

2026 ADVERTISING PLANNER

GROUP
THE
TRAVEL LEADER
INC.



GROUP

THE

TRAVEL LEADER

INC.

GROUP
THE
TRAVEL LEADER
INC.

select
TRAVELER

GOING ON FAITH
THE MAGAZINE FOR FAITH-BASED TRAVEL PLANNERS



MEET THE SALES TEAM

PRINT DIGITAL CUSTOM PUBLISHING SPECIAL PROJECTS FAMS CUSTOM CONTENT

OUR BRAND



The multibillion-dollar group travel industry evolves with generational trends, and no other content company understands that evolution like we do. We deliver more channels for influencing thousands of traditional and emerging travel groups than any other company in America, generating more than 75,000 interactions with travel planners every month.

From outstanding legacy print and myriad digital channels to dynamic OnSite familiarization trips and our insightful Gather and Go podcast, The Group Travel Leader Inc remains the best media company to connect your destination to travel groups of all ages and sizes.

GTL-ADVERTISING.COM

GROUPTRAVELLEADER.COM



ADVERTISING
SALES MANAGER

TELISA RECH

telisa@grouptravelleader.com
859.334.1708



ADVERTISING
SALES MANAGER

ASHLEY DELUCIA

adelucia@grouptravelleader.com
859.334.1718



859.253.0455

GROUP
THE
TRAVEL LEADER
INC.

THE GROUP TRAVEL LEADER

READER PROFILE

The Group Travel Leader is published 10 times per year and mailed to 13,350 tour operators and travel planners representing tens of thousands of active travel groups. Its accompanying e-newsletter, The Group Travel Minute, links to our full digital edition and is sent twice monthly to 9,400 qualified buyers. Through all channels, The Group Travel Leader's digital impressions currently total more than 648,000 annually.



GROSS PRINT RATES

	10X	5X	3X	1X
Full Page	4,120	4,240	4,430	4,600
2/3 Page	3,400	3,520	3,710	3,915
Half Page	2,575	2,730	2,840	2,985
1/3 Page	1,650	1,790	1,925	2,060

Two-Page Spread 7,725 per insertion

SAMPLE PACKAGE OPTION:

- 3 FULL PAGE ADS
in The Group Travel Leader
- 5 E-NEWSLETTER BANNER ADS
in The Group Travel Minute
- 1 SPONSORED ARTICLE
in The Group Travel Minute

TOTAL NET COST: 13,000



GTL-ADVERTISING.COM
SELECTRAVELER.COM



telisa@grouptraveller.com
adelucia@grouptraveller.com



859.253.0455

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

THE GROUP
TRAVEL LEADER

'26 EDITORIAL CALENDAR

JANUARY SPRING DESTINATIONS Go South Tour Planner Michigan Maryland Beaumont, TX Finding Your Target Audience SPACE DEADLINE: 12/2/25	FEBRUARY MUSIC & ENTERTAINMENT Canada Indiana Wisconsin Santa Fe, NM Building A Compelling Brand SPACE DEADLINE: 01/2/26	MARCH FOOD & SPIRITS U.S. Civil Rights Trail Guide New Mexico Louisiana Coastal Mississippi Utilizing Traveler Testimonials SPACE DEADLINE: 02/3/26	APRIL STUDENT TRAVEL Native American Arkansas New York Martha's Vineyard, MA Building Customer Loyalty SPACE DEADLINE: 03/3/26	MAY HISTORY & HERITAGE Route 66 Nebraska Ohio River Parishes, LA Building Budget Trips SPACE DEADLINE: 04/1/26
JUNE WATERFRONT DESTINATIONS Alabama Mississippi Pennsylvania Topeka, KS Working with CVBs SPACE DEADLINE: 05/1/26	JULY/AUGUST FAITH-BASED TRAVEL Oklahoma Missouri Wyoming Grand Rapids, MI Planning Luxury Trips SPACE DEADLINE: 06/2/26	SEPTEMBER ARTS & CULTURE Buyer's Guide Directory Colorado South Carolina French Lick, IN Working with Receptives SPACE DEADLINE: 08/3/26	OCTOBER OUTDOOR ADVENTURE America's Heartland Texas Kentucky Rapid City, SD Making Trips Profitable SPACE DEADLINE: 09/2/26	NOV/DEC CRUISING African-American Heritage* Virginia Washington Napa Valley, CA Post-Trip Surveys SPACE DEADLINE: 10/1/26

