

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 2022 Issue



CIRCULATION

PRINT: 15,000

DIGITAL: 12,000

TRADESHOW DISTRIBUTION: 500

TOTAL CIRCULATION: 27,500



DEADLINES

Space: August 1, 2022

Materials: August 5, 2022

NET ADVERTISING RATES (per ad)

1/6 Page	\$900
1/3 Page	\$1,200
1/2 Page	\$2,000
2/3 Page	\$2,500
Full Page	\$3,000
2-Page Spread	\$6,000

2022 EDITORIAL INCLUDES:

- **Association Interviews with ABA, NTA, USTOA & SYTA**
- **Creative Problem Solving** — How travel planners can overcome problems such as “my people aren’t ready,” “I can’t find baggage handling,” “gas prices are too high,” etc.
- **New Faces in Tourism** — Highlighting some of the new people who have come into the industry and giving insight on how to work with newcomers to achieve the best outcomes.
- **Affordable Destinations** — Highlighting places groups can go that offer more affordable alternatives to popular cities.
- **Finding New Travelers** — How creative travel planners are reaching new audiences and expanding their customer bases.

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