

OUR REACH

24,810

Print Subscribers

86,000

Annual Website Visitors in 2019
(Avg. Time On-site for Top Content = 3+ Min.)

5,200

E-Newsletter Subscribers
(with an ≈22% open rate)

346

Visits to our Digital Edition
Issue page

30

Travel-Related Events with
Trade Show Distribution

30,000+

Digital Copies Sent to
High School Admin.

No. 1 rank on Google for "planning a student trip" and "student tour companies"

OUR AUDIENCE



TARGET AUDIENCE

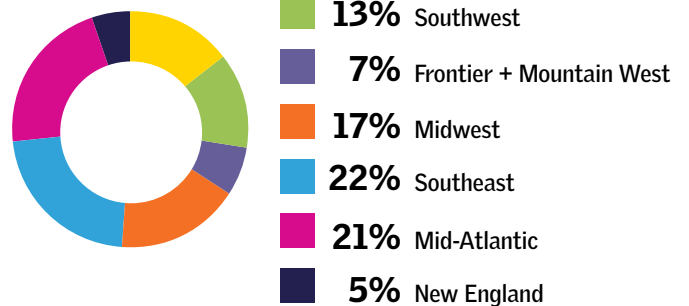
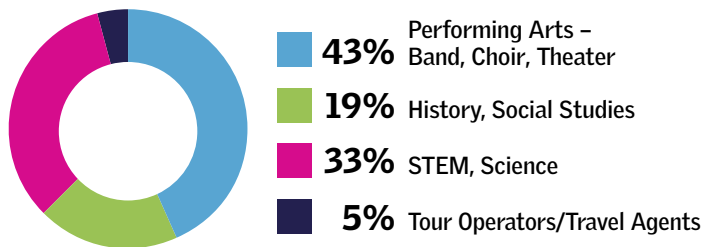
Band, choir and theater directors • science, technology and math teachers • history and social studies teachers • department heads, school administrators, board members and principals • tour operators and travel agents



EDUCATIONAL INSTITUTION REPRESENTATION

Readership comes from the largest private and public schools in the wealthiest school districts.

AUDIENCE PROFILE



ONLINE PRESENCE

Traffic Origination: Search 87% (Organic), Direct 12%, Social 0.9%

Reader's Devices: Desktop 53%, Mobile 47%

Top States for Online Visitors: (traffic origination): NY, CA, TX, IL, FL, PA, VA, NC, MA, NJ