

TIME TO GET YOUR GROUP ON



WELCOME MORE GROUPS WITH TAILOR-MADE
MARKETING SOLUTIONS FROM

LEISURE

GROUP TRAVEL

MAGAZINE • NEWSLETTER • WEBSITE • CUSTOM PUBLISHING

 **PREMIER**
TRAVEL MEDIA
A Premier Travel Media brand

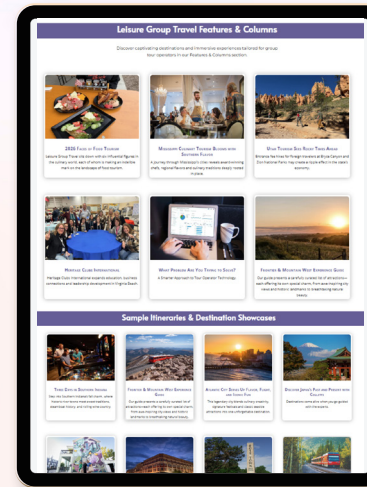
YOUR SOLUTIONS FOR GROUP TRAVEL SUCCESS



LEISURE GROUP TRAVEL MAGAZINE

America's leading group travel publication for over 30 years + 175 issues. Published quarterly by award-winning travel journalists, **Leisure Group Travel Magazine** subscriber base spans the full range of group travel decision-makers, giving advertisers access to multiple buying segments through a single placement.

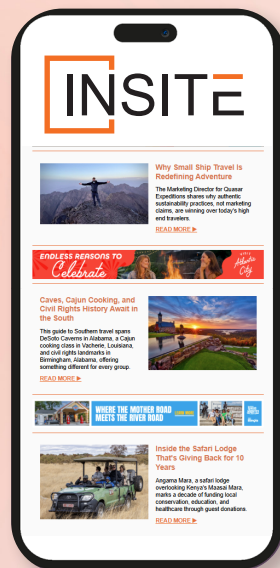
Your brand is placed directly within focus features and regional themed stories that buyers are reading and acting upon.



LEISUREGROUPTRAVEL.COM

LeisureGroupTravel.com is the leading digital destination for the group travel industry, outpacing competitor sites by 5x in monthly traffic (SimilarWeb, June, 2026). Year-over-year, our site grew sessions 79% and impressions 280%.

Built for SEO performance and AI discoverability, this is where travel professionals go to find new ideas. Choose from display advertising, video and content marketing solutions.



INSITE E-NEWSLETTER

InSite reaches 10,000 subscribers every Friday, connecting with group planners across all segments of the travel industry. With a 26.1% open rate and a 2–3% average click-through rate, InSite converts attention into action at a rate well above passive impression-based advertising.

Each weekly send features industry news, interviews and current-edition content, with banner placements available in every issue. Advertisers with multi-placement commitments across LGT will have access to expanded newsletter opportunities in 2027.



CUSTOM PUBLISHING

Your tourism business is one-of-a-kind, and your marketing strategy should be too. Our **Custom Media Solutions** collaborates with state tourism offices, travel associations and tour operators, offering a tailored approach that amplifies your brand's unique story.

From expertly crafted itinerary guides to bespoke publications and tailor-made sales guides, we create compelling narratives that resonate with group planners. Let us showcase your brand with the precision and creativity it deserves.

UNPARALLELED REACH TO GROUP TRAVEL DECISION-MAKERS

AUDIENCE

- ✓ Tour Operators
- ✓ Religious Travel Groups
- ✓ Affinity Organizations
- ✓ Travel Advisors
- ✓ Bus Companies
- ✓ Bank Travel Clubs



MAGAZINE CIRCULATION & DISTRIBUTION

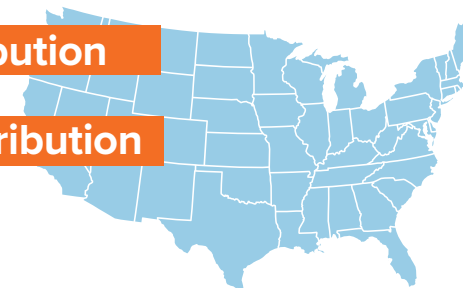
Leisure Group Travel is a print and digital magazine that helps readers discover the best in the world of group travel through themed editions and regional sections.

12,000 **Print Distribution**

30,000 **Digital Distribution**

FREQUENCY: 4 TIMES PER YEAR

February • May • August • November



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: 323,000



IMPRESSIONS: 22,000,000



CLICKS: 57,000

INSITE E-NEWSLETTER

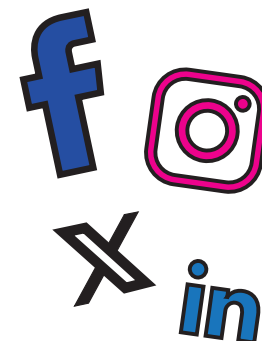
10,000 Subscribers | Open Rate **26.1%**

Frequency: **DELIVERED EVERY FRIDAY**

SOCIAL MEDIA

6,000+
FOLLOWERS ACROSS

Facebook, Instagram, X and LinkedIn



2027 EDITORIAL CALENDAR

Quarterly print · Four issues · Four U.S. regions per issue

Leisure Group Travel's 2027 editorial calendar reflects 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?