* SPECIAL RATES APPLY

GTL-ADVERTISING.COM
GROUPTRAVELLEADER.COM



301 East High Street, Lexington, Kentucky 40507



telisa@grouptravelleader.com
adelucia@grouptravelleader.com



859.253.0455

GROUP
THE
TRAVEL LEADER



WEB BANNER ADS

WEB ADVERTISING RATES

You can purchase a banner ad on grouptravelleader.com, selecttraveler.com and goingonfaith.com for 1, 3, 6, 9 or 12 months.

grouptravelleader.com

HOME PAGE LEADERBOARD AD: \$600/month
SPECS: 1200 x 250 pixels

HOME PAGE BANNER AD: \$450/month
SPECS: 250 x 250 pixels

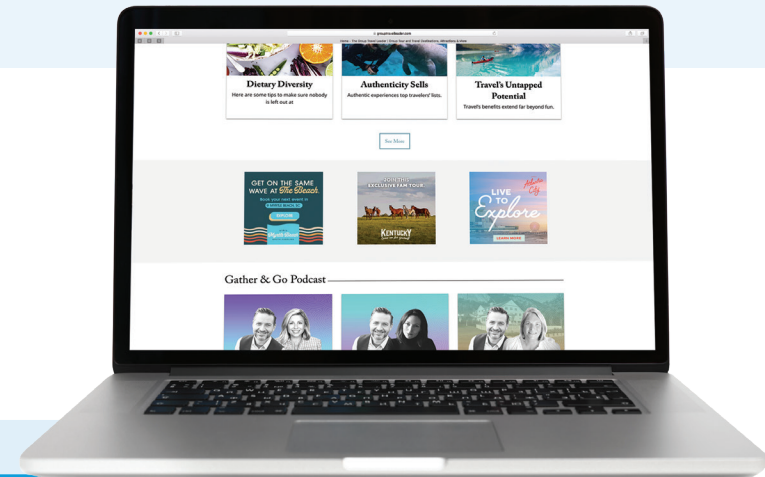
ARTICLE SKYSCRAPER AD: \$1,000/month^{*}
SPECS: 160 x 600 pixels

ARTICLE LEADERBOARD AD: \$500/month^{*}
SPECS: 700 x 100 pixels

ARTICLE SIDE BANNER AD: \$600/month^{*}
SPECS: 250 x 250 pixels

DIGITAL EDITION BELLY BAND: \$600/issue
SPECS: 9.25" x 5" 300ppi

^{*} Runs on all article pages throughout site for one month



selecttraveler.com & goingonfaith.com

HOME PAGE LEADERBOARD AD: \$400/month
SPECS: 1200 x 250 pixels

HOME PAGE BANNER AD: \$300/month
SPECS: 250 x 250 pixels

ARTICLE SKYSCRAPER AD: \$700/month^{*}
SPECS: 160 x 600 pixels

ARTICLE LEADERBOARD AD: \$400/month^{*}
SPECS: 700 x 100 pixels

ARTICLE SIDE BANNER AD: \$300/month^{*}
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DIGITAL EDITION BELLY BAND: \$600/issue
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E-BLASTS & E-NEWSLETTERS

E-NEWSLETTERS

GROUP TRAVEL MINUTE — Twice Monthly

SELECT TRAVELER MINUTE — Monthly

FAITH TRAVEL MINUTE — Monthly

Group Travel Minute

LEADERBOARD AD: \$600/issue

SPECS: 700 x 100 pixels

BANNER AD: \$450/issue

SPECS: 300 x 250 pixels

Select Traveler Minute / Faith Travel Minute

LEADERBOARD AD: \$400/issue

SPECS: 700 x 100 pixels

BANNER AD: \$300/issue

SPECS: 300 x 250 pixels



E-NEWSLETTER SPONSORED ARTICLE

Purchase a sponsored e-newsletter article about your featured tour or product. Your article will also be featured on our website.

Group Travel Minute

SPONSORED ARTICLE: \$600/issue

Select Traveler Minute / Faith Travel Minute

SPONSORED ARTICLE: \$400/issue

SPECS: Submit up to 500 words of copy and four photos:

Lead Image: 2800 x 1200

Other 3 images: 650 x 480 or 650 x 860

These will run in one issue of **Group Travel Minute**, **Select Traveler Minute** or **Faith Travel Minute** and on our website for one year in our Travel Stories section.

