



OUR BRAND



CLASSIC DESIGN

Our magazines feature the most compelling photography and design in the tourism industry. Readers regularly tell us they keep them and refer to them often for travel planning ideas.



COMPELLING STORIES

Our professional writers and editors travel throughout the United States and around the world to craft travel articles that are rich, informative and entertaining. Our readers trust us because we don't compromise on editorial content.



INSTANT ACCESS

Our magazine websites are crafted with beauty and simplicity to match our print standards, and our series of e-newsletter and customized email products ensures you can get your message in front of our readers whenever you want.



PERSONAL ENCOUNTERS

We have spent years building personal relationships with influential travel planners, and our exclusive OnSite familiarization program brings the most qualified travel buyers in the industry to your destination.



ENDURING PARTNERSHIPS

We have decades-long publishing partnerships with some of the most well respected organizations in tourism, including The Group Travel Family and Travel South USA. The Myrtle Beach CVB, Ohio Has It, Travel Alliance Partners and others trust us to publish their magazines as well.

MEET THE SALES TEAM



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GROUP
THE
TRAVEL LEADER
INC.

GROUPTRAVELLEADER.COM
888.253.0455

SMALL MARKET
MEETINGS

SMALLMARKETMEETINGS.COM
866.356.5128

PRINT



Print Advertising

See Editorial Calendar

Special Sections

Kentucky Tourism

Georgia Tourism

Custom Content

1 Page Features

3 Page Features

4 Page Features

High Impact Units

Bellyband • Barn Door

Gatefold • Insert

and More.....

MAGAZINE TITLES

PUBLISHED BY
THE GROUP TRAVEL LEADER, INC.
PIONEER PUBLISHING, INC.

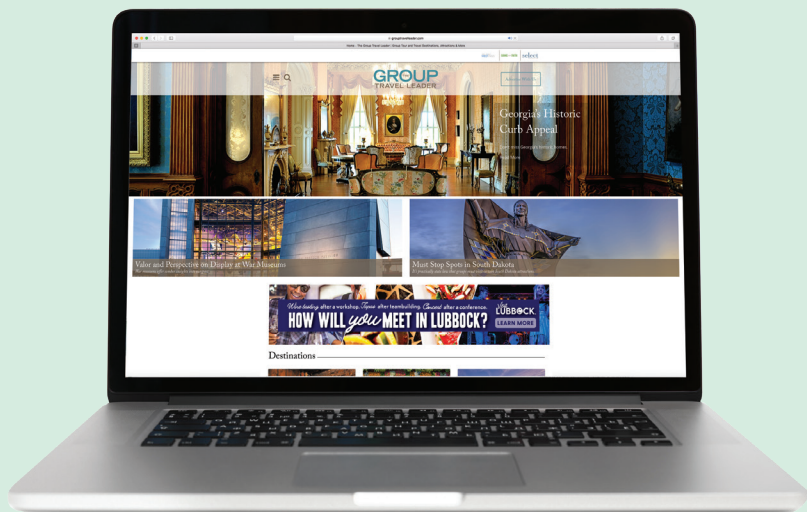
GROUP
TRAVEL LEADER
INC.

SMALL MARKET
MEETINGS



DIGITAL

Get exposure for your brand on our family of websites and industry-leading e-newsletters. You can also reach our audience directly with a dedicated e-blast.



WEBSITE BANNER ADS

You can purchase a Banner Ad on any of our four websites for 3, 6, 9 or 12 months.

LEADERBOARD 1200 x 250 pixels

SIDE BANNER 250 x 250 pixels

E-NEWSLETTER SPONSORED ARTICLE

You can purchase a sponsored e-newsletter article post by sending us four photos and up to 400 words about a featured tour or product.

Your article will also be featured on our website.

E-NEWSLETTER BANNER ADS

LEADERBOARD
700 x 100 pixels

SIDE BANNER
300 x 250 pixels

DEDICATED E-BLAST

We can email your customized HTML promotion to all of our niche markets. Target any specific buyer group with your sales message.

E-NEWSLETTERS

GROUP TRAVEL MINUTE — Bi-monthly

SELECT TRAVELER MINUTE — Monthly

FAITH TRAVEL MINUTE — Monthly

MEETINGS AT A GLANCE — Bi-monthly

CUSTOM CONTENT

Our magazines, your message!



YOUR DESTINATION NEVER LOOKED BETTER

Highlight your destination or experience with an article by a professional travel writer! With our custom content series, you can have your own article of up to four pages in any of our magazines. Our professional travel writer will work with you to develop a story showcasing the activities, attractions and accolades you want our readers to know about. Then our art director uses your photos to create a visually stunning magazine layout that is sure to drive leads and reader engagement. In addition to running in the print magazine, your Custom Content article will also appear in that month's e-newsletter and will appear on our website for one year. The package also includes a 300 x 250 pixel banner ad in our e-newsletter.

1 Page Features



3 Page Features

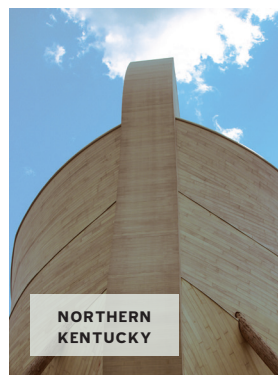


4 Page Features



ONSITE FAM EVENTS

Host qualified travel or meeting planners in your destination!



