



## 2021 ADVERTISING PLANNER

## OUR BRAND



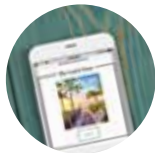
### CLASSIC DESIGN

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.



### READERSHIP CONNECTIONS

We have spent years building personal relationships with influential travel planners and meeting planners, and our exclusive OnSite Familiarization Tour Program brings the most qualified planners in the industry to your destination.



### ENDURING PARTNERSHIPS

We publish custom magazines for some of the most well respected organizations in the tourism industry including The Group Travel Family, Travel South USA, Southeast Tourism Society, Myrtle Beach CVB, Ohio Has It, Travel Alliance Partners, Explore Minnesota, The U.S. Civil Rights Trail and The Kentucky Horse Park.

## MEET THE SALES TEAM



VICE PRESIDENT,  
SALES AND MARKETING

KELLY TYNER

[kelly@grouptravelleader.com](mailto:kelly@grouptravelleader.com)

DIRECTOR OF  
ADVERTISING SALES

KYLE ANDERSON

[kyle@grouptravelleader.com](mailto:kyle@grouptravelleader.com)  
[kyle@smallmarketmeetings.com](mailto:kyle@smallmarketmeetings.com)

**THE GROUP**  
TRAVEL LEADER  
INC.

**GROUPTRAVELLEADER.COM**  
**888.253.0455**

**SMALL MARKET**  
**MEETINGS**

**SMALLMARKETMEETINGS.COM**  
**866.356.5128**

# PRINT



## Print Advertising

See Editorial Calendars

## Special Sections

Kentucky Tourism

Georgia Tourism

## Custom Content

1 Page Feature

2 Page Feature

3 Page Feature

4 Page Feature

## 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.

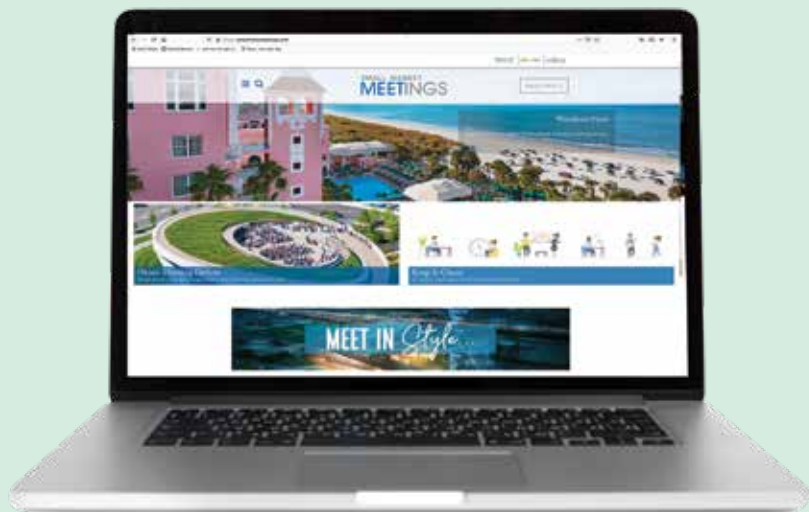
SMALL MARKET  
**MEETINGS**



# 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.*

GROUPTRAVELLEADER.COM • SELECTTRAVELER.COM  
GOINGONFAITH.COM • SMALLMARKETMEETINGS.COM



## E-NEWSLETTERS

### 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 SPONSORED ARTICLE

You can purchase a sponsored e-newsletter article post by sending us four photos and up to 500 words about a featured tour or product.

Your article will also be featured on our website.

### E-NEWSLETTER BANNER ADS

LEADERBOARD  
700 x 100 pixels

SIDE BANNER  
300 x 250 pixels

### DEDICATED E-BLAST

Send your sales message to our group leaders or meeting planners in a dedicated HTML or PDF e-blast. Use our platforms to get your message out to our readers.

**GROUP TRAVEL MINUTE** — Twice Monthly

**SELECT TRAVELER MINUTE** — Monthly

**FAITH TRAVEL MINUTE** — Monthly

**MEETINGS AT A GLANCE** — Twice Monthly

# CUSTOM CONTENT

Our magazines, your message!

## 1 Page Feature



## 2 or 3 Page Feature



## 4 Page Feature

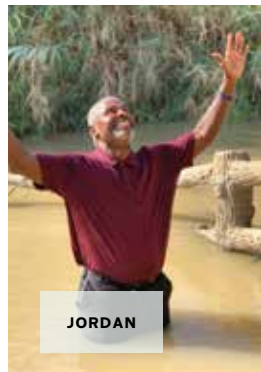


## YOUR DESTINATION NEVER LOOKED BETTER

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.

