



**PREMIER**  
TRAVEL MEDIA



Connecting  
THE  
GROUP TRAVEL  
INDUSTRY

**MEDIA KIT**  
2019 / 2020

**LEISURE**  
GROUP TRAVEL

*Religious*  
**TRAVEL**  
PLANNING GUIDE

**Reunions**  
workbook

**SPG**  
Sports Planning Guide

**student**  
TRAVEL  
PLANNING GUIDE

**GTD**  
GROUP TRAVEL DESTINATIONS



# FIVE

things we believe

2

**Traveling as a group should be enjoyable and inspiring** - not overwhelming or tedious. We love to share insight to help planners enrich their group's experience.



4

**Uncovering destinations is our mission.** We are always on the hunt for new and unique spots around the world. Highlighting great destinations and attractions is what we do best.



5

**Connecting our clients with a qualified audience is essential.** We are proud to be the conduit, providing a channel where travel suppliers can show off their best assets and where group travel planners can find their ideal group travel destination. Through publishing quality content we connect travel marketers with travel planners.



1

**Planning matters.** A successful trip is the result of detailed planning. Our passion is to inspire groups to plan better trips. Each of our brands embodies that mission.

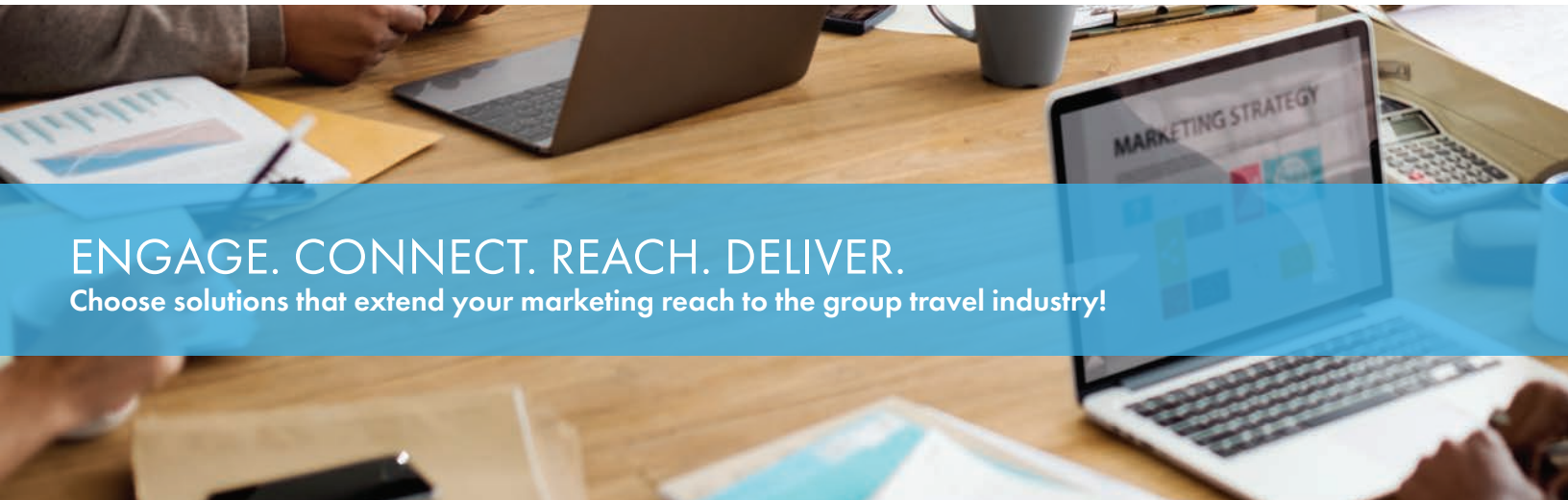


3

**Group travel is unique.** Travel inspires, teaches and connects people with different cultures. Taking a group journey enhances the travel experience. Whether it's a church retreat, marching band, reunion or a sports team, sharing the trip experience makes it memorable. Every group is unique, so our brands focus on each market's individual needs.



