

STUDENT TRAVEL PRO

AUDIENCE SHEET

AUDIENCE

- ✓ Principals
- ✓ PTA/PTO Presidents
- ✓ STEM/Science Teachers
- ✓ Foreign Language Teachers
- ✓ Math Departments
- ✓ Band/Music/Choir Directors
- ✓ History/Social Studies Teachers
- ✓ Student Tour Operators
- ✓ Bus Companies
- ✓ Travel Advisors

DIGITAL MAGAZINE DISTRIBUTION

50,000 Digital Distribution

Student Travel Pro's digital guides provide educators with essential tools for planning student trips and discovering subject-specific activity recommendations.

3 Guides Per Year

Student Travel Planning Guide
 Northeast Regional Field Trip Guide
 Southeast Regional Field Trip Guide



WEBSITE PLATFORM STATS

Visitors: 83,000
Impressions: 3.6 million
Clicks: 68,000

With hundreds of relevant articles, a comprehensive directory resource and embedded advertising opportunities, StudentTravel.pro is a trusted resource among student travel planners.



INSITE E-NEWSLETTER

Newsletter Subscribers: **20,000**
 Open Rate: **28.0%**
 Frequency: **Delivered every other Wednesday**

SOCIAL MEDIA

600+ followers across
Facebook, Instagram and LinkedIn and growing fast!

