



TIME TO GET YOUR GROUP ON LEISURE

WELCOME MORE GROUPS WITH TAILOR-MADE
MARKETING SOLUTIONS FROM

GROUP TRAVEL

MAGAZINE • NEWSLETTER • WEBSITE • CUSTOM PUBLISHING



Welcome More Groups 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 30-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:

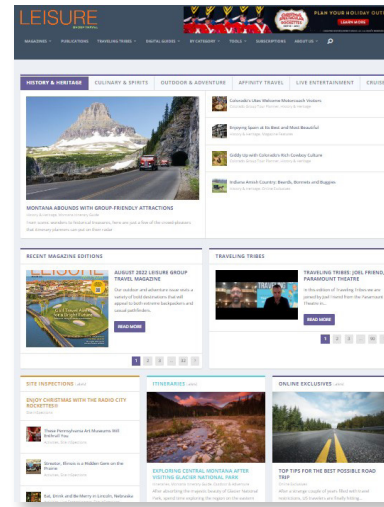


The Right Balance to Enhance Your Group Travel Business



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.



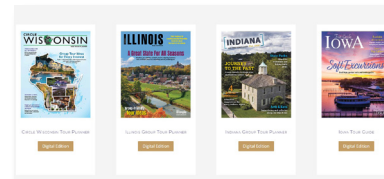
LEISUREGROUPTRAVEL.COM

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 \$2,195.



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 \$2,195.



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

10,000

Newsletter Subscribers

200,000

Website Visitors

28.5%

InSite E-newsletter Open Rate

6,000+

Social Media Fans and Followers

LEISURE

GROUP TRAVEL

2024 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
GUIDE: Gaming, Religious Travel
STATE SECTIONS: Mississippi, Pennsylvania, Wisconsin, Minnesota, Tennessee

APRIL



THEMES: History & Heritage
GUIDE: Scenic Rail, Sightseeing Cruises
STATE SECTIONS: Illinois, Virginia
BONUS: South Itinerary Guide

JUNE



THEMES: Arts & Culture, America's 250 Commemoration
GUIDE: Museums
STATE SECTIONS: Iowa, New Jersey
BONUS: Western Itinerary Guide

AUGUST



THEMES: Active & Outdoors, Sports Tourism
GUIDE: Theater
STATE SECTIONS: North Carolina, Wyoming
BONUS: Northeast Itinerary Guide

OCTOBER



THEMES: Women's Travel, Beaches & Mountain
GUIDE: Festivals & Events
STATE SECTIONS: Maryland, Missouri, New York, South Dakota
BONUS: Midwest Itinerary Guide

DECEMBER



THEMES: 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

New Regional Itinerary Guides feature timed and routed 3-day, 2-night itineraries. Spotlight the must-see things to do and hidden gems in your destination.

Site InSpections

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

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.

Elevate Your Destination with Our Exclusive Itinerary Guides

We pioneered itinerary marketing and in 2024 we're taking it to the next level with the introduction of regional itinerary guides.

We want your destination to be part of the adventure:

SOUTH (APRIL)

Immersing our audience in the charm of the southern states with expertly curated 3-day, 2-night itineraries. Highlight the best of your destination in the heart of spring.

WEST (JUNE)

Let travelers discover the wonders of your destination, from awe-inspiring landscapes to vibrant cities. June is a perfect time to showcase the West's beauty.

NORTHEAST (AUGUST)

Capture the attention of tour planners with a tailored itinerary exploring the culture rich Northeast and Mid-Atlantic in August.

MIDWEST (OCTOBER)

Showcase your destination in the heartland of America in this fall itinerary guide.

TAILORED PACKAGES TO SUIT YOUR NEEDS:



Package A: Includes a 2-page print itinerary, or full-page itinerary with matching full-page ad and complete digital marketing program.
\$5,295



Package B: Includes a full-page print itinerary and complete digital marketing program.
\$3,295

ALL PACKAGES INCLUDE:

- **PRINT ITINERARY:** Expertly written by our editorial team, your timed and routed 3-day, 2 night itinerary features your destination's group friendly activities. Featured in a select print edition.
- **ONLINE PRESENCE:** We optimize your itinerary for maximum SEO-performance and feature it on our market leading platform, ensuring your destination shines in online searches.
- **NEWSLETTER SPOTLIGHT:** Your itinerary will be featured in our weekly newsletter, reaching our engaged readership.
- **SOCIAL MEDIA PROMOTION:** Leverage LinkedIn, Facebook and Instagram to capture the attention of travel enthusiasts worldwide.

Custom Itinerary Guides

We create beautiful bespoke publications for state tourism offices and regional tourism marketing groups. Turn-key publishing and marketing for your brand! Showcase your destination like never before as we inspire group travel planners to create unforgettable journeys.



Secure your spot in our upcoming Regional Itinerary Guides today!

Advertising Rates and Ad Specs

Display Advertising	1x	3x	6x
2-Page Spread	6295	5995	5695
Full-Page	5295	4895	4595
Half-Page	3695	3495	3295
Third-Page	2595	2295	2195
Sixth-Page	1295	1195	1095

Itinerary Packages		
A	5295	Full-page print itinerary and matching full-page ad, or two-page itinerary, and complete digital marketing program
B	3295	Full-page print itinerary and complete digital marketing program

Digital Content Marketing	
Site InSpection	1995
Top List	1595
Showcase	Included in certain print packages

InSite E-newsletter	1 month	3 months	6 months	12 months
Leaderboard		3895	6795	11995
Featured Video	2195			
Newsletter Sponsorship	3195			

LeisureGroupTravel.com	3 months	6 months	12 months
Leaderboard	3895	6795	11995
Sidebar	2195	3695	5695
Video			2195
Digital Edition Sponsorship			3995

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.



Cheryl Rash
Business Development - Southeast and Midwest
Cheryl@ptmggroups.com
630-794-0696 ext. 512



Diane Meglino
Business Development - East
Diane@ptmggroups.com
630-794-0696 ext. 509



Tom Tobiason
Business Development - West
Tom@ptmggroups.com
630-794-0696 ext. 505