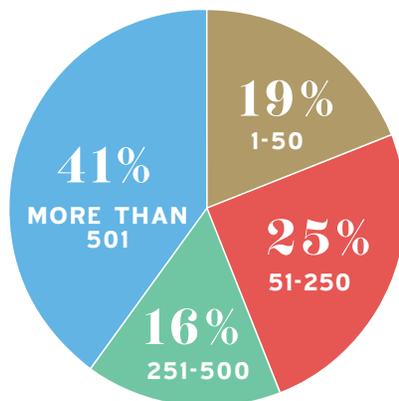


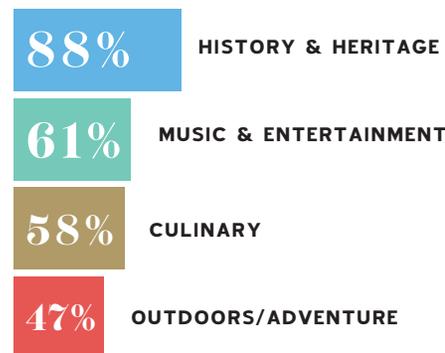
READER PROFILE

Select Traveler is the national magazine for travel planners for banks, chambers of commerce and alumni associations, and serves as the official magazine of the Select Traveler Conference. It is mailed six times a year to more than 4,500 travel planners for these upscale groups, including 400 tour operators who serve this market. These affluent travel programs deliver members who travel as much as 6-8 times per year.

NUMBER OF TRAVELERS IN TRAVEL PROGRAM



GROUP EXPERIENCES



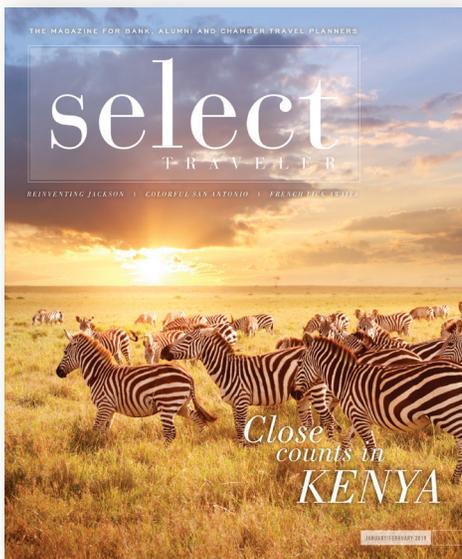
TRENDING DESTINATIONS

DOMESTIC

- The Ark Encounter, KY
- Waco, TX
- Nashville, TN
- New York Theater
- Western National Parks

INTERNATIONAL

- Iceland
- Jordan
- Egypt
- Peru
- Southeast Asia



GROSS ADVERTISING RATES

	6X	3X	1X
Full Page, Color	2,940	3,140	3,300
2/3 Page, Color	2,470	2,580	2,690
Half Page, Color	2,050	2,150	2,250
1/3 Page, Color	1,500	1,580	1,650
1/6 Page, Color	990	1,040	1,090

For Ad Dimensions and Specs See Back Cover

INSERTS/CUSTOM PRINTING

Your preprinted inserts can be polybagged with Select Traveler and mailed for as little as 50¢/piece.

PRINT DEADLINES

SPACE: 1st of month prior

MATERIALS: 5th of month prior



SELECTTRAVELER.COM

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2020 EDITORIAL CALENDAR

THE MAGAZINE FOR BANK, ALUMNI AND CHAMBER TRAVEL PLANNERS



IN EVERY ISSUE: • International Travel Feature • Planner Talk Back • Checking In Profiles • Travel Toolbox • Career Corner • Where We've Been