# MARKETING CAPABILITIES



## ENGAGE. CONNECT. REACH. DELIVER.

Choose solutions that extend your marketing reach to the group travel industry!

### **DIGITAL** *Growing Audience | Learn More*

#### Website Banners and Video Promotion

PTM brand websites attract more than 371,000 annual visitors. To reach this audience, we offer website display banners and video promotion.

##### Website Banner Sizes and Frequency

- Global Banners – (Quarterly, Semi-Annual, Annual)
- Content-Dependent Banners – Annual
- Video Promotion (Quarterly, Semi-Annual, Annual)

#### E- Newsletter Banners

Our InSite E-Newsletters reach more than 52,000 subscribers. E-Newsletter banners are best at attracting new group travel customers, driving interested groups to your destination's website or marketing events and promotions.

##### Brand Websites:

- LeisureGroupTravel.com
- ReligiousTravelPlanningGuide.com
- ReunionsWorkbook.com
- SportsPlanningGuide.com
- StudentTravelPlanningGuide.com

#### Exclusive Sponsorships

##### Corporate Takeover

Exclusively market your brand across PTM's digital platforms. One sponsorship is available per brand.

##### Sponsorship Includes

- Custom skinned website background designed for your company
- Global header banner, global website background, square banner
- Facebook and Twitter header takeover with pinned posts

#### Digital Packages

##### Digital Packages

To offer value to marketers, we have packages that include digital and print display ad options to increase campaign performance and drive stronger brand engagement and new leads. See pricing and brand information on pages 6-19.



##### E-Newsletter Banner Sizes and Frequency

- All banners are available – Quarterly, Semi-Annual, Annual
- Leaderboard ad 728x90, Billboard ad 728x90

##### Digital Magazine Sponsorship

As an exclusive digital magazine sponsor, your brand is positioned across all of the digital magazine components for the PTM magazine of your choice. Sponsorship Includes

- Custom cover in digital edition, full-page inside cover ad, hyperlinked logo on digital edition landing page and in-article banner for magazine articles
- Branding placement throughout download and reading process

## Site InSpections (Print & Online)

We partner with you to create custom content to distribute and promote through our digital and print channels.

### Why invest in a Site InSpection?

- Draw more qualified readers who are interested in your group-friendly services
- Capture the attention of travel professionals
- Get quality inbound traffic and leads to your website
- Expertly crafted editorial by professional travel writers



### Groups Love Being in Birmingham

Groups will find healing helpings of Southern hospitality in Alabama's largest city and a vast array of cultural offerings for...

Birmingham is a city of museums, and many are located downtown. The free-admission Birmingham Museum of Art is one of the...

Insights into local industrial heritage, see the blast furnaces at Sloss Furnaces National Historic Landmark, the only such...

## Itineraries (Print & Online)

Custom itineraries highlight a destination's unique sites and attractions. We help DMOs envision their destination's group-friendly services. We offer three levels of itinerary development based on the destination's needs.

- **Ready to Go** - We take your existing itinerary, publish and promote it through our channels
- **Refresh** - We redevelop and redesign your current itineraries and add missing elements then take it to market
- **Brand New** - We start from scratch and help you identify new markets and then develop exciting new itineraries

## PRINT *Quality Brands | Learn More*

### Print Display Ads

Place your brand message adjacent to relevant content in any of our magazines. Display ads can also be paired with native content marketing pieces to form a package for greater impact. Select a magazine that matches your target audience or run a campaign across all of our platforms.

#### Display Ad Sizes

- 2-page spread
- Half-page
- Quarter-page\*
- Full-page
- Third-page
- Sixth-page

\*(Only available for Leisure Group Travel)



## Why print is still a relevant marketing channel!

Here are 6 reasons why print is still essential to your brand marketing.

