

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

America's leading group travel publication, since 1999! 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, experience guides, destination spotlights or themed itinerary guides, your brand gets the spotlight it deserves.



LEISUREGROUPTRAVEL.COM

LeisureGroupTravel.com is the leading site in the group travel industry, driving 5X more web traffic than the competition. 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. Your brand should be visible here.



INSITE E-NEWSLETTER

InSite is your direct communication channel to our email subscribers. Delivered every Friday, we feature the latest industry news, interviews, group promotions and articles from our current edition. With industry-leading open and click-thru rates, InSite is the smart choice for brands looking to stay top-of-mind.



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
- ✓ Travel Advisors
- ✓ Bus Companies
- ✓ Bank Travel Clubs



MAGAZINE CIRCULATION & DISTRIBUTION

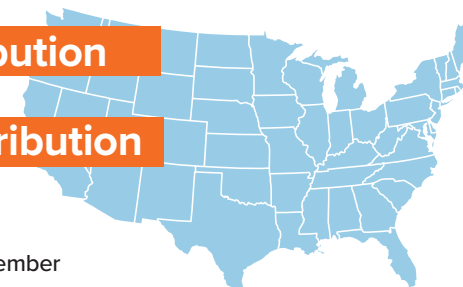
Leisure Group Travel is a print and digital magazine that helps readers discover the best in the world of group travel through themed editions and regional sections.

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

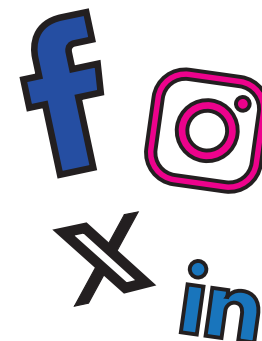
10,000 Subscribers | Open Rate **26.8%**

Frequency: **DELIVERED EVERY FRIDAY**

SOCIAL MEDIA

6,000+
FOLLOWERS ACROSS

Facebook, Instagram, Twitter and LinkedIn



2026 EDITORIAL CALENDAR

Leisure Group Travel's 2026 editorial calendar has been reimagined to reflect the growing diversity and evolving needs of today's group travel planners.

Each edition combines big-picture insights, practical strategies, and actionable ideas, helping readers anticipate trends, inspire travelers, and make informed decisions that drive business results.

What's Inside Each Edition?

The Big Picture

Spotlight on the issue's central theme, offering insights and perspectives that set the stage for group travel planning.

Itinerary Inspirations

Curated, themed itineraries designed to spark ideas and showcase possibilities for group trips.

Experience Guide

Regional attraction highlights, giving planners a closer look at destinations, activities and experiences.

Go To

In-depth state features that stand alone or complement the issue's theme, presenting must-see stops for groups.

Inside

Highlights from major trade shows, keeping planners up to date on trends and industry connections.

In Focus

Content features highlighting a city or international destination.



FEBRUARY

The Big Picture:
Culinary

Itinerary Inspirations:
Food & Booze Trails

Experience Guide:
Frontier & Mountain West

Go To:
Mississippi, Wisconsin, Utah

Inside:
Heritage Clubs International



APRIL

The Big Picture:
Faith Travel

Itinerary Inspirations:
Holiday Itineraries

Experience Guide:
Southern States

Go To:
Illinois, Virginia, Louisiana, Texas

Inside:
Midwest Marketplace



JUNE

The Big Picture:
Adventure Travel

Itinerary Inspirations:
Themed Trails

Experience Guide:
West Coast

Go To:
Ohio, Montana, Michigan, New England

Inside:
Travel Alliance Partners



AUGUST

The Big Picture:
History & Heritage

Itinerary Inspirations:
Great American Waterways

Experience Guide:
Live Entertainment

Go To:
Oklahoma, Arkansas, Pennsylvania

Inside:
Accent Travel Network (West)



OCTOBER

The Big Picture:
Luxury Travel

Itinerary Inspirations:
Girlfriend Getaways

Experience Guide:
Midwest

Go To:
Wyoming, Minnesota, Maryland, New York, Alabama

Inside:
OMCA



DECEMBER

The Big Picture:
Industry Forecast

Itinerary Inspirations:
Hub & Spoke Destinations

Experience Guide:
Northeast

Go To:
North Carolina, Indiana, Tennessee, South Dakota

Inside:
American Bus Association

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 Themed 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 listicle content that both search engines and buyers adore.



