

# Nobody Reaches More Groups

## Digital + Email + Print

# LEISURE

GROUP TRAVEL  
Est. 1994

Leisure Group Travel's industry-leading platform was built over two decades by cultivating new subscribers across the broad spectrum of the industry. Encompassing both traditional tour operators, niche travel groups and affinity organizations, LGT is the only publisher offering full market coverage of the leisure group travel sector.

### Benefit From Our Sector Expertise

#### Print Circulation (12,000)

West: 11% (1,352) WA, OR, CA, NV, UT, CO, WY, MT, ID, AK, HI

Southwest: 6 % (771) AZ, NM, TX, OK

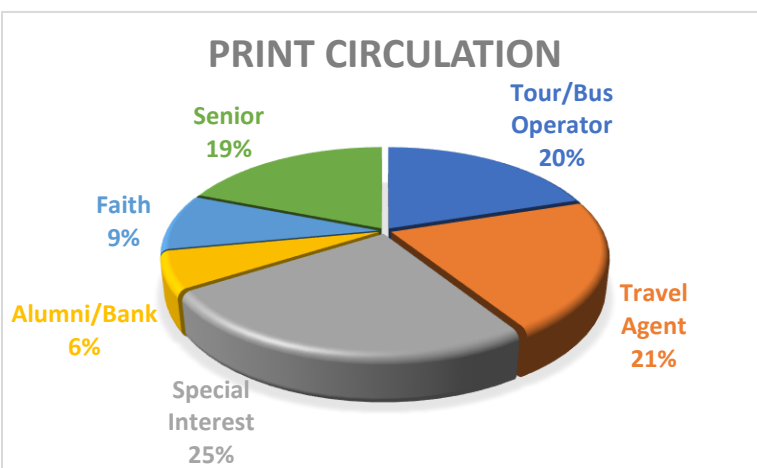
Midwest: 27% (3,288) MN, IA, MO, IL, IN, WI, MI, OH, ND, SD, NE, KS

Southeast: 29% (3,420) AR, LA, MS, AL, GA, FL, TN, KY, SC, NC, WV

Northeast: 25% (2,949) NY, NJ, PA, VT, NH, ME, CT, RI, DE, MD, VA, DC, MA

International: 2% (244) Canada, UK, Europe, Asia, Latin America

*Printed 6 times per year: February, April, June, August, October, December*



#### LeisureGroupTravel.com visitors (150,000)

2022 Unique Visitors:

149,995 (79% increase from 2020)

Traffic Origination:

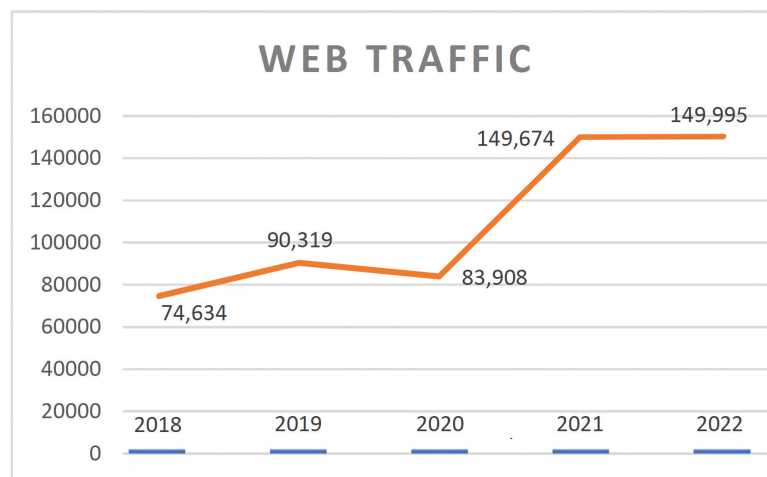
75% SEO, 16% Direct, 7% Referral, 2% Social

Device Breakdown:

Desktop 68%, Mobile 25%, Tablet 7%

Top States (traffic origination):

California, Texas, Virginia, Florida, Indiana, Georgia, Pennsylvania, Washington, Minnesota, Colorado



#### InSite E-Newsletter Subscribers (9,500)

Open Rate: 23.4%

Click Rate: 2.8%

Demographics: 55% female, 45% male, 85% age 45+

Frequency: Delivered weekly each Friday morning