- 1 Two words: Attention and Anticipation**  
It is tough to grab customers' attention when they are drowning in unsolicited email, search ads and social media. But magazine subscribers happily anticipate their favorite trade magazine. Placing your brand's message in a wanted medium is an excellent way to reach prospects while they browse and take the time to learn more about destinations and attractions.
- 2 Targeting retention customers.**  
Historically, print performs best for reaching customers repeatedly. Why? Because print audiences are qualified prospects. Traditional publishers expend enormous amounts of time and money qualifying subscribers to receive their magazines. Brands can target retention customers repeatedly without prospecting or audience development costs as the publishers have already spent the time and budget qualifying their audience.
- 3 Print messaging boosts online traffic.**  
Studies show that offline messages drive up to 67% of online search. Advertising in print will support advertisers online traffic growth.
- 4 Print is in permanent ink!**  
Many people perceive content in print as more credible versus online content. It goes to the old adage, "If someone invested enough to print and mail it, it must be important."
- 5 Print lets people unplug and discover something different.**  
More and more, customers are actively choosing to unplug or disconnect themselves from digital media for part of their workday. While taking a break from the noise, your next prospect will find just what they need from your print communication.
- 6 What's old is new again.**  
Ever heard of online fatigue? Social media, online content and applications are all part of the marketing channel mix today. But people tire of the online reading experience with hundreds of hyperlinks and endless navigating options, not to mention content overload. Niche, high-quality magazines recapture audience attention. Print offers marketers and media buyers a traditional platform with a new audience eager to embrace in-depth content in a less distracted reading environment.

## CUSTOM PUBLISHING *Content for Your Brand | Learn More*

We create superior print and online custom publications for associations, national tourism offices, state organizations and DMOs. We manage the entire marketing and sales effort and distribution of custom content. Custom publishing is the answer to superior publications without the burden of producing brand-dedicated content in-house.



## Why Custom Publishing?

Custom publishing is a **powerful and cost-effective** way to get your message across to a targeted audience. A custom publication impresses your internal and external audiences with laser-sharp communication.

Custom publishing is a **platform for reaching your audience** with the content they want, where they want it, and in a way that motivates them to take action that supports your desired outcomes.

It provides your audience with information that is fresh, relevant and compelling — in a format that is engaging, reflects your brand and drives your mission.

Custom publishing projects can be **seamlessly integrated** with your organization's web, email and social media presence to enhance your brand messaging.

## Your Partner in Custom Publishing

We write, design and publish your publication for you.

We help you **strengthen your brand** and carry it through all forms of media (print, online, social) to help you accomplish your goals.

Your publication **builds an outreach**, developing a loyal following and ultimately creating an audience that you and your partners want to reach.

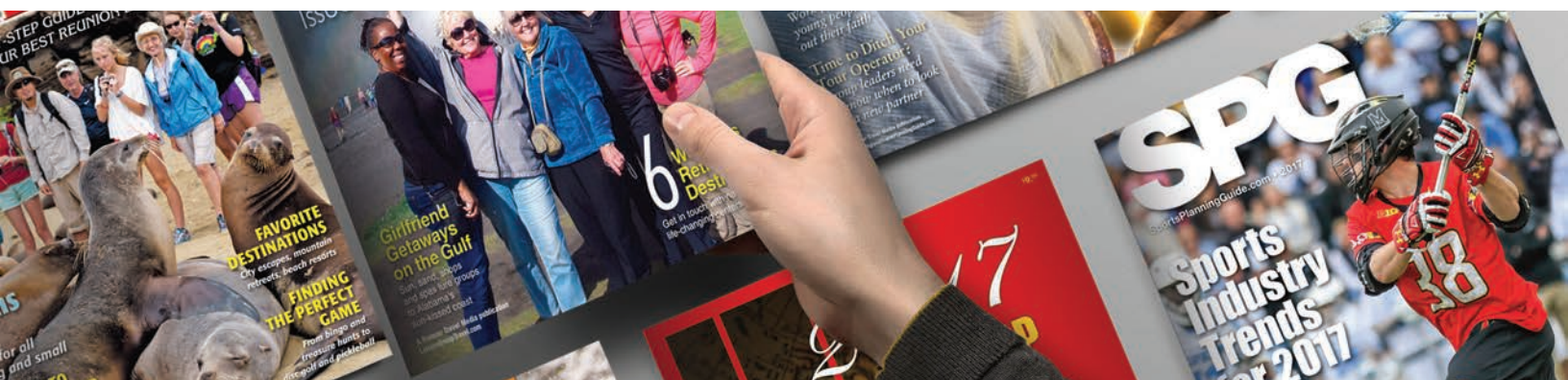
We provide the **tools and technology** for tracking and reporting so you can establish ROI benchmarks, stay in tune with your audience and its ever-changing needs.