# ONSITE FAM EVENTS

*Host qualified travel or meeting planners in your destination!*



OnSite

WITH THE GROUP TRAVEL LEADER



OnSite

WITH SMALL MARKET MEETINGS

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 on site interaction with travel planners who attend.

## ARTICLES



WEB & SOCIAL MEDIA

# CUSTOM PUBLISHING

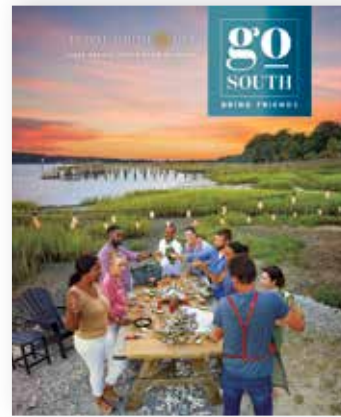
If you represent a region, state, organization or similar group that would benefit from our publishing expertise, contact our sales team today. We do all the work! We'll meet with you to develop the editorial content, we'll create the sales plan and materials, and we'll deliver an unparalleled product 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!*

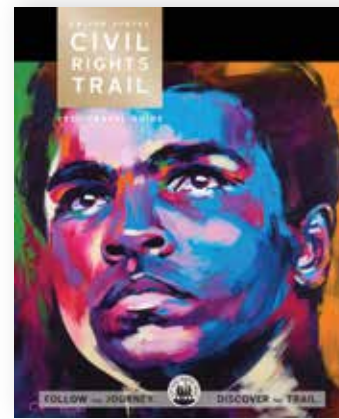
## GO SOUTH

### TOUR PLANNER



## U.S. CIVIL RIGHTS TRAIL

### TRAVEL GUIDE



## OHIO HAS IT!

### GROUP TRAVEL GUIDE



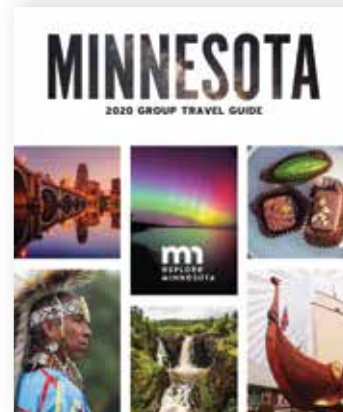
## KENTUCKY HORSE PARK

### MAGAZINE



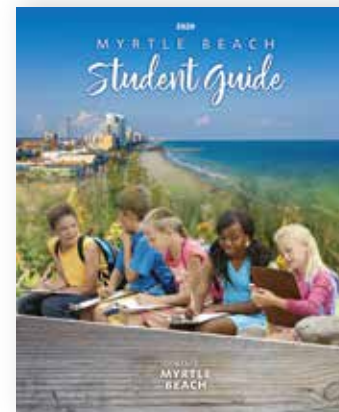
## MINNESOTA

### GROUP TRAVEL GUIDE



## MYRTLE BEACH

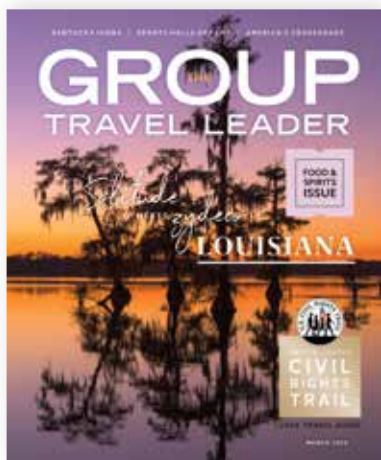
### HOLIDAY & STUDENT GUIDES



## KENTUCKY TOURISM

### GROUP TRAVEL GUIDE

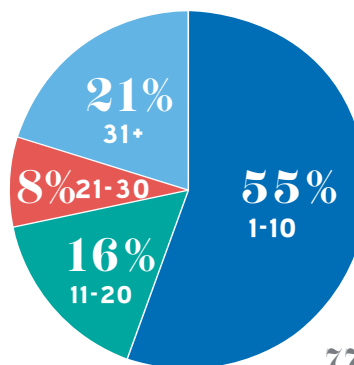




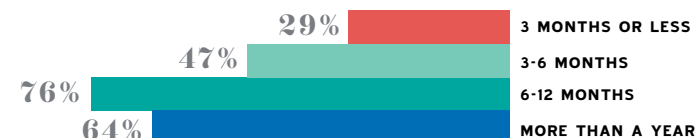
### READER PROFILE

The Group Travel Leader is published 10 times per year and is read by more 33,000 travel planners in print and via our digital edition format. These travel buyers are professional tour operators who are members of ABA, NTA, OMCA, SYTA, or USTOA or group leaders that attend Group Travel Family conferences or other industry tradeshows that qualify them each year.

