

2025 ZOO & AQUARIUM GUIDE

From LEISURE GROUP TRAVEL

Inspire groups to visit your Zoo or Aquarium with engaging editorial, brand advertising, social and email marketing.

Leisure Group Travel's **Zoo/Aquarium Guide** is a powerful marketing vehicle designed to put your zoo/aquarium squarely in front of interested groups, across the channel of communication they prefer.

What makes this edition a must for your zoo/aquarium?

- **Targeted Reach:** Be featured in front of 12,000 magazine subscribers who are actively seeking the best group travel experiences. These decision-makers plan and organize trips for groups of all sizes, from small gatherings to large tours.
- **Expanded Visibility:** In addition, you will reach 10,000 engaged newsletter subscribers who regularly turn to us for the latest trends, insights, and recommendations.
- **Bonus Exposure:** We're taking your message to key group-oriented trade shows and events. This ensures your destination gets noticed by influential industry professionals, boosting your visibility and likelihood of bookings.
- **Showcase the Latest Highlights:** With engaging editorial content and targeted brand advertising, this is your chance to spotlight the exciting, new, and unique offerings at your zoo or aquarium. From fresh animal exhibits and newly renovated enclosures to exclusive events, this is the perfect opportunity to motivate groups to explore and experience all that your zoo or aquarium has to offer.

Packages available:

Package A:
Includes a full-page ad and matching full-page advertorial on your destination/business
(\$4,595)

Package B:
Includes a half-page ad and matching half-page advertorial
(\$3,295)

Package C:
Includes a 1/3 page ad and matching third page advertorial
(\$2,195)

Package D:
Includes a 1/6 page ad and matching sixth page advertorial
(\$1,095)

Don't miss the opportunity to be featured in one of the most anticipated issues of the year. Join by April 15

LEISURE
GROUP TRAVEL

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Deadline:
April 15

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