We provide **exceptional production and printing** processes to bring your publication from concept to completion seamlessly.

## RESULTS GUARANTEE *We Deliver Results | Learn More*



Whether you advertise on our brand channels or use our custom publishing services, we are committed to tracking, measuring and delivering your desired outcome. We designed our iTrack platform to help advertisers measure campaign performance. In 2018, iTrack delivered over 30,000 leads to our clients.



Talk to a *business development manager* about how to meet your *group marketing goals!*

## FAITH-BASED TRAVEL JOURNEYS START WITH OUR PLANNING INSPIRATION!



### TARGET AUDIENCE

Faith-based travel planners, group leaders, pastors, tour operators and travel agents who plan travel for religious groups including missions, pilgrimages, fellowship cruises, humanitarian trips and spiritual retreats.



### ADVERTISING DEADLINE

Print: December 15  
Online: 30 Days Prior to Publish Date



### PRINT EDITION

Published in January



### NEWSLETTER FREQUENCY

Delivered Monthly

## AUDIENCE PROFILE

Reach an engaged religious travel group market

### Print Readership Location

Religious Travel Planning Guide readers live mainly in the Southeast, Northeast and Midwest.

#### Southeast: 26% (5,212)

AR, LA, MS, AL, GA, FL, TN, KY, SC, NC, VA, WV

#### Midwest: 24% (4,797)

MN, IA, MO, IL, IN, WI, MI, OH, ND, SD, NE, KS

#### Northeast: 21% (4,185)

NY, NJ, PA, VT, NH, ME, CT, NJ, DE, MD, VA, DC, MA

#### West: 17% (3,378)

WA, OR, CA, NV, UT, CO, WY, MT, ID, AK, HI

#### Southwest: 10% (2,012)

AZ, NM, TX, OK

#### International: 2% (418)

Canada, UK, Europe, Latin America



### Trip Type Mix

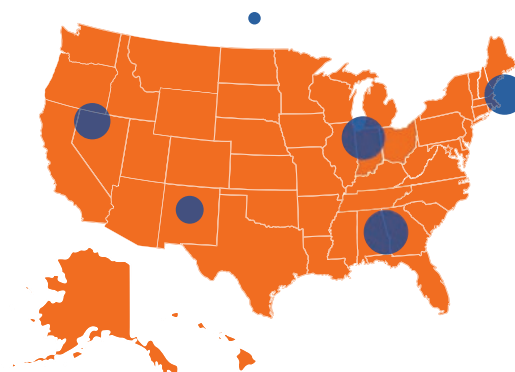
**52%** Fellowship Tours and Cruises

**36%** Spiritual Retreats

**34%** Missions

**34%** Pilgrimages

**5%** Humanitarian Trips



## REACH OVERVIEW

> 116,169\* Print and Digital Readers

> 22,300 E-Newsletter Subscribers

> Trade Show Distribution at 30 Group Travel-Related Events

\*Number based on print edition distribution and unique annual website visitors (2017)

