

# TIME TO GET YOUR GROUP ON

WELCOME MORE GROUPS WITH TAILOR-MADE  
MARKETING SOLUTIONS FROM LEISURE GROUP TRAVEL



MAGAZINE • NEWSLETTER • WEBSITE • CUSTOM PUBLISHING

# Grow Your Group Business 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.

## NETWORK (INVITE OPPORTUNITY)

Access the largest network of influential group travel buyers. Professional tour operators, bus companies, group travel advisors, bank travel clubs, alumni, religious, niche and affinity group planners rely on Leisure Group Travel to help them create enticing, fun itineraries for groups of all sizes.

## ENGAGE (MAXIMIZE YOUR INVESTMENT)

Experience maximum ROI with integrated marketing from Leisure Group Travel. Reach planners where they're planning by leveraging content, brand marketing and itinerary tips for maximum discoverability across our print, digital, email and social channels.

## TRUSTED (PARTNER)

Over our 29-year history, we've worked with hundreds of leading travel brands and destination marketing organizations of all shapes and sizes to drive group demand. The bottom line is this: if you can host groups, you should be marketing to attract more of them!

## RESULTS (GUARANTEED)

From embedded QR codes to deep web analytics to our industry-exclusive iTrack lead generation system, we deliver results in the form of tangible leads for your group sales team with campaign metrics that your marketing team will love.

## SOME OF OUR FEATURED PARTNERS:

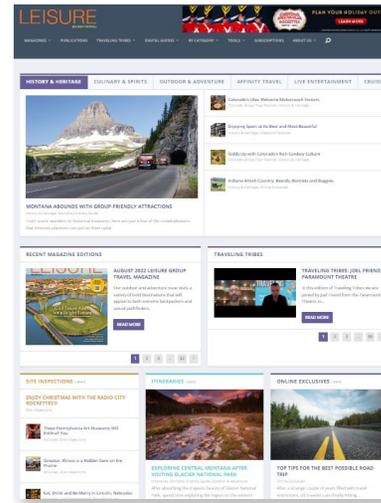


# The Right Balance to Power Up Your Group Travel Business



## LEISURE GROUP TRAVEL MAGAZINE

Produced six times annually by a team of professional travel journalists with decades of industry experience, *Leisure Group Travel Magazine* helps readers discover the best in the world of group travel. Advertising opportunities are found within our themed editions, state sections and sector guides. Programs from \$1,095.



## LEISUREGROUPTRAVEL.COM

There's always something new at the #1 site in the group travel marketplace! LeisureGroupTravel.com was built for SEO performance with a robust variety of content and booking resources that capture the interest of group travel professionals. Programs from \$1,195.



## INSITE E-NEWSLETTER

InSite is the longest running e-newsletter in the group travel industry. Each Friday, InSite arrives with the latest news, podcast interviews, promotions and articles from our most recent magazine. Rates start at \$1,995.



## CUSTOM PUBLISHING

Your tourism business is unique and so are your marketing needs. Our custom publishing solutions showcase your brand with expertly written itineraries, content marketing and destination travel guides - featured 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

## 2023 EDITORIAL CALENDAR

Leisure Group Travel's destination editorial is delivered in regional sections (South, Northeast, Central and West) plus international travel. Regional sections include news and noteworthy topics, plus themed editorial coverage according to the editorial calendar. Columns and advice sections offer expert-level commentary from industry leaders.

### FEBRUARY



**THEMES:** Food & Beverage, Religious Travel  
**GUIDE:** Casinos  
**STATE SECTIONS:** Mississippi, Pennsylvania

### APRIL



**THEMES:** History & Heritage, Festivals & Events  
**GUIDE:** Scenic Rail, Sightseeing Cruises  
**STATE SECTIONS:** Illinois, Virginia

### JUNE



**THEMES:** Arts & Culture, Rural Tourism  
**GUIDE:** Museums  
**STATE SECTIONS:** Iowa, New Jersey, Ohio

### AUGUST



**THEMES:** Active & Outdoors, Sports Tourism  
**GUIDE:** Theater  
**STATE SECTIONS:** Colorado, North Carolina

### OCTOBER



**THEMES:** Women's Travel, City Escapes  
**GUIDE:** Shopping  
**STATE SECTIONS:** Maryland, Missouri, New York, South Dakota

### DECEMBER



**THEMES:** Beaches & Mountain, Industry Forecast  
**GUIDE:** Group Travel Destinations  
**STATE SECTIONS:** Indiana

# Power Up Your Content Strategy

From creation to distribution to analytics, our team produces and distributes targeted, cutting-edge content that performs across our platforms.

All digital content marketing is built using the latest in search engine optimization tactics with promotion on our website, e-newsletter and across social media networks. Print content is featured in a themed edition of our magazine and published across our digital properties.



## Itineraries

Timed and routed 3-day, 2-night itineraries spotlight the must-see things to do and hidden gems in your destination. Available in four different packages, in print and online.

## Site InSpections

Deep dives into your destination or property, Site InSpections are expertly researched and written cornerstone digital content articles that provide tour planners the information they need to make informed buying decisions. Available exclusively online.

## Top Lists

Designed to provide quick bites of useful information, Top Lists deliver timely marketing promotion and capture the attention of buyers. Available exclusively online.

## Showcases

NEW for 2023, Showcases are designed for our DMO partners to accompany placement ads within our themed editorial features. We pair your half or full-page ad with a matching size showcase advertorial. Published in print and online.

# Advertising Rates and Ad Specs

## LEISURE GROUP TRAVEL 2023

| Display Advertising | 1x   | 3x   | 6x   |
|---------------------|------|------|------|
| 2-Page Spread       | 6295 | 5995 | 5695 |
| Full-Page           | 5195 | 4795 | 4495 |
| Half-Page           | 3595 | 3395 | 3195 |
| Third-Page          | 2595 | 2295 | 2195 |
| Sixth-Page          | 1295 | 1195 | 1095 |

| Itinerary Packages |      |  |
|--------------------|------|--|
| A+                 | 5995 | 2-page print itinerary,<br>Full-page ad, digital itinerary |
| A                  | 3995 | 2-page print itinerary,<br>digital itinerary               |
| B                  | 2995 | Full-page print itinerary,<br>digital itinerary            |
| C                  | 1995 | Digital itinerary  |

| Digital Content Marketing |                                       |
|---------------------------|---------------------------------------|
| Site InSpecion            | 1,995                                 |
| Top List                  | 1595                                  |
| Showcase                  | Included in certain<br>print packages |

| InSite E-newsletter    | 1 month | 3 months | 6 months | 12 months |
|------------------------|---------|----------|----------|-----------|
| Leaderboard            |         | 3795     | 6695     | 11995     |
| Featured Video         | 1995    |          |          |           |
| Newsletter Sponsorship | 2995    |          |          |           |

| LeisureGroupTravel.com      | 3 months | 6 months | 12 months |
|-----------------------------|----------|----------|-----------|
| Leaderboard                 | 3795     | 6695     | 11995     |
| Sidebar                     | 1995     | 3595     | 5695      |
| Video                       |          |          | 1995      |
| Digital Edition Sponsorship |          |          | 3995      |

## 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?

Contact us today!  
Call our office at 630-794-0696.



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