	TRAVEL FOCUS	STATE/REGIONAL	CITY FEATURE	BIG CITY FEATURE	WE'RE KNOWN FOR	SPECIAL SECTIONS	CONFERENCE CONTENT
JANUARY FEBRUARY	Famous Hotels	Louisiana	Louisville, KY	Chicago	Mountains	International	Conference Preview
MARCH APRIL	Seasonal Destinations	Wisconsin	Columbus, OH	Toronto	Wildlife	The South	Conference Spotlight
MAY JUNE	Dream Destinations	Arkansas	Oklahoma City, OK	New York City	Film Locations	The Midwest	Conference Coverage
JULY AUGUST	Food & Spirits Trails	Indiana	Virginia Beach, VA	Los Angeles	Architecture	Cruising	Marquee Directory
SEPTEMBER OCTOBER	Arts & Culture	New Jersey	St. Charles, MO	Miami	Public Markets	Special Events	Conference City Showcase
NOVEMBER DECEMBER	Theater	Colorado	Savannah, GA	Baltimore	Music	TAP Special Section & New England	Conference Information

MARQUEE INCLUDES THE FOLLOWING:

- Buy a 1/2-page ad and receive a 1/2-page profile in directory - \$2,050 gross
- Buy a Full-Page ad and receive a Full-Page profile adjacent to your ad - \$2,940 gross



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AD DIMENSIONS

GROUP
THE
TRAVEL LEADER

select
TRAVELER

GOING ON FAITH
THE MAGAZINE FOR FAITH-BASED TRAVEL PLANNERS

SMALL MARKET MEETINGS

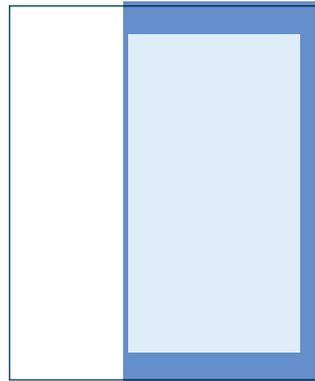
FULL PAGE



Trim: 9" X 10.875"
Bleed: 9.25" X 11.125"
Live Area: 8.5" X 10.375"

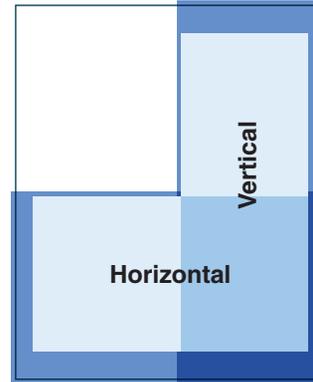
* All photos and text need to stay inside the Trim by 1/4"

2/3 PAGE



No Bleed: 5" X 9.25"
Trim: 5.675" X 10.875"
Bleed: 5.925" X 11.125"

1/2 PAGE



Horizontal
No Bleed: 8" X 4.5"
Trim: 9" X 5.3438"
Bleed: 9.25" X 5.5938"

Vertical
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Trim: 4.575" X 10.875"
Bleed: 4.825" X 11.125"

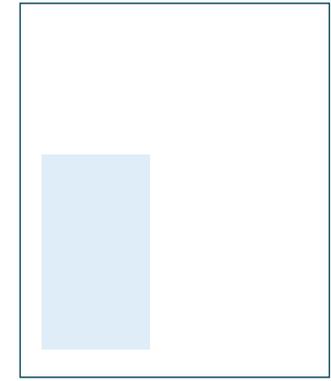
1/3 PAGE



Box
No Bleed: 5" X 4.5"

Vertical
No Bleed: 2.5" X 9.25"
Trim: 3.175" X 10.875"
Bleed: 3.425" X 11.125"

1/6 PAGE



No Bleed: 2.5" X 4.5"

AD SPECIFICATIONS

FILE FORMATS PDF x1 preferred
jpg, EPS, TIF or PDF accepted

COLOR CMYK

IMAGES All images should be 300 dpi CMYK

IMPORTANT: Be certain that all PMS and RGB colors have been converted to process color in all files. Ads received with unacceptable colors will be converted by our production staff. This conversion may change the color appearance.

FONTS All fonts embedded or converted to paths, outlines, boxes.

LINESCREEN We print with 150 lines per inch.

SENDING AD To submit your ad, you may share a PDF via Dropbox or other file sharing program or you may email it to one of the following addresses:

production@grouptraveller.com • production@selecttraveler.com
production@goingonfaith.com • production@smallmarketmeetings.com

DEADLINES All materials are due by the 5th of the month prior to the issue date.

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