



ADVENTURE TRAVEL
TRADE ASSOCIATION

ATTA Commemorative Publication

Celebrate Two Decades of Innovation at the ATTA

Join us in commemorating the Adventure Travel Trade Association (ATTA) with an exclusive publication produced in cooperation with Premier Travel Media. This bespoke guide, set for release in May 2025, marks two decades of the ATTA's trailblazing leadership in the adventure travel industry.

What to Expect

This custom magazine promises exclusive content reflecting the spirit of adventure, innovation and environmental stewardship championed by the ATTA. Inside, readers will explore the 20-year journey of the ATTA and its future, discover how community collaboration fuels business growth and be inspired by sustainability pioneers making a difference. The guide also highlights how adventure tourism empowers local communities, celebrates the rise of women-operated businesses and provides data-driven insights into industry trends.

Partner With Us!

With a limited-edition print run, plus robust digital guide, this is one opportunity not to be missed. Distributed to ATTA members, travel advisors, tour operators and group travel planners, this commemorative magazine will help chart the future course of adventure travel while celebrating the organization's remarkable journey. Feature your organization or brand alongside industry pioneers and connect with an influential audience in this premium publication.



**DEBUTS
MAY
2025**



621 Plainfield Road, Suite 406, Willowbrook, IL 60527

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Get Involved!

Don't miss the opportunity to align your brand with the ATTA. Showcase your commitment to adventure travel and sustainability by advertising in this commemorative guide.

Reaching Key Audiences



30k

ATTA members and prospective members



35k

Adventure travel advisors, tour operators and niche travel groups



70k+

Trade show attendees

Package Rates:

- ☐ **\$9,895** - Two-page spread
- ☐ **\$5,895** - Full-page
- ☐ **\$4,295** - Half-page
- ☐ **\$2,795** - Third-page
- ☐ **\$695** - Tour Operator Co-Ops

Advertising Deadline:
March 15

Advertising Agreement

Name:

Company:

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Total:



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AdventureON

REFLECTING, INNOVATING, AND LOOKING TO THE FUTURE



Commitment to Sustainability

In line with the ATTA's commitment to sustainability, the publication will be printed using recycled paper, with a robust digital version available year-round.

