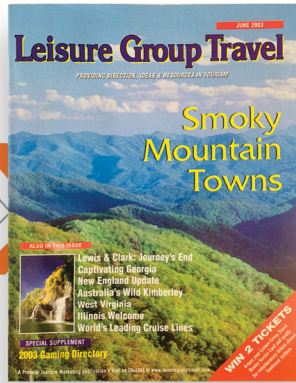


LEISURE

GROUP TRAVEL



CELEBRATING 20 YEARS!



2020/2021

ADVERTISING OPPORTUNITIES



THE #1 SOURCE FOR GROUP TRAVEL PLANNERS



CONNECTING GROUPS SINCE 1999

With a passion for creating unforgettable group travel experiences, Leisure Group Travel magazine and LeisureGroupTravel.com provides unbeatable solutions that help group travel professionals create enticing, group-friendly itineraries to popular and off-the-beaten path locations.

We offer flexible advertising solutions including content marketing, brand advertising, digital and email marketing. Our industry exclusive iTrack metrics and reporting system delivers leads, guaranteed.

- ✓ **Print edition** February, April, June, August, October and December
- ✓ **Digital opportunities** available year-round on LeisureGroupTravel.com
- ✓ **InSite e-newsletter** publishes every Friday

FIVE WAYS TO TARGET GROUPS

1. Print

With 78% of readers relying on print as their primary planning resource, it's no doubt they're responsive to advertising messages. We effortlessly blend your brand into targeted regional editorial coverage, special interest features, state or international focus articles.

2. Online

LeisureGroupTravel.com has been the industry's most trusted online resource since 1999. With a sleek, mobile-friendly design, thousands of relevant articles and embedded advertising opportunities that flow seamlessly along our platform, promoting your brand online has never been easier.

3. Email

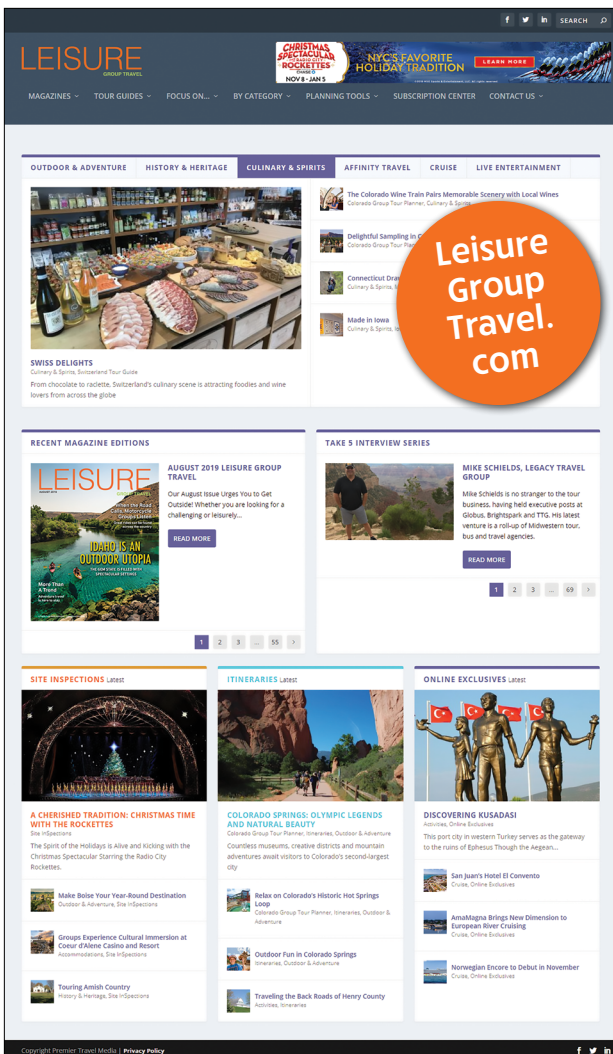
Every Friday, 7,500 group travel planners receive the InSite on Leisure Group Travel e-newsletter. With personalized intros based on our travels, articles from the latest edition, industry news and trends, readers always find something that strikes their fancy.