Of Interest

A deep dive into the trends, markets and traveler interests influencing today's group travel industry.

Itinerary Inspirations

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

Regional Experience

Regional destination spotlights showcasing unique attractions, seasonal experiences and itinerary ideas from across the United States.

The Circuit

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



Q1 - FEBRUARY

SPACE CLOSES:

Dec. 15 | Edition mails: Feb. 1

OF INTEREST:

Destinations to Watch in 2027

ITINERARY INSPIRATIONS:

Cultural Tourism ·
Culinary Destinations

REGIONAL EXPERIENCES:

Midwest

Around the World Without a Passport

Southeast

Spectacular Arts & Gardens

Northeast

Grand Estates & Architecture

West

Exploring the Pacific Coast

THE CIRCUIT:

ABA Marketplace · Heritage Clubs



Q2 - MAY

SPACE CLOSES:

March 15 | Edition mails: May 1

OF INTEREST:

Screen tourism — how film and TV locations have become the new must-see destinations

ITINERARY INSPIRATIONS:

Faith-based · History & Heritage
· Native American

REGIONAL EXPERIENCES:

Midwest

College Towns

Southeast

Sacred Places

Northeast

Seaports & Maritime History

West

Indigenous Cultures

THE CIRCUIT:

Midwest Marketplace · Accent West



Q3 - AUGUST

SPACE CLOSES:

June 15 | Edition mails: Aug. 1

OF INTEREST:

Live entertainment as the group travel anchor — how operators are building itineraries around theater, festivals and sports

ITINERARY INSPIRATIONS:

Themed Trails · Soft Adventure

REGIONAL EXPERIENCES:

Midwest

State Fairs & Summer Festivals

Southeast

Musical Destinations

Northeast

Scenic Journeys by Rail & Sail

West

Historic Trails & Routes

THE CIRCUIT:

TAP Dance



Q4 - NOVEMBER

SPACE CLOSES:

Sept. 15 | Edition mails: Nov. 1

OF INTEREST:

Boomer grandparents and women's travel clubs are the most underserved growth segment in group travel

ITINERARY INSPIRATIONS:

Girlfriend Getaways · Grand Travel
· Holiday Group Travel

REGIONAL EXPERIENCES:

Midwest

Christmas Markets & Holiday Lights

Southeast

Warm Weather Holiday Escapes

Northeast

Small Towns, Hidden Gems

West

National Park Gateways

THE CIRCUIT:

Accent East

POWER UP YOUR CONTENT MARKETING

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 the industry.



Itineraries

Turn your destination's best group travel experiences into a fully produced, professionally marketed itinerary. Researched, written and distributed by the itinerary experts at *Leisure Group Travel* around how travel planners actually route a trip: three days, two nights, sequenced by drive time and logistics.



Site Inspections

Long-form destination profiles written for the planner who's deciding where to send a group before they've seen it in person. Published exclusively online, these are built to answer the questions a tour operator would ask on an actual site visit so your destination gets evaluated on substance, not just scenery.



Top Lists

Short-form, search-optimized roundups built for discovery. These are ideal for planners who don't know your destination yet with ranked, scannable and built to perform in search results where buyers often start their research.



Showcases

Your advertising investment now includes a Digital Showcase feature, available exclusively to multi-insertion advertisers. These 500-word articles are written to position your destination or brand as a category authority, featured on the home page of LeisureGroupTravel.com for 90 days and in the InSite e-newsletter.

ITINERARY MARKETING PACKAGES

Turn your destination's best group travel experiences into a fully produced, professionally marketed itinerary.

SPOTLIGHT \$3,995

Your destination, expertly told.

Our editorial team researches, writes and designs a complete group travel itinerary for your destination with group-friendly planning content that travel planners actually use. Your finished itinerary publishes as a two-page spread in Leisure Group Travel Magazine.

A dedicated landing page on LeisureGroupTravel.com extends the campaign digitally, with a photo gallery, alternative attractions and a lead capture form. Your itinerary is also featured in LGT's InSite e-newsletter, keeping your destination in front of an engaged trade readership.

