

It's Time to GROW AGAIN

Welcome groups back with tailor-made
marketing solutions from *Leisure Group Travel!*



PRINT • DIGITAL • EMAIL • CUSTOM

LEISURE
est. 1994 GROUP TRAVEL

Engage Group Travel Planners with *Leisure Group Travel's* Best-in-Market Solutions

We build a bridge to your top prospects with expertly crafted content marketing and brand promotion on the number one channel in the group travel market.

ENGAGE

Leisure Group Travel magazine and *LeisureGroupTravel.com* provide unbeatable solutions that help group travel professionals create enticing, fun itineraries for groups of all sizes. We create themed travel guides, region-specific destination updates and informative feature articles that assists readers in developing great trips.

DELIVER

Access the largest network of influential group travel buyers with flexible advertising options including content marketing, brand promotion, social, digital and email advertising. There's a solution that fits every brand and budget.

TRUSTED

Travel companies and destination marketing organizations of all sizes trust *Leisure Group Travel* to get their message out. **Bottom-line:** If you can host groups, you should be marketing to attract more of them!

RESULTS

Our industry exclusive iTrack performance reporting drives leads to your group sales department with complete campaign metrics your marketing team will love.

TESTIMONIAL:

"I can't tell you how great it is for staff to call and touch base to just catch up. The ads always look fantastic and we appreciate the lead time to get all the materials to them. The live video we did with tour planners was well planned and executed, plus offers a long "shelf" life. We love the list of potential leads produced from our ads to spruce up our database and make new connections. The team is extremely approachable and helpful, which is why we have a long-term package featuring our niche markets with them."

— Jayne Nordstrom
Group Tour Manager
Visit Lake County, Illinois



The Right Balance to Power Up Your Group Travel Business

LEISURE GROUP TRAVEL MAGAZINE

Produced by professional travel journalists six times annually, *Leisure Group Travel* magazine helps readers discover the best in the world of group travel. Advertising opportunities are found within our themed travel guides, comprehensive feature stories and regional destination editorials.

Programs from \$1,195.

THE INSITE E-NEWSLETTER

InSite is your weekly e-connection to the group travel marketplace. The longest running e-newsletter in the group travel market arrives each Friday with online exclusives, interviews, advertiser promotions and content from our most recent magazine edition.

Advertising starts at \$1,995.

LEISUREGROUPTRAVEL.COM

There's always something new @ the # 1 site in the group travel marketplace! LeisureGroupTravel.com was built for SEO-performance with a robust array of content, video and booking resources that capture the interest of group travel professionals.

Native content marketing, brand advertising and video promotion puts you at the center of the action, from \$1,795.

CUSTOM SOLUTIONS

Your tourism business is unique, and so are your marketing needs. Our publishing solutions showcase your brand or destination with expertly written itineraries, native content marketing and destination travel guides – all showcased across our channels.



OUR AUDIENCE AND PLATFORM:

12,000

Print Subscribers

10,500

Newsletter Subscribers

150,000

Website Visitors

25.5%

InSite E-newsletter Open Rate

5,000+

Social Media Fans and Followers

LEISURE

GROUP TRAVEL

EDITORIAL CALENDAR

Each edition covers four U.S. regional sections with feature articles, latest news in each region plus international destination features. Be featured within your region!

REGIONAL AND
INTERNATIONAL
COVERAGE IN
EVERY ISSUE!



FEBRUARY

CULINARY EDITION

Dining experiences are a highlight of group travel, and we'll be sharing trends from across the country. The February edition also includes the **Mississippi Itinerary Guide**, the **Tennessee Special Section**, the annual **Circle Wisconsin Tour Planner** and the **Wyoming Itinerary Guide**. Our annual **Casino Gaming Guide** and **Religious Travel Planning Guide Special Section** are a must read for faith-based groups.



APRIL

HISTORY & HERITAGE EDITION

In a country with rich history and heritage, the biggest challenge with tour planners is making history both educational and fun. We'll look at stories of **California Immigration**, **Southern Cultural Festivals**, **Pennsylvania Battlefields & Forts**, **Ghostly Getaways** in the Central region plus an Experiential Tourism feature. The annual **Scenic Rail Journeys Guide**, the annual **Illinois Group Tour Planner** and the annual **Virginia Group Travel Planner** round out a great issue.