4. Digital Edition Sponsorship

Exclusive sponsorship of Leisure Group Travel's digital edition includes your logo on the cover, a full-page ad in the digital edition, banner ad on the digital edition webpages and a retargeted email with your message plus leads from all readers who download that edition.

5. Whitepapers & Special Reports

Our educational papers explore an industry subject matter through in-depth research and reporting. Your brand sponsorship includes logo identification, special messaging and leads generated from downloads.



OUR AUDIENCE & PLATFORM

20,000
Print Subscribers

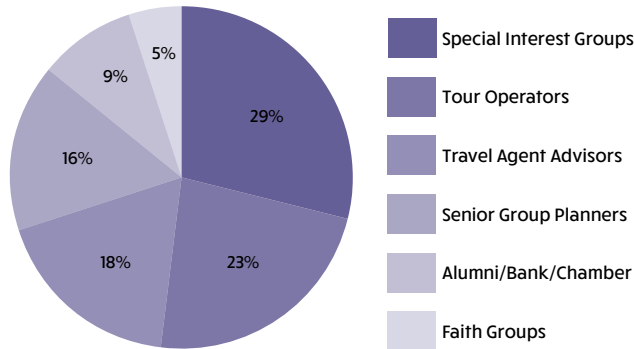
77,000
Annual Website
Visitors

7,500
Newsletter
Subscribers

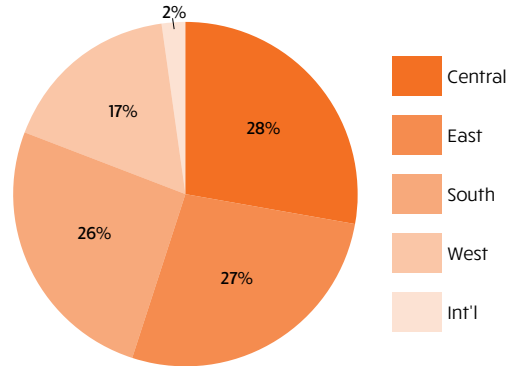
166,000
Page Views

18%
Open Rate

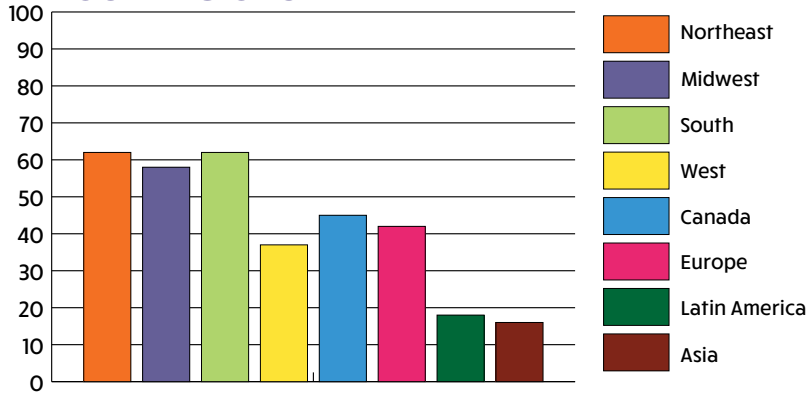
READERSHIP CATEGORY



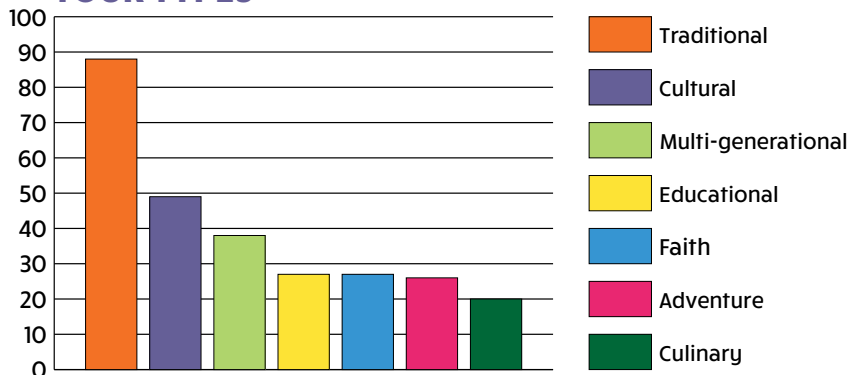
READERSHIP LOCATION



TOUR REGIONS



TOUR TYPES



51% of readers plan trips from
4-7 nights per trip



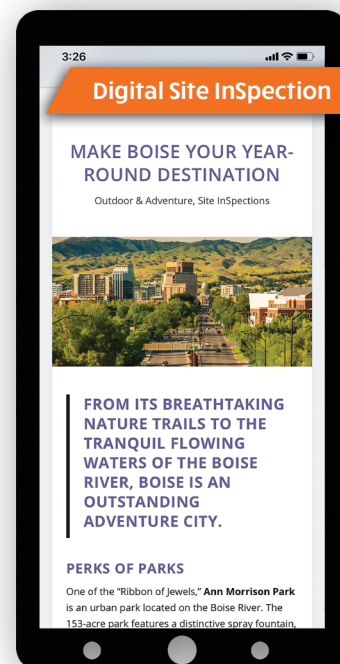
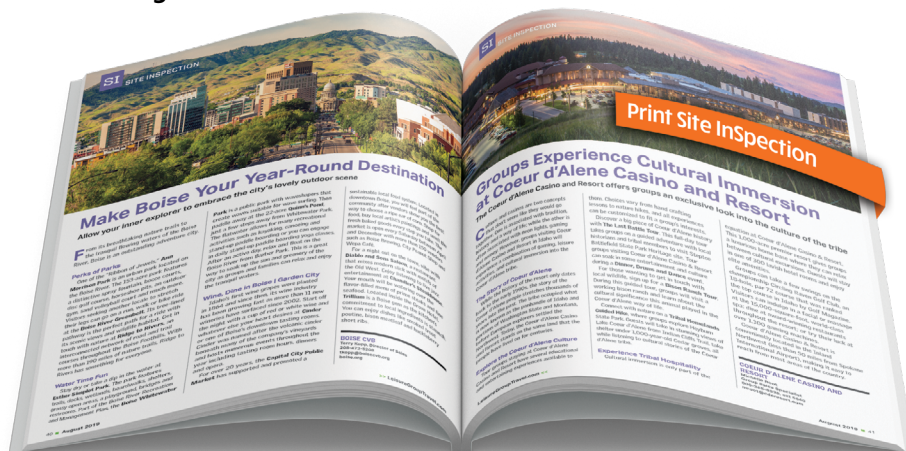
49% of readers average **31-50**
passengers per trip, while 25%
average **16-30 passengers**



66% of readers' passengers
are **Baby Boomers**, while 22%
are **Generation X**

PROMOTE YOUR BRAND WITH CONTENT MARKETING

- Looking for a proven tool that increases client engagement and leads? You found it with content marketing! Our brand of content marketing comes in three formats – Site InSpections, Itineraries and Top Lists native advertising.



OUR CUSTOMIZED CONTENT MARKETING SOLUTIONS

Site InSpections

Professionally written by our editorial team, Site InSpections are long-form content that lays the groundwork for group success, promoting you as a premier group destination, accommodation, attraction or restaurant. They are a superior vehicle for introducing your product or service to the market, providing a strong baseline of information and compelling stories about your brand.

Your custom-written Site InSpection can run adjacent to your print ad in Leisure Group Travel, as a standalone page within the magazine or as a native digital-only online article. Every print Site InSpection package is accompanied by a digital version on LeisureGroupTravel.com. All content is produced for you by our professional travel writers and showcases your best photographic assets. Optimized for SEO performance.

