

# 2026 ADVERTISING PLANNER

**GROUP**  
TRAVEL LEADER  
INC.



# GROUP

THE

## TRAVEL LEADER

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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](http://GTL-ADVERTISING.COM)

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



ADVERTISING  
SALES MANAGER

**TELISA RECH**

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859.334.1708



ADVERTISING  
SALES MANAGER

**ASHLEY DELUCIA**

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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

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

\* SPECIAL RATES APPLY

GTL-ADVERTISING.COM  
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# AD DIMENSIONS

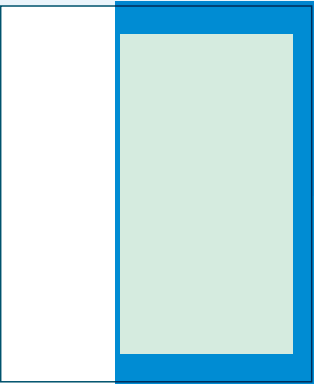


## FULL PAGE



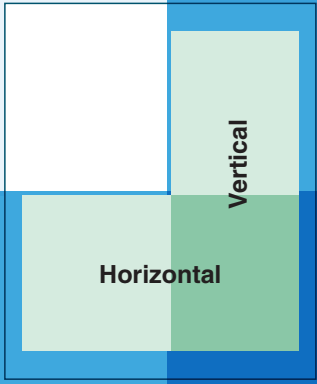
**Trim:** 9" X 10.875"  
**Bleed:** 9.25" X 11.125"  
**Live Area:** 8.5" X 10.375"  
  
\* All text, logos, etc. need to stay inside the Trim by .25" for all bleed ads

## 2/3 PAGE



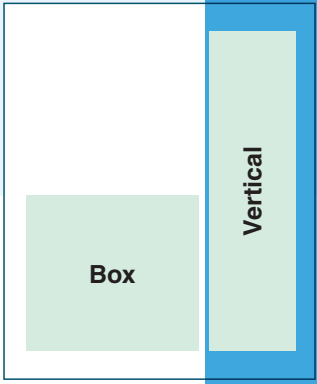
**No Bleed:** 5" X 9.25"  
**Trim:** 5.675" X 10.875"  
**Bleed:** 5.925" X 11.125"

## 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@grouptravelleader.com](mailto:production@grouptravelleader.com) • [production@selecttraveler.com](mailto:production@selecttraveler.com)  
[production@goingonfaith.com](mailto: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](http://gtl-advertising.com)