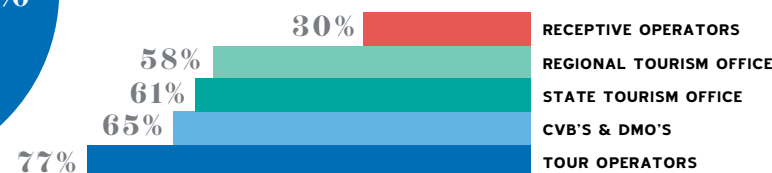
### AVERAGE NUMBER OF TRIPS/YEAR



### TRIP PLANNING TIME FRAMES



### WHEN PLANNING TRIPS I WORK WITH:



### GROSS PRINT RATES

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

For Ad Dimensions and Specs See Back Cover

**CANCELLATION POLICY:** Ads cancelled less than 15 days prior to the space deadline will be billed at the contract-cost of the ad.

### CUSTOM CONTENT

Our writer will work directly with you to create a one, two, three or four page custom content article. Your article will run in the issue of your choice in print, as an e-Newsletter article in that month's issue and on our website for one year in our Travel Stories feature. Call or email for additional information & rates.

### 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 & DIGITAL DEADLINES

**SPACE:** 1st of month prior

**MATERIALS:** 5th of month prior

### GROSS DIGITAL RATES

#### WEBSITE

**LEADERBOARD AD:** \$600

**BANNER AD:** \$500

#### E-NEWSLETTER

**LEADERBOARD AD:** \$600

**BANNER AD:** \$500

**E-BLAST:** \$1,500

**SPONSORED ARTICLE:** \$600

You submit up to 500 words of copy and four photos that will run in one issue of our e-Newsletter and on our website for one year in our Travel Stories feature.

# 2021 EDITORIAL CALENDAR



	THEME	STATE SPOTLIGHT	DESTINATION	CITY FEATURE	TRAVEL STOP	SPECIAL SECTIONS
JANUARY	Spring Destinations	Delaware	Ohio	Milwaukee, WI	Outlet Malls	GO South (STS)
FEBRUARY	Music & Entertainment	Maryland	New Mexico	Virginia Beach, VA	Museums	The Great Lakes America's Crossroads (OK, MO, KS, AR)
MARCH	Food & Spirits	Louisiana	Minnesota	New York City	Trains	US Civil Rights Trail & Kentucky
APRIL	Student Travel	Kansas	Alabama	Philadelphia, PA	Native American	The Carolinas & Florida
MAY	History & Heritage	Georgia	Missouri	Oklahoma City, OK	Birdwatching	Tennessee & California
JUNE	Waterfront Destinations	Wisconsin	South Carolina	Los Angeles, CA	Presidential Sites	Along The Mississippi River
JULY/AUGUST	Faith-Based Travel	Arkansas	Iowa	The Smokies, TN	Live Theater	Oklahoma & Pennsylvania
SEPTEMBER	Arts & Culture	Virginia	Alaska	St. Louis, MO	Studio Tours	Buyers Guide Directory
OCTOBER	Outdoor Adventure	Colorado	Wyoming	Black Hills, SD	Beaches & Seashores	America's Heartland Kentucky Travel Guide
NOVEMBER/DECEMBER	Cruising	Indiana	Texas	Columbus, OH	Gaming	African American Heritage International Buyers Guide



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

CONTACT US

888.253.0455

[Kelly@grouptravelleader.com](mailto:Kelly@grouptravelleader.com)

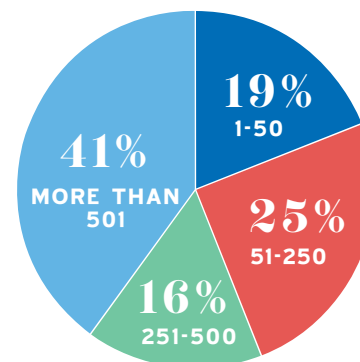
[Kyle@grouptravelleader.com](mailto:Kyle@grouptravelleader.com)