What's included:

- ✓ LGT-researched & written group travel itinerary
- ✓ Two-page spread in print
- ✓ Dedicated landing page with lead capture
- ✓ Featured placement in LGT InSite e-newsletter

SELECT \$5,995

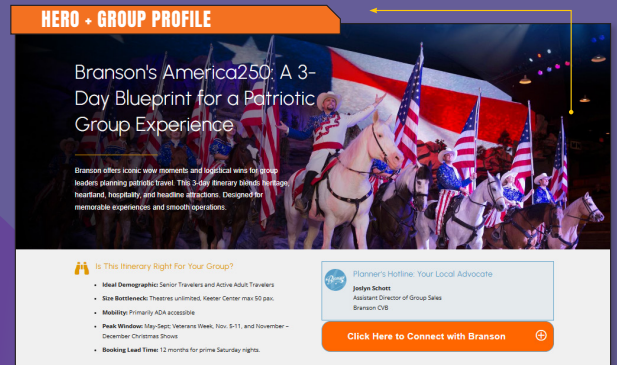
Everything in Spotlight, plus a full digital marketing campaign.

Select takes your itinerary and puts it in motion across digital channels. An animated itinerary feature, professionally assembled, visual showcase is promoted across LGT's digital platforms for 90 days.

Your itinerary is also featured in the Itinerary Showcase e-blast to 10,000 group travel planners, plus a paid campaign on Meta targets a custom audience of verified group travel professionals.

What's included:

- ✓ Everything in the Spotlight package
- ✓ Featured in LGT Itinerary Showcase e-blast
- ✓ Animated video itinerary feature produced by LGT
- ✓ Your itinerary promoted on
- ✓ LGT site and social channels (90 days)
- ✓ Paid Meta campaign



ITINERARY MARKETING PACKAGES

Turn your destination's best group travel experiences into a fully produced, professionally marketed itinerary.

MOST COMPREHENSIVE

SIGNATURE

\$9,995

Your destination's most powerful trade statement.

Built for destinations ready to make a definitive impression on the group travel trade. A four-page destination itinerary feature in mini-brochure format—researched, written and designed, includes a destination-branded cover page, two-page itinerary and full-page branding ad.

One hundred reprints of your four-page piece gives your sales team a trade-credentialed leave-behind for tradeshow. A digital PDF version extends the same piece into your email and web campaigns.

This is what it looks like when a destination invests in the group travel trade seriously.

What's included:

- ✓ Everything in Select
- ✓ LGT-researched and written four-page itinerary feature (mini-brochure format)
Four consecutive pages in Leisure Group Travel Magazine
- ✓ 100 reprints of four-page feature for tradeshow and sales distribution
- ✓ Digital PDF version for email and web deployment

SOME OF OUR FEATURED PARTNERS:



Let's Get Started!

Display Advertising	1x	2x	3x	4x
2-Page Spread	\$ 6,495	\$ 6,395	\$ 6,195	\$ 5,995
Full-Page	\$ 5,495	\$ 5,295	\$ 5,095	\$ 4,895
Half-Page	\$ 3,895	\$ 3,795	\$ 3,695	\$ 3,495
Third-Page	\$ 2,695	\$ 2,595	\$ 2,495	\$ 2,295
Sixth-Page	\$ 1,395	\$ 1,295	\$ 1,245	\$ 1,195
Itinerary Packages				
Spotlight	\$ 3,995			
Select	\$ 5,995			
Signature	\$ 9,995			
Digital Content Marketing				
Site InSpection	\$ 1,995			
Top List	\$ 1,595			
InSite E-newsletter	1 month	3 months	6 months	12 months
Leaderboard		\$ 3,995	\$ 6,995	\$ 12,495
Newsletter Sponsorship	\$ 3,295			
LeisureGroupTravel.com		3 months	6 months	12 months
Leaderboard		\$ 3,995	\$ 6,995	\$ 12,495
Sidebar		\$ 2,395	\$ 3,795	\$ 5,795
Digital Edition Sponsorship				\$ 3,995

[VIEW AD SPECS](#)

NEW
FOR 2027!

FREQUENCY BONUSES FROM LEISURE GROUP TRAVEL

More Often. More Impact.

Repeat exposure builds familiarity and trust, keeping your brand top of mind throughout the group travel planning cycle.

Multiple placements in Leisure Group Travel unlock an expanded digital presence with professionally developed content, newsletter promotion, year-round online visibility, and bonus ads for 3-insertion packages!

2X INSERTIONS RECEIVE

- ✓ Showcase digital article (500 words)
- ✓ InSite e-newsletter promotion

3X INSERTIONS ALSO RECEIVE

- ✓ Your fourth ad FREE of charge!

BEST VALUE!

3X HALF- AND FULL-PAGE INSERTIONS RECEIVE

- ✓ 1x newsletter sponsorship
- ✓ Showcase digital article (750 words)
- ✓ 3-month banner on LeisureGroupTravel.com
- ✓ InSite e-newsletter promotion
- ✓ A fourth ad FREE

Questions?

Connect with our regional business development managers.



Cheryl Rash
Southeast and Midwest
Cheryl@ptmggroups.com
630-794-0696 ext. 512



Diane Meglino
Mid-Atlantic, Northeast & Eastern Canada
Diane@ptmggroups.com
630-794-0696 ext. 509



Tom Tobiason
West & Western Canada
Tom@ptmggroups.com
630-794-0696 ext. 505