

2027 ADVERTISING PLANNER

GROUP
THE
TRAVEL LEADER
INC.





TRUST THE LEADER

The Group Travel Leader Inc. is America's most trusted tour and travel media organization. We partner with destinations, attractions and travel companies to increase their group tourism business.

GET MORE GROUPS

We deliver more channels for influencing thousands of traditional and emerging travel groups than any other company in America.

Our solutions include print and digital advertising, podcast opportunities, custom content campaigns, lead-generation initiatives and turnkey familiarization tour packages.

Our clients get great returns, because we are unlike anyone else:

1

Our team includes America's leading experts on group tourism, with more than three decades in the industry.

3

We don't compromise on quality, so our audience trusts us implicitly.

5

We offer niche brands to target the audience that will be most passionate about your product.

2

Our content is created by professional travel journalists who specialize in highlighting your destination.

4

We're constantly growing our readership and go to great lengths to find America's up-and-coming travel planners.

We help travel marketers:



Draw more groups to their destinations or attractions.



Showcase their offerings to travel planners who actually bring groups.



Stop wasting their marketing dollars on platforms offering little return.

[GROUPTRAVELLEADER.COM/ADVERTISE](https://grouptraveller.com/advertise)



GROUP
THE
TRAVEL LEADER
INC.

Nobody gets groups ↘
like we do!

With monthly magazines, weekly newsletters, podcasts and in-person events, we're the most trusted group travel resource in America. Our massive reach delivers you maximum impact. ↘

No other tourism publisher comes close.

172,00

MAGAZINES MAILED ANNUALLY



1.24
MILLION

NEWSLETTERS
SENT ANNUALLY



200

ORIGINAL ARTICLES
WRITTEN ANNUALLY



300+

BUYERS
HOSTED ON
FAMS



366,272

Annual webpage views



20,000+

lifetime
podcast
downloads



MEET THE SALES TEAM



ADVERTISING
SALES MANAGER

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GROUP
THE
TRAVEL LEADER
INC.

THE GROUP TRAVEL LEADER

READER PROFILE

The Group Travel Leader is published 10 times per year and mailed to 13,000 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 8,900 qualified buyers. Through all channels, The Group Travel Leader's digital impressions currently total more than 648,000 annually.



NET PRINT RATES

	10X	5X	3X	1X
Full Page	3,680	3,780	3,950	4,100
2/3 Page	3,040	3,150	3,320	3,490
Half Page	2,300	2,440	2,540	2,660
1/3 Page	1,470	1,600	1,720	1,840

Two-Page Spread 6,900 per insertion

SAMPLE PACKAGE OPTION:

3 FULL PAGE ADS
in The Group Travel Leader

3 E-NEWSLETTER BANNER ADS
in The Group Travel Minute

1 SPONSORED ARTICLE
in The Group Travel Minute

5 WEBSITE BANNER ADS
on grouptraveller.com

TOTAL NET COST: 15,000

THE GROUP
TRAVEL LEADER



CLICK FOR PACKAGE RATE OPTIONS



'27 EDITORIAL CALENDAR

JANUARY SPRING & SUMMER Go South Tour Planner Nevada Kansas Seattle, WA SPACE DEADLINE: 12/2/26	FEBRUARY MUSIC & ENTERTAINMENT Mountains & Parks Alabama Indiana Milwaukee, WI SPACE DEADLINE: 01/2/27	MARCH SIP & SAVOR U.S. Civil Rights Trail Guide Louisiana California Burlington, VT SPACE DEADLINE: 02/3/27	APRIL STUDENT TRAVEL Northeast Maryland Arkansas Helena, MT SPACE DEADLINE: 03/3/27	MAY HISTORY & HERITAGE Route 66 Tennessee Nebraska Washington, D.C. SPACE DEADLINE: 04/1/27
JUNE LAKES, RIVERS & SEASHORES Health & Wellness Oregon Missouri Asheville, NC SPACE DEADLINE: 05/1/27	JULY/AUGUST HOLIDAYS & EVENTS Southwest Territories Iowa Florida Cincy Region SPACE DEADLINE: 06/2/27	SEPTEMBER MUSEUMS & ATTRACTIONS Buyer's Guide Hawaii Arizona Charlottesville, VA SPACE DEADLINE: 08/3/27	OCTOBER SCENIC VIEWS America's Heartland Kentucky Alaska Atlanta, GA SPACE DEADLINE: 09/2/27	NOV/DEC CRUISES & RESORTS West Coast Maine South Dakota Ann Arbor, MI SPACE DEADLINE: 10/1/27

GROUPTRAVELLEADER.COM/ADVERTISE



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GROUP
THE
TRAVEL LEADER

MEET THE STAFF



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TELISA RECH

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**CONTACT THE
SALES TEAM TODAY!**

AD DIMENSIONS

GROUP
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select
TRAVELER

GOING ON FAITH
THE MAGAZINE FOR FAITH-BASED TRAVEL PLANNERS

FULL PAGE

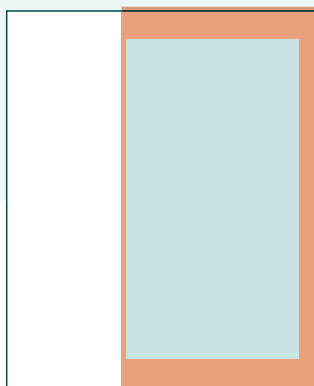


Trim: 9" X 10.875"
Bleed: 9.25" X 11.125"

Live Area: 8.5" X 10.375"

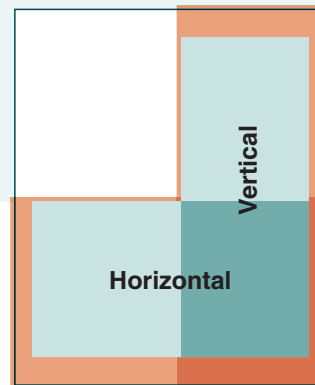
* All text, logos, etc. need to stay inside the Trim by .25" for all bleed ads

2/3 PAGE



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

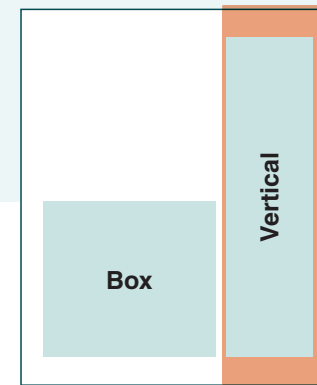
1/2 PAGE



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@grouptraveller.com • production@selecttraveler.com
production@goingonfaith.com

CANCELLATION POLICY: Ad contracts may be canceled up to 30 days before the space deadline for the first scheduled insertion. Cancellations after that date will be billed at the contract rate.

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

CONTACT US | **859.253.0455** grouptraveller.com/advertise

