

TIME TO GET YOUR GROUP ON

WELCOME MORE GROUPS WITH TAILOR-MADE
MARKETING SOLUTIONS FROM

LEISURE
GROUP TRAVEL

MAGAZINE • NEWSLETTER • WEBSITE • CUSTOM PUBLISHING

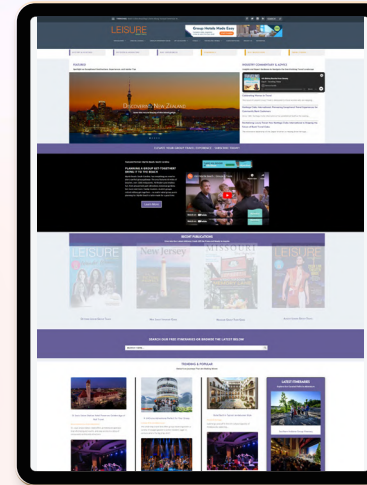


COMPREHENSIVE SOLUTIONS FOR GROUP TRAVEL SUCCESS



LEISURE GROUP TRAVEL MAGAZINE

Published six times a year by seasoned travel journalists, **Leisure Group Travel Magazine** is your gateway to the top decision makers in group travel. With strategically placed advertising within our focus features, resource guides, destination spotlights or regional itinerary guides, your brand gets the spotlight it deserves.



LEISUREGROUPTRAVEL.COM

Stay ahead of the curve with **LeisureGroupTravel.com**, the leading site in the group travel industry. Designed for peak SEO performance, our platform is packed with dynamic content and essential booking resources that keep group travel professionals coming back for more. There's always something new, and your brand should be part of it.



INSITE E-NEWSLETTER

InSite is your direct line to an engaged audience every Friday. Packed with the latest industry news, podcast interviews, special promotions, and top articles from our magazine, InSite delivers value straight to the inboxes of decision-makers. It's the smart choice for brands looking to stay top-of-mind and drive results.



CUSTOM PUBLISHING

Your tourism business is one-of-a-kind, and your marketing strategy should be too. Our **Custom Media Solutions** go beyond traditional advertising, offering a tailored approach that amplifies your brand's unique story. From expertly crafted itinerary guides to bespoke publications and tailor-made brochures, we create compelling narratives that resonate with your target audience. Let us showcase your brand with the precision and creativity it deserves.

UNPARALLELED REACH TO GROUP TRAVEL DECISION-MAKERS

AUDIENCE

- ✓ Tour Operators
- ✓ Niche Travel Groups
- ✓ Affinity Organizations
- ✓ Group Travel Agents
- ✓ Bus Companies
- ✓ Bank Travel Clubs



MAGAZINE CIRCULATION & DISTRIBUTION

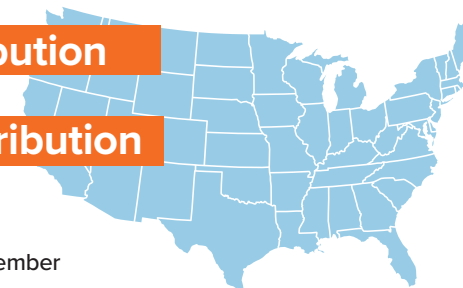
Leisure Group Travel is a print and digital magazine that helps readers discover the best in the world of group travel through themed editions and regional sections.

12,000 Print Distribution

30,000 Digital Distribution

FREQUENCY: 6 TIMES PER YEAR

February • April • June • August • October • December



WEBSITE PLATFORM STATS

With a sleek, mobile-friendly design, thousands of relevant articles and embedded advertising opportunities, LeisureGroupTravel.com is a trusted resource among group travel planners.

 VISITORS: **168,000**

 IMPRESSIONS: **6.5 MILLION**

 CLICKS: **96,000**

INSITE E-NEWSLETTER

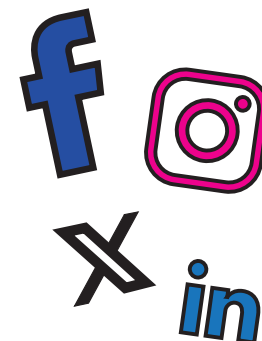
10,000 Subscribers | Open Rate **26.8%**

Frequency: **DELIVERED EVERY FRIDAY**

SOCIAL MEDIA

6,000+
FOLLOWERS ACROSS

Facebook, Instagram, Twitter and LinkedIn



We design our editorial calendar to deliver maximum exposure and impact for your destination, product, or service. Our content is thoughtfully organized into four dynamic sections, each offering unique opportunities to connect with travel planners and decision-makers.

FEB

Focus Features: America 250, Food & Beverage Destinations
Resource Guides: Religious Travel
Destination Spotlight: Mississippi, Wisconsin, Oregon
Regional Itinerary Guide: Australia

APR

Focus Features: Accessible Travel
Resource Guides: Scenic Rail, Tourist Attractions, TAP Dream Destinations
Destination Spotlight: Illinois, Virginia, Louisiana
Regional Itinerary Guide: Southern US

JUN

Focus Features: Outdoor & Adventure, Sustainability, Route 66
Resource Guides: Museums, Aquariums and Zoos
Destination Spotlight: New Jersey, Oklahoma
Regional Itinerary Guide: West

AUG

Focus Features: History & Heritage, America 250
Resource Guides: Theater
Destination Spotlight: North Carolina, Wyoming, Georgia
Regional Itinerary Guide: Canada

OCT

Focus Feature: Women's Travel
Resource Guides: Technology
Destination Spotlight: Coastal California, Maryland, Missouri, New York, Alabama, Washington DC
Regional Itinerary Guide: Midwest

DEC

Focus Features: Industry Forecast, Sports Tourism
Resource Guides: Group Travel Destinations
Destination Spotlight: Indiana, The Dakotas
Regional Itinerary Guide: Northeast

FOCUS FEATURES

We dive into the most relevant and trending topics in group travel. These articles provide comprehensive coverage that positions your brand as a leader in the industry.