# A robust online presence

## ReligiousTravelPlanningGuide.com

### AUDIENCE PROFILE

**93,169 Annual Readers:** \*Unique annual visitors 2017

**Traffic Origination:** Search (Organic) 78%, Direct 18%, Social 1%

**Reader's Devices:** Desktop 55%, Mobile 35%, Tablet 10%

**Top States for Online Visitors (traffic origination):**

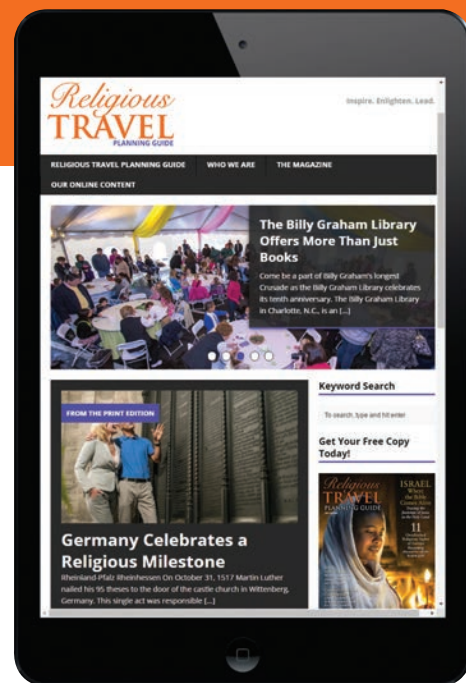
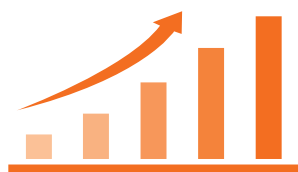
MA, CA, TX, NY, IL, FL, PA, OH, GA, NC

### AUDIENCE GROWTH

**Website Traffic:**

**23%** (2017 over 2016)

**90%** of all visitors were new



### KEYWORD RANKING

No. 1 rank on Google for "religious tour operators"

## Survey says RELIGIOUS TRAVEL PLANNERS...

### ORGANIZE GROUP TRAVEL YEAR-ROUND!

27% Summer

35% Spring

27% Fall

11% Winter

### SPECIALIZE IN PLANNING SMALL GROUP TRAVEL

45% of our readers are planning trips for group sizes 20 and under

### START TRIP PLANNING 12 MONTHS IN ADVANCE

52% of our planners say they plan trips on average 12 months before the trip

Religious Travel Planning Guide Survey

## ADVERTISING RATES

### Display Ads and Packages

	Annual
2-page Spread + Site InSpecion + Geo Banner	\$7,495
Full-page + Site InSpecion + Geo Banner	\$4,695
Half-page + Online Site InSpecion + Geo Banner	\$3,495
Third-page Ad + Geo Banner	\$2,495
Sixth-page Ad	\$1,095

### Site InSpecion (Stand-Alone)

Site InSpecion Print & Online	\$2,695
Site InSpecion Online	\$1,795

### Itineraries (Stand-Alone)

Ready 2 Go	\$2,695
Refresh	\$2,995
Brand New - We Write	\$3,495

### Digital Banners

	Quarterly	Semi-Annual	Annual
Global Website (728x90)	\$1,895	\$3,495	\$5,995
Geo-targeted (160x600)			\$1,195

### InSite E-Newsletter

	Quarterly	Semi-Annual	Annual
E-Newsletter Leaderboard Banner (728x90)	\$1,795	\$3,295	\$5,595
E-Newsletter Billboard Banner (728x90)	\$1,195	\$1,995	\$3,495

### Sponsorships

	Quarterly	Semi-Annual	Annual
Digital Edition Sponsorship			\$10,995
Corporate Takeover Sponsorship	\$6,995	\$12,995	

### Video

	Quarterly	Semi-Annual	Annual
Video Promotion - Website + E-Newsletter	\$1,895	\$3,495	\$5,995



We create *group travel* content  
that builds engaged audiences  
and delivers *results* to our  
clients.

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GROUP TRAVEL

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