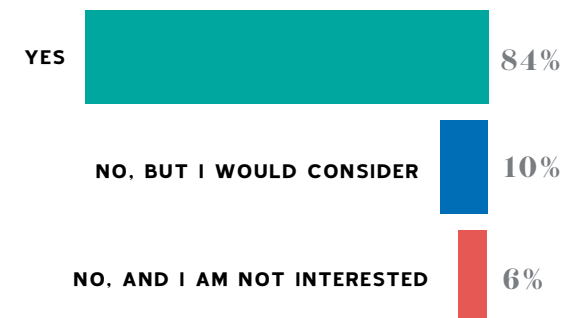
### READER PROFILE

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



### DO YOU PLAN INTERNATIONAL TRIPS?



### GROSS PRINT RATES

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

For Ad Dimensions and Specs See Back Cover

**CANCELLATION POLICY:** Ads cancelled less than 15 days prior to the space deadline will be billed at the contract cost of the ad.

### CUSTOM CONTENT

Our writer will work directly with you to create a one, two, three or four page custom content article. Your article will run in the issue of your choice in print, as an e-Newsletter article in that month's issue and on our website for one year in our Travel Stories feature. Call or email for additional information & rates.

### INSERTS/CUSTOM PRINTING

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

### PRINT & DIGITAL DEADLINES

**SPACE:** 1st of month prior

**MATERIALS:** 5th of month prior

### GROSS DIGITAL RATES

#### WEBSITE

**LEADERBOARD AD:** \$450

**BANNER:** \$350

#### E-NEWSLETTER

**LEADERBOARD:** \$450

**BANNER:** \$350

#### SPONSORED ARTICLE: \$400

You submit up to 500 words of copy and four photos that will run in one issue of our e-Newsletter and on our website for one year in our Travel Stories feature.

**select**  
TRAVELER

SELECTTRAVELER.COM

CONTACT US

888.253.0455

Kelly@grouptravelleader.com

Kyle@grouptravelleader.com

# 2021 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
<b>JANUARY FEBRUARY</b>	Lighthouses	Oklahoma	Myrtle Beach, SC	Minneapolis	Mardi Gras	Rocky Mountains	Conference Preview
<b>MARCH APRIL</b>	Dining Experiences	South Dakota	Colorado Springs, CO	Indianapolis	Museums	The South	Conference Coverage
<b>MAY JUNE</b>	Thriving Downtowns	Tennessee	Napa Valley, CA	Montreal	Beaches	The Midwest	Market Update
<b>JULY AUGUST</b>	Arts & Culture	Kentucky	Eureka Springs, AR	Seattle	Sports	Cruising	Marquee Directory
<b>SEPTEMBER OCTOBER</b>	Theater	Missouri	Lincoln, NE	New Orleans	Gardens	Coastal Cities	Conference City
<b>NOVEMBER DECEMBER</b>	Resorts	Ohio	Charlotte, NC	Boston	Winter	TAP Special Section & International Buyers Guide	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



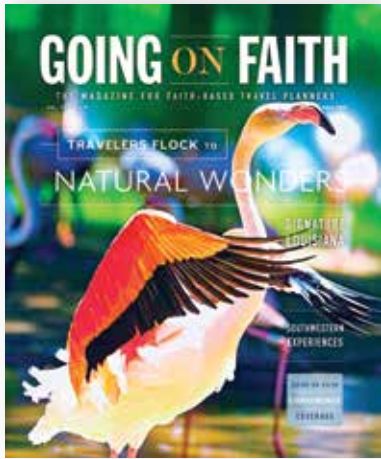
SELECTTRAVELER.COM

CONTACT US

888.253.0455

Kelly@grouptravellerleader.com

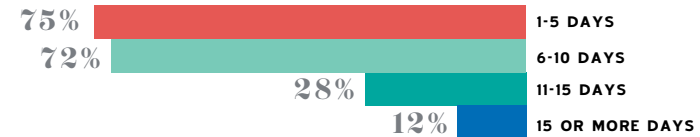
Kyle@grouptravellerleader.com



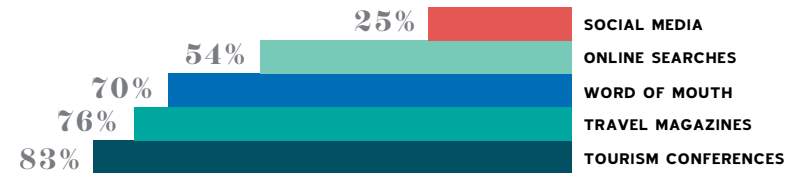
## READER PROFILE

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.