DEDICATED E-BLAST

Send your sales message to our 5,800 travel planners in a dedicated HTML or linked-image e-blast. Use our platforms to get your message out to our readers.

DEDICATED E-BLAST: \$1,800

SPECS: Choose Option 1 or 2

1) **Linked-image e-blast:** We require a png, jpg or gif file.

2) **HTML e-blast:** We require an html file * or packaged zip file.

* All images should be publicly hosted

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GROUPTRAVELLEADER.COM



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adelucia@grouptravellerleader.com



859.253.0455

PODCAST

Gather & Go

WITH BRIAN JEWELL

Gather and Go is an educational podcast for the tourism industry. Hosted by Brian Jewell, our VP and Executive Editor, this podcast uses expert insight and engaging conversations to help listeners plan, promote and lead better trips.

To hear previous episodes: GROUPTRAVELLEADER.COM/PODCAST



ADVERTISING OPTIONS

FEATURED PODCAST EPISODE: \$2,500

We'll interview someone from your company and dedicate an entire podcast episode to your destination or company. Includes an e-blast banner ad, dedicated website post, ad break audio and more.

PREMIER PODCAST SPONSOR: \$1,000

You'll be the premier sponsor of an episode with pre- and post-roll ads, including a 60-second ad read in the middle of the episode. Includes an e-mail banner ad, dedicated website post, ad break audio and more.

AD BREAK SPONSOR: \$200

You'll receive a 30-60-second ad during an episode.

CALL FOR INFO!

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telisa@grouptraveller.com

adelucia@grouptraveller.com

GROUPTRAVELLEADER.COM/PODCAST

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INC.

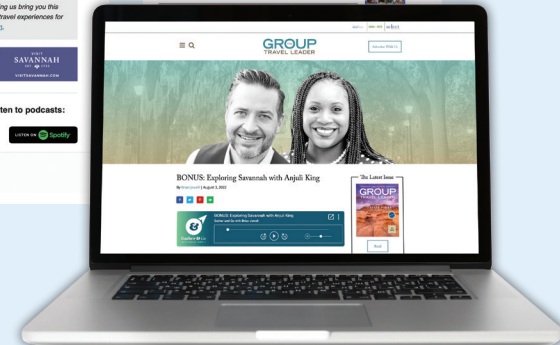
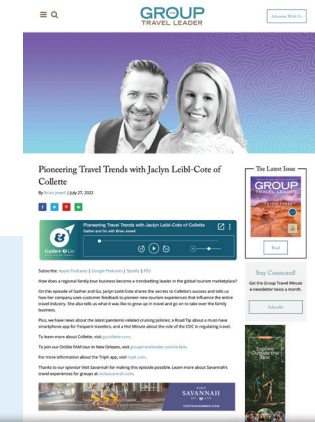
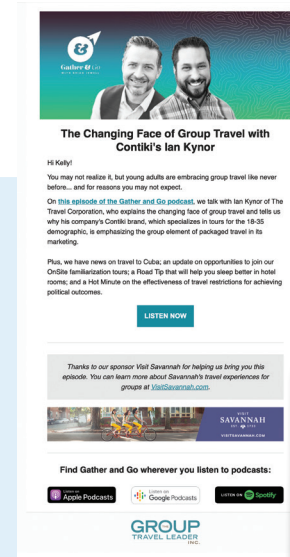
Gather & Go

4 Premier Podcast Episode Sponsorship:

- **Leaderboard ad** in each e-newsletter promoting chosen episodes
- **Leaderboard ad** on the **webpage** for each chosen episode
- **Ad reads** at the beginning, middle and end of each chosen episode
- **One bonus 50-minute episode** with a representative of your destination



COST: \$6,000



Bonus Episode Sample

IMPRESSIONS

- 12,500 e-newsletter sends
- 200+ podcast download average
- 400 webpage average views

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INC.