Itineraries

Custom-written Itineraries highlight your destination's must-see sites and attractions in a timed and routed format, making it easier for tour planners to plan a trip to your area. Itineraries can run adjacent to your full-page advertisement, as a stand-alone page within the magazine or as a native digital-only online feature.

Every print itinerary package is accompanied by a digital version on LeisureGroupTravel.com. All itineraries are created by our professional travel writers and showcases your best photographic assets. Optimized for SEO performance.

Top Lists

New to our content marketing platform! Like the name implies, Top Lists are articles written as lists and readers love them! We'll take your destination, attraction, accommodation or restaurant and create a Top List article that's pertinent to the market

and spread it across our digital channels. Pairs excellently with Site InSpections and Itineraries.

Content Marketing Suite

Bundle content marketing native advertising for maximum results and savings! Our team creates a content marketing platform that includes a Site InSpection, Itinerary, Top List features and social media posts. We integrate your video and embed lead generation forms, plus your content is pinned atop the appropriate site categories and promoted across our digital network with PR and social media distribution.



ITRACK DELIVERS RESULTS

We understand that marketers have to make smart choices about where to effectively spend their marketing budget to reach their goals. Whether you choose to advertise on our brand channels or use our custom publishing services, we are committed to tracking, measuring and delivering your desired outcome.

Our iTrack platform is designed to help measure campaign performance.

"I find the **Leisure Group Travel** Itineraries and Site Inspections very productive. The leads from the magazine and its website are great. It's particularly rewarding when a planner tells me, 'I saw your itinerary in the magazine. Lets do it just that way.'"

— Carolyn Joyce
Tour Fort Smith, Arkansas

How Does It Work?

Step 1

We distribute our clients' content through brand channels in various formats such as print ads, itineraries and sponsored content.

Step 2

iTrack integrates calls-to-actions and one-click lead generation forms for all content placements.

Step 3

As potential customers engage with and follow the call to action, iTrack captures their information and stores the lead within the advertiser's campaign.

Step 4

Advertisers access this information via a weekly lead activity report. iTrack provides general lead requests for destination information, as well as specific company requests.

Step 5

Your business development manager follows up on campaign performance and suggests improvements and benchmarking for upcoming campaigns.



2020/2021 EDITORIAL CALENDAR

► Each edition covers **four U.S. regional sections** with feature articles, latest news in each region plus international destination features. Be featured within your region!



FEBRUARY The Culinary Edition

- Museums Guide
- Religious Travel Planning Guide special section
- Mississippi Special Section
- Circle Wisconsin Tour Planner



APRIL The History & Heritage Edition

- Live Entertainment Guide
- Virginia Special Section
- Louisiana Special Section
- Texas Special Section
- Illinois Group Tour Planner



JUNE The Arts & Culture Edition

- Scenic Rail Journeys Guide
- Iowa Tour Guide
- Ohio Has It! Special Section
- Midwest Marketplace



AUGUST The Outdoor Edition

- Tour Attractions & Activities Guide
- North Carolina Special Section
- Idaho Special Section
- Colorado Group Tour Planner



OCTOBER The Women's Travel Edition

- Shopping Guide
- Alabama Special Section
- Arkansas Group Travel Planner
- Missouri Group Tour Guide
- New York Special Section



DECEMBER The Annual Industry Forecast

- Casino Gaming Guide
- Florida Special Section
- Minnesota Special Section
- Maryland Special Section
- Tennessee Special Section
- Smoky Mountain Tour Guide
- Indiana Tour Planner

ADVERTISING RATES

DISPLAY ADS & PACKAGES

	1X	3X	6X
Two-page Spread	\$6,095	\$5,795	\$5,595
Full-page Ad + Site InSpection or Itinerary	\$6,095	\$5,795	\$5,495
Full-page Ad	\$5,095	\$4,695	\$4,395
Half-page Ad	\$3,495	\$3,295	\$3,095
Third-page Ad	\$2,495	\$2,295	\$2,095
Quarter-page Ad	\$1,895	\$1,695	\$1,595
Sixth-page Ad	\$1,195	\$1,095	\$995
Digital Edition Sponsorship (per edition)	\$2,495		

