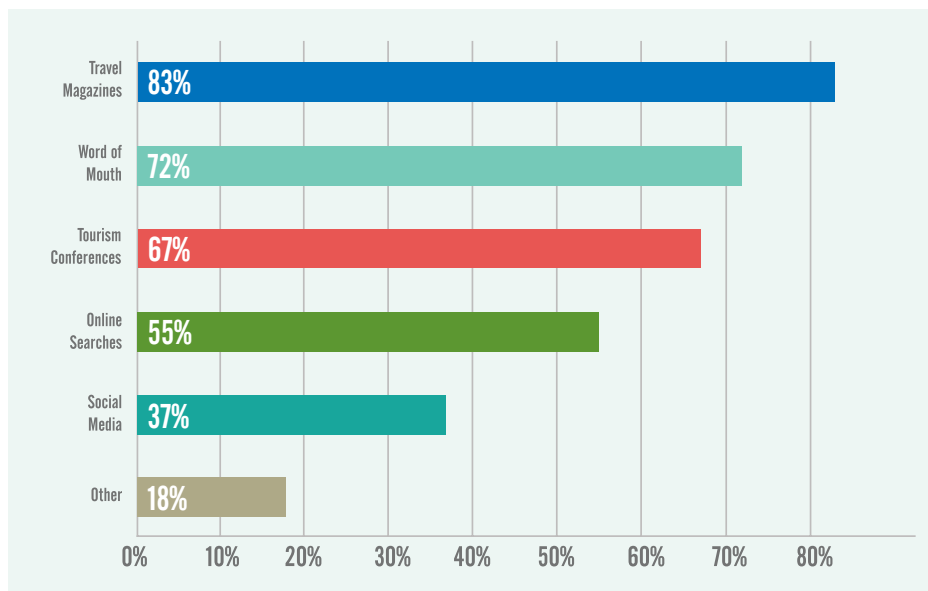
MATERIALS: October 1, 2020

THE GROUP
TRAVEL LEADER
INC.

EDITORIAL CONTENT

- **State of the International Travel Industry** — This article will examine the economic, geopolitical and cultural factors shaping the international travel landscape for the coming year.
- **Safety and Security** — This article will examine how tour companies and destinations work to keep international travelers safe and secure, as well as how they handle medical emergencies and other incidents.
- **See the World on a Cruise** — This article will highlight the variety of ways ocean and river cruise lines can help facilitate and add value to international travel adventures.
- **New Approaches to Old Favorites** — This article will examine exciting new travel possibilities available in popular international destinations and showcase ways that tour operators are evolving to deliver new experiences to their guests.
- **Up and Coming Adventure Destinations** — This article will highlight adventure and exotic destinations around the world that are emerging as must-visit places for savvy world travelers.

HOW DO YOU FIND TRAVEL IDEAS?



CIRCULATION

Your ad will be viewed by 21,000 individual travel planners in print and an additional 26,000 travel planners via our digital edition of these magazines.

Published as the centerpiece of the November/December 2020 issue of The Group Travel Leader, the International Buyers Guide will also appear in the November/December issue of Select Traveler magazine and will be mailed with the Winter issue of Going On Faith magazine to all travel planners who attend the Going On Faith Conference. An additional digital circulation of 26,000 will receive the magazine online via our monthly e-Newsletters and we will archive the magazine on all three websites for one year.

CONTACT US

888.253.0455

Kelly@grouptravelleader.com

Kyle@grouptravelleader.com

AD DIMENSIONS

GROUP
THE
TRAVEL LEADER

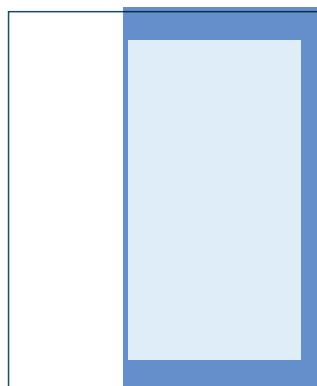
FULL PAGE



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Bleed: 9.25" X 11.125"
Live Area: 8.5" X 10.375"

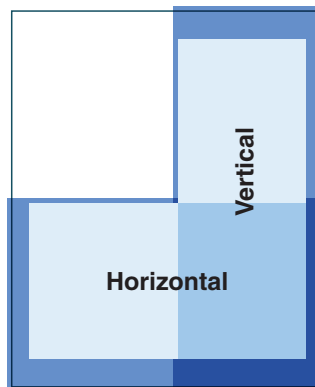
* All photos and text need to stay inside the Trim by 1/4"

2/3 PAGE



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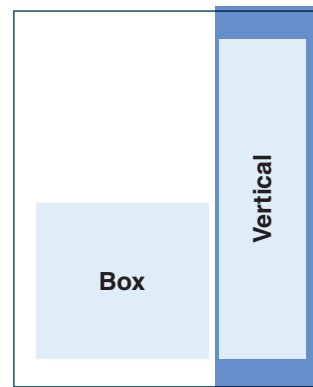
1/2 PAGE



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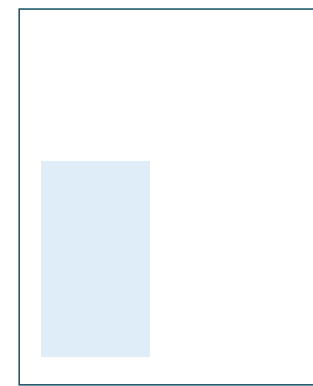
1/3 PAGE



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Vertical
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Bleed: 3.425" X 11.125"

1/6 PAGE



No Bleed: 2.5" X 4.5"

AD SPECIFICATIONS

FILE PDF x1 preferred
FORMATS 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@grouptravelleader.com

DEADLINES: Ad material deadline is October 1, 2020

CONTACT US

888.253.0455

gtl-advertising.com