FEATURE SELECTIONS



**Adult Group Tours Aren't Dying,
Just ask Brent Dalrymple.**

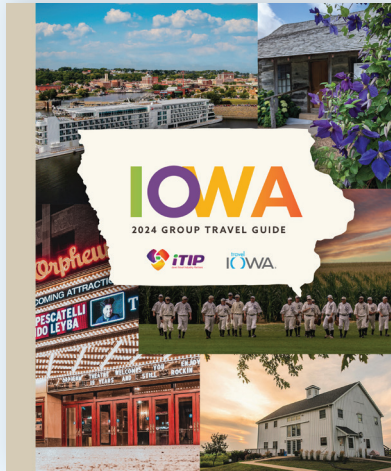


**Sheila Folk tells Don't Fall Into
These Travel Business Fiascos**

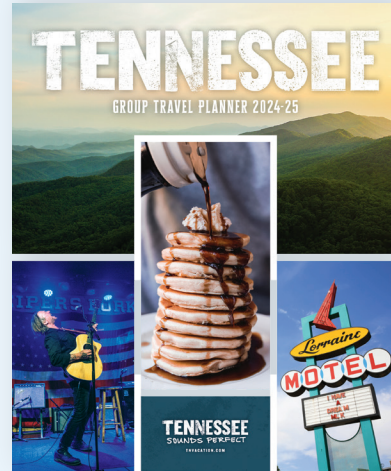


**Now is the Time to
Get Into Student Travel —
Gaurav Namit**

CUSTOM PUBLISHING



ITIP IOWA GROUP TRAVEL GUIDE



TENNESSEE GROUP TRAVEL PLANNER



KENTUCKY GROUP TRAVEL GUIDE

**WE DO THE WORK,
YOU GET THE CREDIT!**

Looking for a custom printed piece to reach tour operators and group travel planners? Let us put together a custom-designed magazine that will exceed your expectations. We work with you to create an editorial outline and handle all advertising sales. Our art department works directly with you to create a layout that showcases your destination in the beautiful detail it deserves. Our past experience and satisfied clients highlight what we can do for you. Let us help you bring traveling groups to your destination. We do all the work, you get all the credit!

GROUP
THE
TRAVEL LEADER

Call today to see how easily we can design one for you!
859.253.0455

SPECIAL PROJECTS



GO SOUTH

JANUARY

WATCH FOR THESE and other special projects published in our magazines each year. Overprints for clients as requested extend the reach for advertisers in these industry-leading special interest publications.

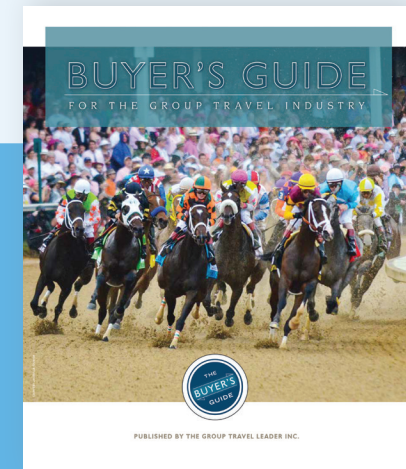


U.S. CIVIL RIGHTS TRAIL

MARCH



THE GROUP
TRAVEL LEADER



BUYER'S GUIDE

SEPTEMBER



Call today to see how easily we can design one for you!

859.253.0455

ONSITE FAM TOURS



OnSite

WITH THE GROUP TRAVEL LEADER



Host qualified travel planners in your destination by partnering with us for an OnSite FAM Tours! Numerous destinations have hosted our exciting OnSite FAM trips. We promote each tour, invite our readers, assist you with planning and attend the tour to produce social media buzz and extensive editorial coverage in our print and digital channels.

An OnSite FAM Tour offers a year's worth of publicity in print and online. These tours are designed to unite your industry or members in a collaborative effort that produces excitement before, during and after the excursion. Your exposure lasts for months and yields massive media results and on-site interaction with the travel planners who attend.

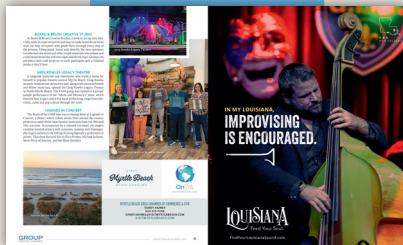
Call Ashley or Telisa for pricing: **859.253.0455**

INCLUDED IN PACKAGE

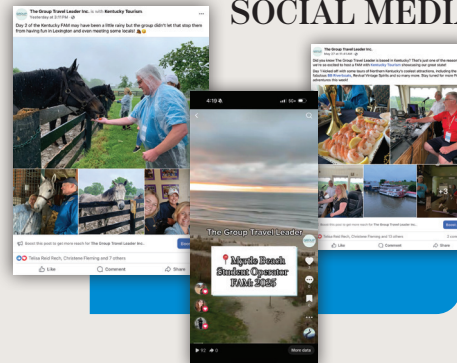
FAM ANNOUNCEMENT



DISPLAY ADS



SOCIAL MEDIA



8-PAGE FEATURE

BE OUR GUEST WRITER'S FAM



THE
GROUP
TRAVEL LEADER

Nothing beats having a professional travel writer in your destination. The Group Travel Leader's Be Our Guest program delivers just that. Our professional writer will come to your city or region to follow an in-depth writing itinerary that you create. As the host, you organize our writer's schedule, cover their accommodations and meals, and showcase the very best of your destination. We'll pick up the airfare!