CONTENT MARKETING

	DIGITAL	PRINT & DIGITAL
Site InSpection	\$1,795	\$2,795
Itinerary	\$1,795	\$2,795
Top List	\$1,195	–
Content Marketing Suite	\$4,295	\$6,295

WEBSITE BANNERS & VIDEOS

	QUARTERLY	SEMI-ANNUAL	ANNUAL
Global Leaderboard (728 x 90)	\$1,895	\$3,495	\$5,595
Contextually-targeted Sidebar (160 x 600)	–	–	\$1,195
Contextually-targeted Video Promotion	–	\$1,895	\$3,495

INSITE E-NEWSLETTER BANNERS

	QUARTERLY	SEMI-ANNUAL	ANNUAL
Leaderboard (728 x 90)	\$3,595	\$6,595	\$11,595
Billboard (728 x 90)	\$1,995	\$3,495	\$5,995

AD SPECS

DIMENSIONS

Two-page Spread (to trim)	17 x 10.5
Two-page Spread (w/ bleed)	17.25 x 10.75
Full-page Ad (to trim)	8.5 x 10.5
Full-page Ad (w/ bleed)	8.75 x 10.75
Half-page Ad (Horizontal)	7.5 x 4.75
Half-page Ad (Island)	4.75 x 7
Third-page Ad (Square)	4.75 x 4.75
Third-page Ad (Vertical)	2.325 x 9.625
Quarter-page Ad	3.5 x 4.75
Sixth-page Ad (Vertical)	2.325 x 4.75
Sixth-page Ad (Horizontal)	4.75 x 2.325

"I benefit from your magazine.
Plenty of interesting information."

– Marlene Patterson
TLK Tours, Inc.

"Excellent magazine – useful to
research trips and areas."

– Francis Molinaro
IBM QC Retirees

GROUP TRAVEL DESTINATIONS



YEAR-ROUND RESULTS IN GROUP TRAVEL DESTINATIONS

Group Travel Destinations (GTD) is an itinerary generating tool for planners. The new annual guide combines hundreds of fresh travel ideas and major tourism developments with contacts for where to go, places to see, where to stay and what to eat.

GTD is an excellent supplement to your Leisure Group Travel strategy or if you can only do one thing to show you're in the group business, make it GTD. Planners keep this publication handy year-round and you'll be reaching important decision-makers whenever they're searching for fresh ideas.

- ✓ Print Edition Publishes in November
- ✓ Digital Edition Available Year-Round
- ✓ Print Circulation of 25,000
- ✓ Space Deadline: September 15
- ✓ Materials Deadline: September 30

► CONTENT MARKETING (WE WRITE FOR YOU)

Both Site InSpections and sample Itineraries are offered. Site InSpections focus on inspirational travel ideas, exploring your arts & cultural scene, cuisine, activities or adventure. Sample Itineraries offer up a blueprint of specifically what groups can do in your area.

Each package includes a full-page content + images + contact info in GTD, with an accompanying digital package.

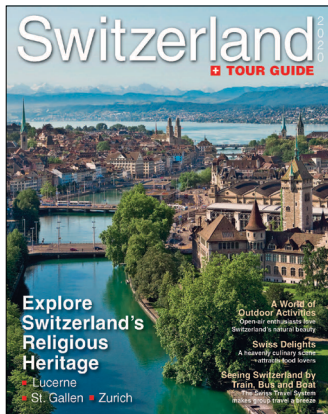
► BRAND ADVERTISING

Placement advertising offers flexible ad choices, ranging from 1/6 to full-page. You'll be included in your regional section (GTD content is split into 7 regions for easy reference), plus you'll receive 75 words of content, photograph + contact information your regional section.