## TRIP LENGTH OFFERED



## SOURCES FOR NEW TRAVEL IDEAS



## GROSS PRINT RATES

	1X	Annual Contract (4 ads)
<b>Full Page, Color</b>	2,310	7,600 total *
<b>2/3 Page, Color</b>	1,785	5,900 total *
<b>Half Page, Color</b>	1,470	4,800 total *
<b>1/3 Page, Color</b>	1,040	3,400 total *
<b>1/6 Page, Color</b>	685	2,200 total *
		*an 18% total savings over standard pricing

For Ad Dimensions and Specs See Back Cover

**CANCELLATION POLICY:** Ads cancelled less than 15 days prior to the space deadline will be billed at the contract-cost of the ad.

## CUSTOM CONTENT

Our writer will work directly with you to create a one, two, three or four page custom content article. Your article will run in the issue of your choice in print, as an e-Newsletter article in that month's issue and on our website for one year in our Travel Stories feature. Call or email for additional information & rates.

## 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

## GROSS DIGITAL RATES

### WEBSITE

**LEADERBOARD AD:** \$450

**BANNER:** \$350

### E-NEWSLETTER

**LEADERBOARD:** \$450

**BANNER:** \$350

### SPONSORED ARTICLE: \$400

You submit up to 500 words of copy and four photos that will run in one issue of our e-Newsletter and on our website for one year in our Travel Stories feature.

### DIGITAL DEADLINES:

**Space:** 1st of month prior

**Materials:** 5th of month prior

# 2021 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
<b>SPRING</b>	Dearborn, IN	Kansas	Value Destinations	Car Museums	Black Hills Area Retreat Center Deadwood, SD	The South
<b>SUMMER</b>	Branson, MO	Mississippi	Dinner Cruises	Music & Entertainment	The Cove, Asheville, NC	NE/Mid Atlantic
<b>FALL</b>	The Smokies, TN	Pennsylvania	Farm & Factory Tours	History	Wheat State-Wichita Area Retreat Center, Augusta, KS	The Southwest
<b>WINTER</b>	Jefferson, LA	Ohio	Civil Rights	Faith-Based Attractions	Mt. Aetna Camp & Retreat Center, Hagerstown, MD	The Heartlands



[GOINGONFAITH.COM](http://GOINGONFAITH.COM)

CONTACT US

888.253.0455

[Kelly@grouptravelleader.com](mailto:Kelly@grouptravelleader.com)

[Kyle@grouptravelleader.com](mailto:Kyle@grouptravelleader.com)



### READER PROFILE

Small Market Meetings was created to fill a niche in the billion dollar meetings and convention industry - the need for an industry publication that focuses exclusively on second and third tier meeting destinations. Small Market Meetings serves as the official publication of the Small Market Meetings Conference and mails monthly to more than 10,000 qualified meeting planners nationwide. Our meeting planners serve the following markets

- Corporate - 55%
- Association - 43%
- Educational - 34%
- Sales - 19%
- Technology - 7%
- Other - 35%

### NUMBER OF PEOPLE ATTENDING MEETINGS



### LOCATION OF MEETINGS PLANNED



### GROSS PRINT RATES

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

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Our writer will work directly with you to create a one, two, three or four page custom content article. Your article will run in the issue of your choice in print, as an e-Newsletter article in that month's issue and on our website for one year in our Meet Me Here feature. Call or email for additional information & rates.

### 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 & DIGITAL DEADLINES

**SPACE:** 1st of month prior

**MATERIALS:** 5th of month prior

### GROSS DIGITAL RATES

#### WEBSITE

**LEADERBOARD AD:** \$600

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**E-BLAST:** \$1,500

**SPONSORED ARTICLE:** \$600

You submit up to 500 words of copy and four photos that will run in one issue of our e-Newsletter and on our website for one year in our Meet Me Here feature.