We'll work with you to coordinate the writer's visit and craft an itinerary that will make for a great magazine article. Our writer will experience your attractions and activities firsthand and create engaging social media posts about your destination. After returning home, they'll combine their own notes and photos with information and images you provide to create a six-page Be Our Guest feature in the magazine of your choice.

COST: \$12,000



Call Ashley or Telisa
for more details!

859.253.0455

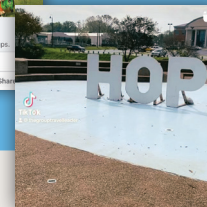
INCLUDED IN PACKAGE



6-PAGE FEATURE



SOCIAL MEDIA



E-NEWSLETTER ARTICLE



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 designers use 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 newsletter and will appear on our website for one year.

CALL FOR RATES!

859.253.0455

Pricing subject to magazine and also feature page count.

1 Page Feature



Its magnetic personality puts Chandler on the map



2 or 3 Page Feature



Chandler: Desert City with a Distinct Local Spirit



4-Page Feature



MEET THE STAFF



PUBLISHER

MAC LACY

maclacy@grouptravellerleader.com



VP & EXECUTIVE EDITOR

BRIAN JEWELL

brianj@grouptravellerleader.com



**ADVERTISING
SALES MANAGER**

TELISA RECH

telisa@grouptravellerleader.com



SENIOR WRITER

HERB SPARROW

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**ASSOCIATE EDITOR &
PROJECT MANAGER**

RACHEL CRICK

rachel@grouptravellerleader.com



**ADVERTISING
SALES MANAGER**

ASHLEY DELUCIA

adelucia@grouptravellerleader.com



CREATIVE DIRECTOR

DONIA SIMMONS

donias@grouptravellerleader.com



**PRINT & DIGITAL
PUBLISHING MANAGER**

ASHLEY RICKS

ashley@grouptravellerleader.com



CONTROLLER

SARAH SECHRIST

sarah@grouptravellerleader.com



TELISA RECH



ASHLEY DELUCIA

**CONTACT THE
SALES TEAM TODAY!**

AD DIMENSIONS



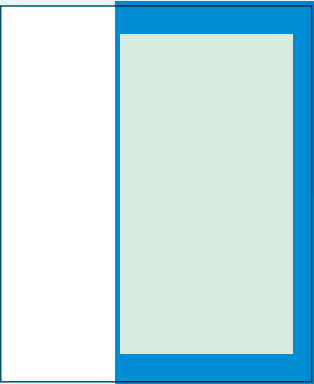
FULL PAGE



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

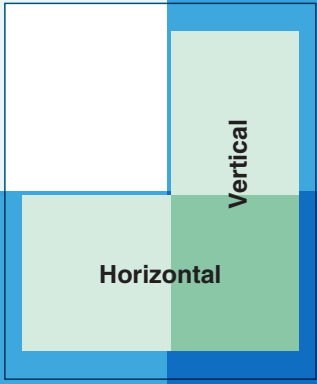
* All text, logos, etc. need to stay inside the Trim by .25" for all bleed ads

2/3 PAGE



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

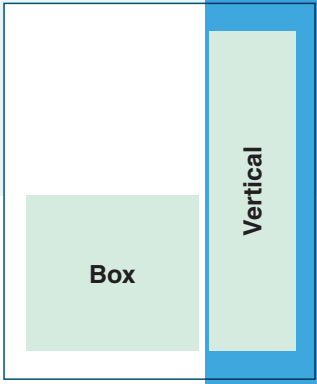
1/2 PAGE



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"

Advertising Specs

AD SPECIFICATIONS

- FILE FORMATS

PDF x1 or PDF x4 preferred
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 or boxes.

- LINESCREEN

All our publications are printed at 150 lines per inch.
- SENDING AD

Share your ad file via the file sharing service of your choice or email it to one of the following addresses:
production@grouptravellerleader.com • production@selecttraveler.com
production@goingonfaith.com
- CANCELLATION POLICY:

Ads cancelled fewer 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

859.253.0455

gtl-advertising.com