JUNE

ARTS & CULTURE EDITION

In June, we'll delve into the business of **Native American** tourism and its impact on Native Americans. Out West, we'll explore **Outdoor Music Venues Big and Small**. We'll go in-depth into all Mississippi has to offer in our **Mississippi Special Section**. We'll visit **Small Theaters, Big Fun** in the East, while in the Central region we'll produce our annual **Ohio Has It!** special section and **Midwest Marketplace coverage**. The annual **Museum Guide** and the annual **Iowa Tour Guide** make for a great edition.



AUGUST

OUTDOOR EDITION

From a simple walk on a paved path to canoeing Class IV rapids, outdoor adventures of all types await groups of all abilities. We'll take an in-depth look at **Wellness Vacations**, discovering **Midwest Caves** in the central region and **Swamp Tours** in the South. We'll narrow our search to Northeast **Winter Sports** and share **7 Log Lodgers and Cabins** in the West. The annual **Live Entertainment Guide** and **Sightseeing Cruise Guide** are August highlights and the annual **Colorado Group Tour Guide** covers the West.



OCTOBER

WOMEN'S TRAVEL EDITION

Women have always been a force in family travel decisions. Now they're deciding which adventures their likeminded female family and friends will pursue. We'll be featuring **Just for the Ladies Trip Ideas**. In the South, we'll feature our annual **Arkansas Special Section**, while the annual **Missouri Group Tour Guide** shines in the Central region. A **New York and Maryland Special Section** fills the East region, while the annual **Festival Guide** is a perfect addition to October.



DECEMBER

INDUSTRY FORECAST + GROUP TRAVEL DESTINATIONS SUPER ISSUE

This blockbuster double issue combines the brightest minds in tourism with the best group-friendly destinations! **Industry Forecast** features **Titans of Tourism** plus outlooks on the tour, cruise, activities and technology sectors. **Group Travel Destinations** shows groups where to go and what to do across the U.S. plus internationally along with special sections on South Dakota and Indiana.

Advertising Rates and Ad Specs

DISPLAY ADVERTISING

	1X	3X	6X
Two-page Spread	\$6,095	\$5,795	\$5,595
Full-page Ad + Site InSpecion or Itinerary	\$6,095	\$5,795	\$5,495
Full-page Ad	\$5,095	\$4,695	\$4,395
Half-page Ad	\$3,495	\$3,295	\$3,095
Third-page Ad	\$2,495	\$2,295	\$2,095
Sixth-page Ad	\$1,195	\$1,095	\$995
Digital Edition Sponsorship	\$2,995	—	—

CONTENT MARKETING

	DIGITAL	PRINT & DIGITAL
Site InSpecion	\$1,795	\$2,795
Itinerary	\$1,795	\$2,795
Top List	\$1,195	\$2,195
Featured Destination Program	\$7,195	—

LEISUREGROUPTRAVEL.COM

	3 MONTHS	6 MONTHS	12 MONTHS
Global Leaderboard (728 x 90)	\$1,895	\$3,495	\$5,595
Global Sidebar (160 x 600)	\$1,595	\$2,995	\$4,395
Video Advertising	—	—	\$1,195

INSITE E-NEWSLETTER

	QUARTERLY	SEMI-ANNUAL	ANNUAL
Leaderboard (728 x 90)	\$3,595	\$6,595	\$11,595
Featured Video	\$1,995	—	—

Scan and \$ave!

Scan the QR code to unlock secret savings and the latest advertising promotions from *Leisure Group Travel*.



AD SPECS

DIMENSIONS

Two-page Spread.....(to trim)	17 x 10.5
.....(w/ bleed)	17.25 x 10.75
Full-page Ad.....(to trim)	8.5 x 10.5
.....(w/ bleed)	8.75 x 10.75
Half-page Ad.....(Horizontal)	7.5 x 4.75
.....(Island)	4.75 x 7
Third-page Ad.....(Square)	4.75 x 4.75
.....(Vertical)	2.325 x 9.625
Sixth-page Ad.....(Vertical)	2.325 x 4.75
.....(Horizontal)	4.75 x 2.325

Questions?

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