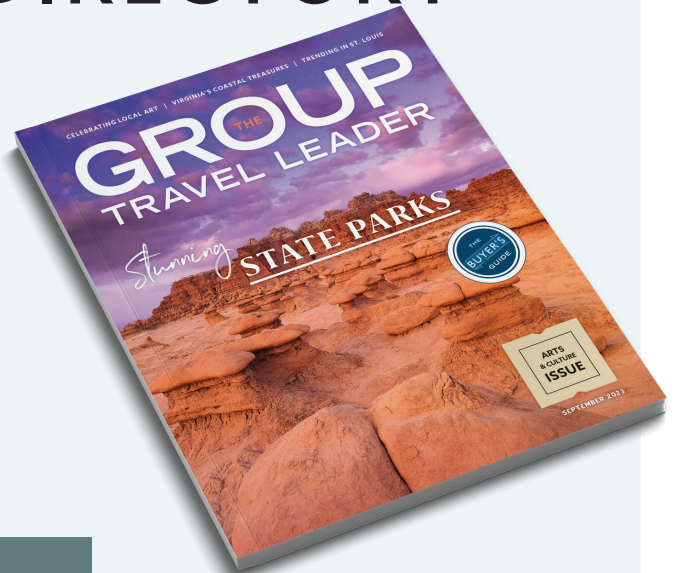


BUYER'S GUIDE DIRECTORY

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 2024 Issue



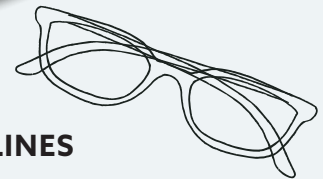
CIRCULATION

PRINT: 14,000

DIGITAL: 16,000

TRADESHOW DISTRIBUTION: 250

TOTAL CIRCULATION: 30,250



DEADLINES

Space: August 2, 2024

Materials: August 9, 2024

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

2024 EDITORIAL INCLUDES:

- **Association Interviews with ABA, NTA, USTOA & SYTA**
- **Untapped: Travel's Hidden Power to Solve People's Deepest Problems** — Research from the travel industry and the social sciences give travel planners and destination pros ideas on crafting meaningful and transformative travel experiences.
- **Dietary Diversity** — Exploring the variety of dietary preferences and health restrictions that can make group dining a challenge and will offer advice on how travel planners can meet travelers' unique dietary needs.
- **Travel Tech Platforms** — Showcasing various platforms available to streamline operations, manage logistics and increase sales.
- **Signature Experiences** — Highlighting unique travel experiences giving travel planners ideas to create one-of-a-kind moments for their group tours.

GROUP
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TRAVEL LEADER

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