

# YOUR NEXT WORK OF ART

**PARTNER WITH US TO CREATE YOUR NEXT CUSTOM TRAVEL GUIDE.**

Focus your recovery and build your brand reputation better than any other marketing channel.

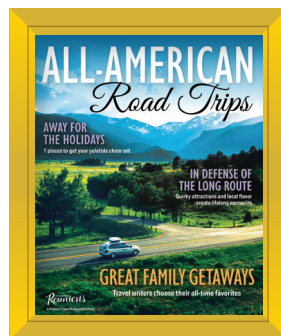


**PREMIER**  
TRAVEL MEDIA

[PtmGroups.com](http://PtmGroups.com)



# ARE YOU ARE LOOKING TO ATTRACT THESE TYPES OF TRAVELERS NOW



## CUSTOM TRAVEL GUIDES FOR THE FOLLOWING MARKETS

- » **Sports Tournaments & Events.** Highlight why tournaments want to choose you! We effortlessly pair your destination's strengths with detailed facility information.
- » **Golf Holidays.** The golf market is strong! Promote your top courses and stay & play packages.
- » **Leisure Group Travel.** Reach adult tour groups. Guide includes outdoor and indoor attractions and group-friendly itineraries paired with partner advertising.
- » **Seasonal Travel.** Ring in the holidays, welcome fall tourists or announce the opening to your summer season with a specialty seasonal guide.
- » **Field Trips.** Show-off your student & youth group attractions with a unique field trip planning guide!
- » **Ski & Winter Sports.** Capture the interest of winter sports enthusiasts! Highlight your ski hills and apres ski activities, snowmobile trails and ice fishing.
- » **Outdoor Enthusiasts.** Promote your hiking, biking, water sports and more!
- » **Family Travel & Family Reunions.** First to recover from Covid-19, create more drive vacations, multi-generational family and reunion business.

## BENEFIT FROM SECTOR EXPERTISE AND TURNKEY PUBLISHING SOLUTIONS.

LET'S GET STARTED!

### ANNOUNCING CUSTOM TRAVEL PUBLISHING

Premier Travel Media (PTM) is an established industry leader in custom publishing for the travel and tourism industry. Our comprehensive, collaborative editorial approach and award-winning designs have earned the business of travel associations, international tourism organizations, state tourism offices and convention and visitor bureaus.

Having produced exceptional results for our clients, we're proud to unveil a new custom publishing initiative, **Custom Travel Guides!** Just as client needs and travelers' prerogatives have shifted during the global pandemic, so has our nimble approach to custom publishing.

### WHAT WE DO

On your behalf, we can create unique promotional travel guides that target specific audiences. Any location can benefit from PTM's expert editorial, bold design and gorgeous layouts.

From outdoor opportunities in Wisconsin, golf trails in Arkansas, family-friendly sites in Ohio, California ski resorts, and Israel religious sites, there's nothing vanilla about PTM's custom travel guides!

- » Expand your narrative quickly and become the de-facto expert by branding your organization in your field of choice.
- » Create superior editorial content, thanks to our team of professional travel writers.
- » Increase tangible leads from your website, building your prospect database quicker than newsletter sign-up boxes.
- » Lower pay-per-click advertising by expanding your PR outreach, driving quality SEO traffic and boosting organic social media engagement.
- » Introduce an exciting new digital travel guide that's accessible across desktop and mobile devices.
- » Benefit from our printing contracts with some of the largest commercial printers.



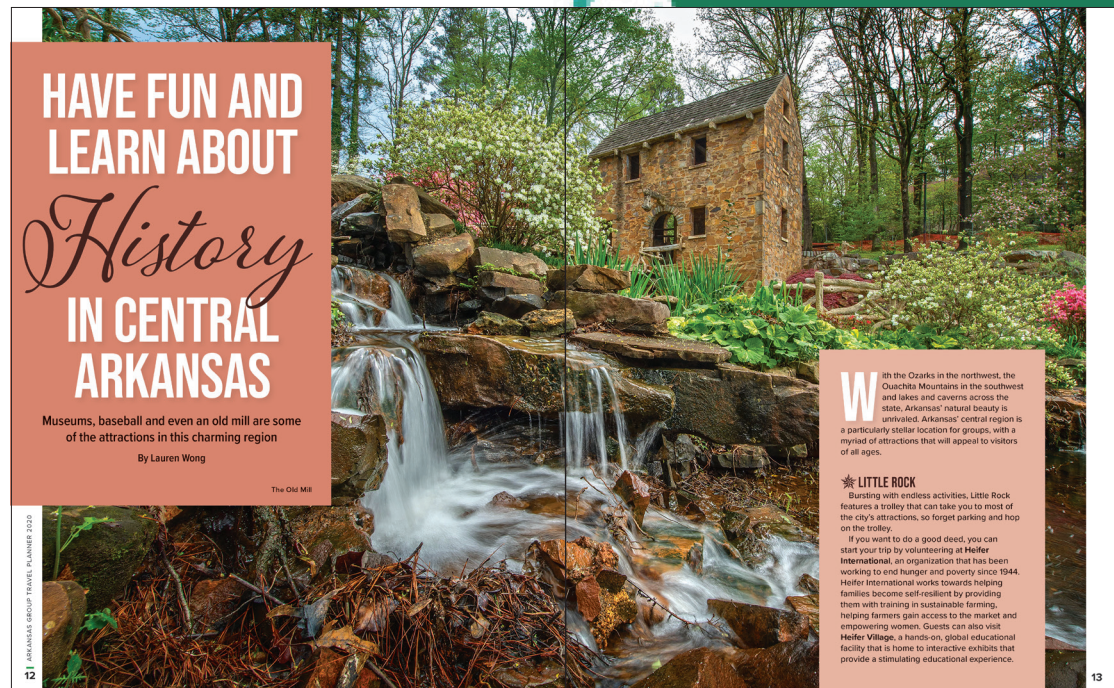
## HOW WE DO IT

**We manage your entire custom publishing project.** We create editorial stories, handle marketing and oversee sales, design, production, pre-press and publishing. This turnkey approach eliminates the cumbersome workflow that accompanies publishing a guide. It saves your staff time and energy and allows you to focus on other recovery efforts.

### Your Guide Features:

- » **Visually distinct layouts.** Colorful article formats and unique photography that will distinguish you as an expert.
- » **A format ideal for both print and online reading.** Featuring fluid page lengths, creative graphics, embedded videos and mobile accessibility impossible with traditional publishing.
- » **Traffic-building content.** Our extensive network of travel experts and media resources grants us unparalleled access to superior editorial, infographics and destination photography that helps us create a visually distinct product unique to your brand vision.
- » **Comprehensive tracking.** We provide tools and technology for tracking and reporting so you can establish an ROI benchmark and stay in-tune with your audience's ever present needs.
- » **Web and social integration.** Projects are seamlessly integrated into your organization's web, email and social media presence to enhance your brand messaging.

**CONTACT US  
TODAY FOR A  
NO OBLIGATION  
QUOTE**



## LET'S GET STARTED!

**Contact us for a no-obligation conversation about your next customer publishing project.**

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