# 2021 EDITORIAL CALENDAR

SMALL MARKET  
**MEETINGS**

	MANAGING MEETINGS	MEETING IDEAS	TOWN FEATURE	CITY SPOTLIGHT	MEETING GUIDES
JANUARY	CVBs 101	Meetings at Hotels	Glendale, AZ	Sioux Falls, SD	The Heartlands
FEBRUARY	Making the Most of Site Inspections	Sports Meetings	Providence, RI	Tulsa, OK	The South
MARCH	Rebate & Incentive Programs	Special-Interest Meetings	La Crosse, WI	Eugene, OR	Rocky Mountains & Indiana
APRIL	Managing Room Blocks	Religious Meetings	Carbondale, IL	Lexington, KY	Texas
MAY	Food & Beverage Tips	Colleges & Universities	Lake Erie, OH	Santa Fe, NM	Carolinas
JUNE	Risk Management	Convention Centers	Chester County, PA	Chattanooga, TN	Kansas & California
JULY	Booking Entertainment	Off-Season Meetings	Fredericksburg, VA	Wilmington, DE	Mississippi & Ohio
AUGUST	Event Websites & Apps	Meetings at Museums	Auburn-Opelika, AL	Binghampton, NY	Iowa & Washington
SEPTEMBER	Minimizing Environmental Impact	Farms & Ranches	McKinney, TX	Shreveport, LA	Florida
OCTOBER	Accessibility at Meetings	Historic Venues	Missoula, MT	Kearney, NE	Illinois
NOVEMBER	Streamlining Registration	Meetings on the Beach	Bentonville, AR	Berkeley, CA	Wisconsin & Kentucky
DECEMBER	Event Photos & Videos	Casinos	Albany, GA	Jefferson City, MO	SMM Directory & New York

SMALL MARKET  
**MEETINGS**

[SMALLMARKETMEETINGS.COM](http://smallmarketmeetings.com)

CONTACT US

866.356.5128  
[Kyle@smallmarketmeetings.com](mailto:Kyle@smallmarketmeetings.com)

# AD DIMENSIONS

**GROUP**  
THE  
TRAVEL LEADER

**select**  
TRAVELER

**GOING ON FAITH**  
THE MAGAZINE FOR FAITH-BASED TRAVEL PLANNERS

**SMALL MARKET  
MEETINGS**

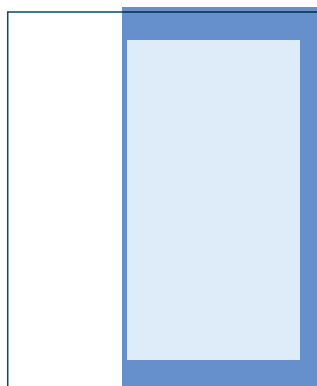
## FULL PAGE



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

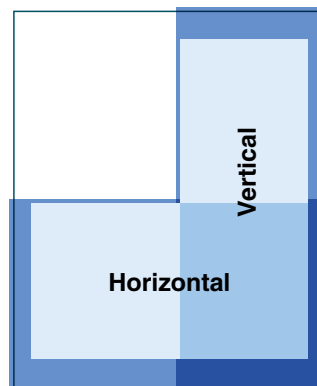
\* All photos and text need to stay inside the Trim by 1/4 for all bleed ads

## 2/3 PAGE



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

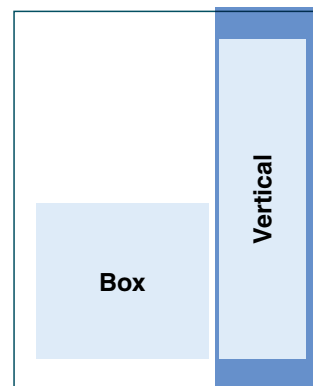
## 1/2 PAGE



**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"

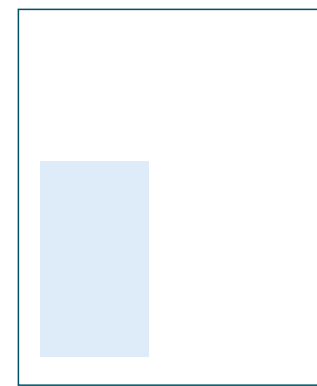
## 1/3 PAGE



**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"

## 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 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, 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](mailto:production@grouptravelleader.com) • [production@selecttraveler.com](mailto:production@selecttraveler.com)  
[production@goingonfaith.com](mailto:production@goingonfaith.com) • [production@smallmarketmeetings.com](mailto:production@smallmarketmeetings.com)

**CANCELLATION POLICY:** Ads cancelled less than 15 days prior to the space deadline will be billed at the contract-cost of the ad

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

**CONTACT US**

**888.253.0455**

[gtl-advertising.com](http://gtl-advertising.com)