DISPLAY ADS & PACKAGES

RATES

Two-page Spread	\$6,095
Full-page Ad + Site InSpection or Itinerary	\$6,095
Full-page Ad	\$5,095
Half-page Ad	\$3,495
Site InSpection or Itinerary	\$2,795
Third-page Ad	\$2,495
Quarter-page Ad	\$1,895
Sixth-page Ad	\$1,195
Digital Edition Sponsorship (per edition)	\$2,495



Our custom publishing is the answer to superior publications without the burden of producing brand-dedicated content inhouse.

Premier Travel Media specializes in creating superior print and online custom publications for associations, international and state tourism and DMOs. We manage the entire process, editorial, design, production, marketing and sales efforts, plus distribution of your custom content.

► WHY CUSTOM PUBLISHING?

1. Custom publishing is a powerful and cost-effective way to get your message across to a targeted audience.
2. A custom publication impresses your internal and external audiences with laser-sharp communication.
3. Custom publishing is a platform for reaching your audience with the content they want, where they want it, and in a way that motivates them to take action that supports your desired outcomes. It provides your audience with information that is fresh, relevant and compelling – in a format that is engaging, reflects your brand and drives your mission.
4. Custom publishing projects can be seamlessly integrated with your organization's web, email and social media presence to enhance your brand messaging.

► YOUR PARTNER IN CUSTOM PUBLISHING

- ✓ With over two dozen active custom publishing projects, you can count on us to write, design and publish your publication for you.
- ✓ We help you strengthen your brand and carry it through all forms of media (print, online, social) to help you accomplish your goals.
- ✓ Your publication builds an outreach, developing a loyal following and ultimately creating an audience that you and your partners want to reach.
- ✓ We provide the tools and technology for tracking and reporting so you can establish ROI benchmarks, stay in tune with your audience and its ever-changing needs.
- ✓ We provide exceptional production and printing processes to bring your publication from concept to completion seamlessly.

"With great pleasure we received the new Switzerland Guide 2020! The guide looks GREAT! Thank you very much!"

– Isabelle Minder
Switzerland Tourism

"I wanted to tell you how much of a pleasure it was working with Jason Paha on the 2019 Illinois Tour Planner. He is such a consummate professional and was just wonderful to work with at every turn. We appreciate your team's effort on behalf of the Illinois tour market, and look forward to working with you again"

– Lisa Link
Illinois Department of Commerce
& Economic Opportunity

Meet the Team

EDITORIAL & PRODUCTION



Randy Mink

Senior Editor
630-794-0696
randy@ptmgroups.com



Jason Paha

Managing Editor
630-794-0696, ext. 504
jason@ptmgroups.com



Lisa Hede

Director of Design & Production
630-794-0696, ext. 506
lisa@ptmgroups.com



Annie Gavin

Production & Marketing
Coordinator
630-794-0696, ext. 501
annie@ptmgroups.com

BUSINESS DEVELOPMENT



Theresa O'Rourke

AZ, CO, IA, IL, KS, MN, ND, NE, NM, NV,
OK, SD, UT, WI
630-794-0696, ext. 510
theresa@ptmgroups.com



Cheryl Rash

AK, AL, AR, CA, FL, GA, HI, ID, KY, LA,
MO, MS, NC, OR, SC, TN, WA
630-794-0696, ext. 512
cheryl@ptmgroups.com



Tom Tobiason

CT, DC, DE, IN, MA, ME, MI, MD, NH, NJ,
OH, PA, RI, TX, VA, VT, WV
630-794-0696, ext. 509
tom@ptmgroups.com

ADMINISTRATIVE & MANAGEMENT



Danielle Golab

Audience Development
Coordinator
630-794-0696, ext. 502
danielle@ptmgroups.com



Lance Harrell

Chief of Content & Technology
630-794-0696, ext. 514
lance@ptmgroups.com



Dave Bodle

Associate Publisher
630-794-0696, ext. 513
dave@ptmgroups.com



Jeff Gayduk

Publisher
630-794-0696, ext. 507
jeff@ptmgroups.com



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TRAVEL MEDIA

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GROUP TRAVEL



student
TRAVEL GROUP

Reunions

Religious
TRAVEL
PLANNING GUIDE

SPG
Sports Planning Guide