

# Targeting Educational and Performance Student Groups

Student Travel Planning Guide (STPG) is your direct connection to teachers that travel and the tour operators and travel agents that serve them. Our circulation targets the largest private schools (11% of our readership) and public secondary (high) schools in the wealthiest school districts in America. Reaching tens of thousands of educators, administrators and tour operators, STPG ensures your message reaches the right prospects in the student travel industry.

## 50,000 Digital Distribution

### West: 23% (11,290)

WA, OR, CA, NV, UT, CO, WY, MT, ID, AK, HI

### Southwest: 12.3% (6,160)

AZ, NM, TX, OK

### Midwest: 22.3% (11,186)

MN, IA, MO, IL, IN, WI, MI, OH, ND, SD, NE, KS

### Southeast: 24% (12,042)

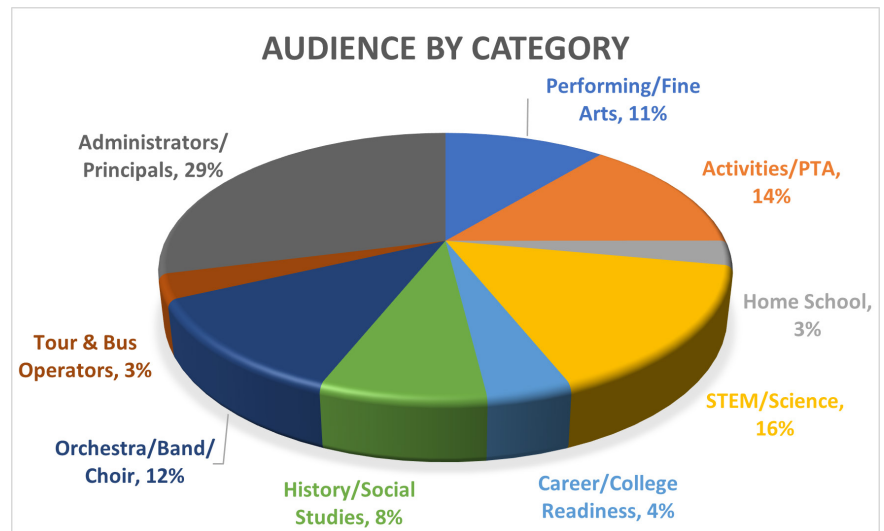
AR, LA, MS, AL, GA, FL, TN, KY, SC, NC, VA, WV

### Northeast: 18.3% (9,188)

NY, NJ, PA, VT, NH, ME, CT, DE, MD, DC, MA, RI

### International: .5% (228)

Canada, UK, Europe, Latin America



## Digital Stats & Trends

### StudentTravelPlanningGuide.com

Unique Visitors: 54,000 in 2023

Traffic Origination: 82% SEO/Organic Search, 16% Direct, 2% Social

Device Breakdown: Desktop 59%, Mobile 36%, Tablet 5%

Top States (traffic origination): California, Virginia, Texas, Florida, Pennsylvania, Ohio, Washington, Massachusetts, Michigan

### InSite E-Newsletter

Circulation: 20,000

Open Rate: 28%

Click Rate: 2%

Frequency: Bi-weekly (Delivered on Wednesday afternoons)

\* all digital statistics are from derived from the full 2023 calendar year



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