

STUDENT TRAVEL PRO

Audience Sheet



Student Travel Pro helps educators organize meaningful travel experiences for students at destinations and attractions around the country. Through a comprehensive web platform, robust digital guides, a popular e-newsletter and social media, STP connects brands with 50k+ decision-makers in the student travel industry.

AUDIENCE

Principals
PTA/PTO Presidents
STEM/Science Teachers
Foreign Language Teachers
Math Departments
Band/Music/Choir Directors
History/Social Studies Teachers
Student Tour Operators
Bus Companies
Travel Advisors

DIGITAL MAGAZINE DISTRIBUTION

50,000 Digital Distribution

Student Travel Pro's digital guides provide educators with essential tools for planning student trips and discovering subject-specific activity recommendations.

3 Guides Per Year

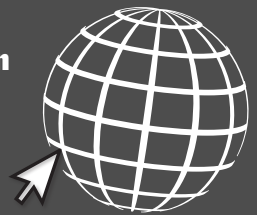
Student Travel Planning Guide
Northeast Regional Field Trip Guide
Southeast Regional Field Trip Guide



WEBSITE PLATFORM STATS

Visitors: 83,000
Impressions: 3.6 million
Clicks: 68,000

With hundreds of relevant articles, a comprehensive directory resource and embedded advertising opportunities, StudentTravel.pro is a trusted resource among student travel planners.



INSITE E-NEWSLETTER

Newsletter Subscribers: **20,000**
Open Rate: **28.8%**
Frequency: **Delivered every other Wednesday**

SOCIAL MEDIA

600+ followers across
Facebook, Instagram and LinkedIn and growing fast!