RESOURCE GUIDES

These are essential tools for planners, offering curated content marketing matched by brand advertising. Ensure that your destination or service is top of mind when planners are making key decisions for their groups.

DESTINATION SPOTLIGHTS

We shine a light on specific states or regional destinations, highlighting their unique attractions and appeal. This is your chance to showcase what makes your destination special.

REGIONAL ITINERARY GUIDES

We produce detailed, timed itineraries for your destination that help planners create unforgettable experiences.



POWER UP YOUR CONTENT STRATEGY

Elevate your brand's visibility with our dynamic content marketing solutions. From creation to promotion to analytics, we deliver targeted, high-performing content that resonates across multiple platforms.

TYPES OF CONTENT WE PRODUCE



Itineraries

Highlight your destination within our Regional Itinerary Guides, meticulously crafted to showcase the best your location has to offer. These 3-day, 2-night itineraries are timed and routed to perfection, spotlighting must-see attractions and uncovering hidden gems that will captivate travelers.



Site InSpections

Drive decision-making with our expertly curated Site InSpections, essential digital content that equips tour planners with the insights they need. These cornerstone articles are designed to inform and influence, exclusively available online.



Top Lists

Capture attention and spark interest with our Top Lists, offering concise, impactful marketing opportunities. These online exclusives deliver timely, bite-sized content that engages buyers.



Showcases

Perfectly paired with your DMO placement ads in our themed editorial features, showcase advertorials are designed to complement your half or full-page ads, ensuring your message shines both in print and online.

ELEVATE YOUR DESTINATION WITH OUR EXCLUSIVE ITINERARY GUIDES

Custom Itinerary Guides

Unlock the Power of Itinerary Marketing for Your Destination

Itineraries are essential tools for any Destination Marketing Organization, guiding travel planners through the best experiences your location has to offer. A well-crafted itinerary attracts group planners by showcasing your destination's unique appeal in a timed and routed format. In each regional guide we offer turnkey itinerary development, handling everything from creation to production and promotion.

FEBRUARY: Australia

APRIL: Southern U.S.

JUNE: Western U.S.

AUGUST: Canada

OCTOBER: Midwestern U.S.

DECEMBER: Northeast U.S.

TAILORED PACKAGES TO SUIT YOUR NEEDS



Package A:

This premium package includes a full-page itinerary paired with a matching full-page ad, along with a comprehensive digital marketing suite. Your itinerary will be optimized for online visibility, featured in targeted email campaigns, and promoted across our social channels.

✓ \$5,295



Package B:

This package offers a full-page print itinerary combined with our comprehensive digital marketing suite. Your itinerary will be strategically positioned online, integrated into our email campaigns, and shared on social media.

✓ \$3,295

EACH PACKAGE INCLUDES:

• PRINT ITINERARY:

Professionally crafted 3-day, 2-night itineraries highlighting your destination's top group-friendly activities.

• ONLINE PRESENCE:

Optimized for SEO, your itinerary will be prominently featured on our leading digital platform.

• NEWSLETTER SPOTLIGHT:

Gain exposure in our weekly newsletter, reaching a highly engaged audience of travel planners.

• SOCIAL MEDIA PROMOTION:

Capture global attention with targeted promotion across LinkedIn, Facebook, Twitter, and Instagram.

We create beautiful bespoke publications for state tourism offices and regional tourism marketing groups. Turnkey 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!

Let's Get Started!

Display Advertising	1x	3x	6x	
2-Page Spread	\$ 6,295	\$ 5,995	\$ 5,695	
Full-Page	\$ 5,295	\$ 4,895	\$ 4,595	
Half-Page	\$ 3,695	\$ 3,495	\$ 3,295	
Third-Page	\$ 2,595	\$ 2,295	\$ 2,195	
Sixth-Page	\$ 1,295	\$ 1,195	\$ 1,095	
Itinerary Packages		Package Size		
A	\$ 5,295	Full-page Itinerary + Full-page Ad	Full-page print itinerary and matching full-page ad, or two-page itinerary, and complete digital marketing program	
B	\$ 3,295	Full-page Itinerary	Full-page print itinerary and complete digital marketing program	
Digital Content Marketing				
Site InSpecion	\$ 1,995			
Top List	\$ 1,595			
InSite E-newsletter	1 month	3 months	6 months	12 months
Leaderboard		\$ 3,895	\$ 6,795	\$ 11,995
Featured Video	\$ 2,195			
Newsletter Sponsorship	\$ 3,195			
LeisureGroupTravel.com	3 months	6 months	12 months	
Leaderboard	\$ 3,895	\$ 6,795	\$ 11,995	
Sidebar	\$ 2,195	\$ 3,695	\$ 5,695	
Video			\$ 2,195	
Digital Edition Sponsorship			\$ 3,995	
Custom 4 Page Brochure		Highlight your best destination assets and itineraries with a custom-created 4-page print and digital brochure. Transportable - use in print, digital, pdf, social, email and trade shows.		

SOME OF OUR FEATURED PARTNERS:



Questions?

Connect with our regional business development managers.



Cheryl Rash
Southeast and Midwest
Cheryl@ptmgroups.com
630-794-0696 ext. 512



Diane Meglino
Mid-Atlantic, Northeast & Eastern Canada
Diane@ptmgroups.com
630-794-0696 ext. 509



Tom Tobiason
West & Western Canada
Tom@ptmgroups.com
630-794-0696 ext. 505