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 THEMED 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 themed guide we offer turnkey itinerary development, handling everything from creation to production and promotion.

FEBRUARY: Food & Booze Trails

APRIL: Holiday Itineraries

JUNE: Themed Trails

AUGUST: Great American Waterways

OCTOBER: Girlfriend Getaways

DECEMBER: Hub & Spoke Destinations

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:

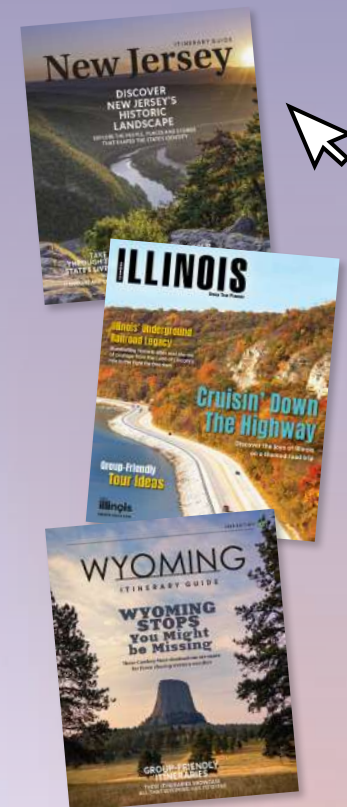
This package offers a full-page print itinerary combined with our comprehensive digital marketing suite. Your itinerary will be strategically positioned online, integrated into our email campaigns, and shared on social media.

✓ \$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, 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 Themed Itinerary Guides TODAY!

INTRODUCING REGIONAL EXPERIENCE GUIDES

Connecting group planners to must-see attractions through print, digital and social

Planners are always on the hunt for new and better tour stops for their groups. With our new multi-platform U.S. Regional Experience Guides, Leisure Group Travel is stepping up its game—giving tour attractions more visibility, more channels, and more opportunities to connect with group decision-makers.

2026 EXPERIENCE GUIDE CALENDAR:

FEBRUARY: Frontier & Mountain West

APRIL: Southern States

JUNE: West Coast

AUGUST: Live Entertainment (National Spotlight)

OCTOBER: Midwest

DECEMBER: Northeast



- ✔ **Package A:**
Full-page Ad + Matching Advertorial,
Online Profile Page = **\$4,595**
- ✔ **Package B:**
Half-page Ad + Matching Advertorial,
Online Profile Page = **\$3,295**
- ✔ **Package C:**
Third-page Advertorial,
Online Profile Page = **\$1,595**
- ✔ **Package D:**
Sixth-page Advertorial,
Online Profile Page = **\$795**

KEY VALUE POINTS:

- ✔ **HIGH-IMPACT PROFILES**
Appear in a select edition of Leisure Group Travel with a 1/6 to full-page profile on your business.
- ✔ **OPTIMIZED ONLINE EXPOSURE**
Every advertiser gets a dedicated attraction page, SEO and LLM-optimized to keep your brand discoverable and relevant.
- ✔ **MULTI-CHANNEL PROMOTION**
Extended reach through our weekly newsletter and social media channels.
- ✔ **MATCHING BRAND ADS + FAQ ADD-ON**
1/2 and full-page placements receive matching size brand ad to reinforce your presence + a custom group FAQ add-on to answer planner questions directly.

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		
B	\$ 3,295	Full-page Itinerary		
Experience Guides				
A	\$ 4,595	Full-page Ad + Matching Advertorial, Online Profile Page		
B	\$ 3,295	Half-page Ad + Matching Advertorial, Online Profile Page		
C	\$ 1,595	Third-page Advertorial, Online Profile Page		
D	\$ 795	Sixth-page Advertorial, Online Profile Page		
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

SOME OF OUR FEATURED PARTNERS:



Questions?

Connect with our regional business development managers.



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