



Telling the Story of America 250 Years and Counting

The travel industry's most comprehensive coverage of America 250

America 250 Media Kit



PREMIER
TRAVELMEDIA



Once-in-a-Lifetime Opportunity

As we gear up for the historic America's 250th commemoration there is an undeniable buzz in the air. Destinations and attractions are preparing to roll out the red carpet for travelers.

Premier Travel Media is helping destinations and attractions capitalize on the buzz around traveling to celebrate America 250 by creating strategic content platforms that connect them with group travel planners, educators, tour operators, and travel advisors actively building patriotic travel experiences for 2026.

Through a new pop-up newsletter, InSite on America 250 and the America 250 Trip Planner, we're providing high-visibility opportunities for partners to showcase their events, historic sites, and themed itineraries to an audience eager to engage with the nation's semi quincentennial.

Our multi-brand distribution—spanning *Leisure Group Travel*, *Student Travel Pro*, *Destination Reunions*, and *Inbound Insider*—ensures that our partners' stories reach targeted, qualified decision-makers across every segment of leisure travel.

- ▶ September 2025 is the launch of a new and exciting e-newsletter, InSite on America 250. With a reach of **43,000+** subscribers, comprised of our subscribers at *Leisure Group Travel*, *Student Travel Pro*, *Destination Reunions* and *Inbound Insider* newsletters, this is your inbox connection to leading travel planners worldwide.
- ▶ In January 2026, our flagship publication *Leisure Group Travel* will feature an America 250 Trip Planner reaching **12,000** print subscribers, **30,000** digital edition readers and **43,000** newsletter recipients.





Celebrate a Historic Milestone

Align your brand with the nationwide celebration of America's 250th Anniversary, gaining visibility during a time of heightened interest in U.S. history and heritage.



Reach an Engaged Audience

Access the dedicated readership of *Leisure Group Travel* through 30,000 digital readers in January 2026 and 12,000 print readers in the February 2026 print edition. Plus, ongoing digital marketing to 43,000 InSite America 250 readers beginning September 2025.



Unparalleled Exposure

Be a focal point for tour planners seeking the perfect destination for their travelers. Showcase your message across all Premier Travel Media group travel brands across our email, website, social and print channels.



RATE AND PACKAGES

★ A+ Package

- ✓ Itinerary & Full-Page Ad in the America 250 Trip Planner
- ✓ 3 Month Leaderboard on InSite America 250 E-newsletter
- ✓ America 250 Website Sponsorship
- ✓ Paid & Organic Social Media Campaign.
- ✓ Rate Card: \$11,694 **Your Rate \$9,355**

★ A Package:

- ✓ Full Page Ad in the America 250 Trip Planner
- ✓ 3 Month Leaderboard on InSite America 250 E-newsletter
- ✓ Paid & Organic Social Media Campaign.
- ✓ Rate Card: \$8,499 **Your Rate: \$6,799**

★ B Package:

- ✓ Half Page Ad in the America 250 Trip Planner
- ✓ 3 Month Leaderboard on InSite America 250 E-newsletter
- ✓ Organic Social Media Campaign.
- ✓ Rate card: \$6,899 **Your Rate: \$5,519**

★ C Package

- ✓ Third Page Ad in the America 250 Trip Planner
- ✓ Organic Social Media Campaign.
- ✓ Rate card: \$2,595 **Your Rate: \$2,076**

★ D Package:

- ✓ Sixth Page Ad in the America 250 Trip Planner
- ✓ Organic Social Media Campaign.
- ✓ Rate Card: \$1,295 **Your Rate: \$1,036**



SECURE YOUR PACKAGE NOW!



SIGN-UP FORM:

Company _____
Contact _____
Address _____
City, State, Zip _____
Email _____ Phone _____
Signature & Date _____ Total _____

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Access the Audiences of These Leading B2B Travel Media Brands!



LGT

Unparalleled reach to group travel decision makers.



Destination Reunions

The gateway to reaching family reunions & multi-generational groups.



Inbound Insider

A broad spectrum of members with a fresh perspective on visiting the United States.



Student Travel

The ultimate platform to reach the student travel market.

START
PROMOTING
TODAY!

Ask your rep for details