OnSite

WITH THE GROUP TRAVEL LEADER

Host qualified travel or meeting planners in your destination by working with us on one of our popular events! Numerous destinations have already hosted our exciting OnSite fam tours. We promote each event, invite our readers, assist you with planning and attend the event to produce social media buzz and extensive editorial coverage in our magazine and e-newsletter.

An OnSite Fam Event offers a year's worth of publicity in print and online. These events are designed to unite your industry or members in an overall effort that produces excitement leading up to, during and after the event. Your exposure lasts for months and yields massive media results from onsite interaction with travel planners who attend.

ARTICLES

WEB



CUSTOM PUBLISHING

If you represent a region, state, organization or similar group that would benefit from our publishing expertise, contact our sales team today. We do all the work! We'll meet with you to develop the editorial content, we'll create the sales plan and materials, and we'll deliver an unparalleled product on your deadline. Contact any of our clients for a recommendation—they'll confirm our commitment to delivering your magazine on schedule and exceeding all your expectations.

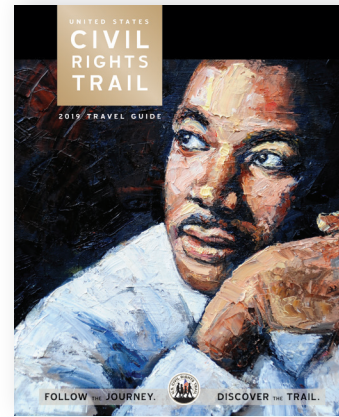
Call today to see how easily we can do one for you! **888.253.0455**

Let Us Create a Custom Magazine for You!

TRAVEL SOUTH TOUR PLANNER



U.S. CIVIL RIGHTS TRAIL TRAVEL GUIDE



OHIO HAS IT! GROUP TRAVEL GUIDE



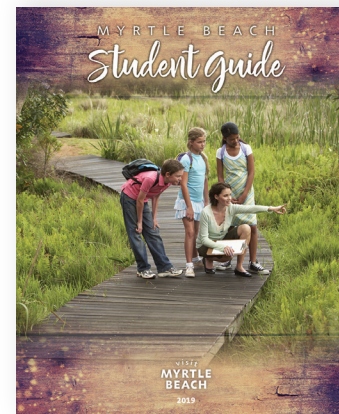
KENTUCKY HORSE PARK MAGAZINE



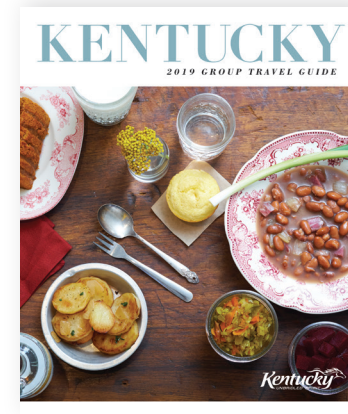
MINNESOTA GROUP TRAVEL GUIDE



MYRTLE BEACH HOLIDAY & STUDENT GUIDES



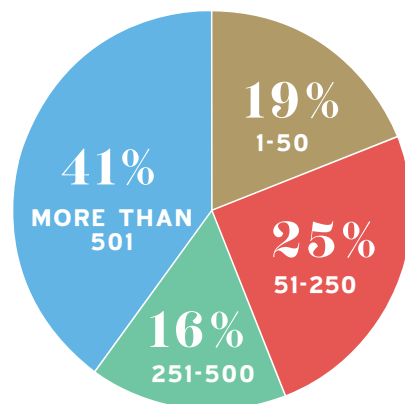
KENTUCKY TOURISM GROUP TRAVEL GUIDE



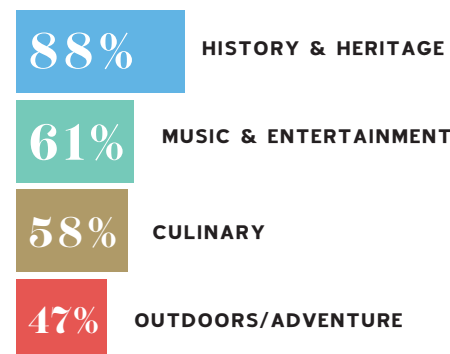
READER PROFILE

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

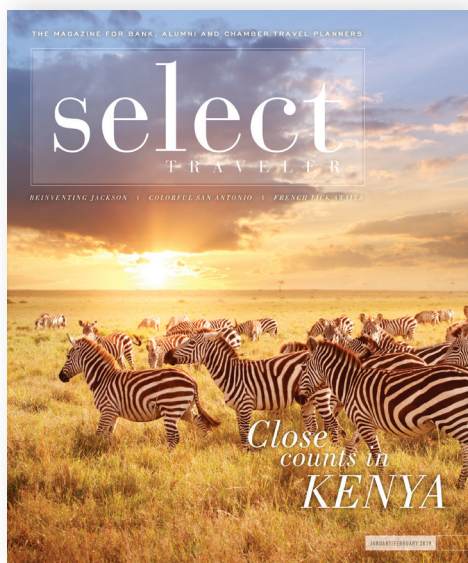
INSERTS/CUSTOM PRINTING

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



select
TRAVELER

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



SELECTTRAVELER.COM

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Daniel@grouptravelleader.com

AD DIMENSIONS

GROUP
THE
TRAVEL LEADER

select
TRAVELER

GOING ON FAITH
THE MAGAZINE FOR FAITH-BASED TRAVEL PLANNERS

SMALL MARKET MEETINGS

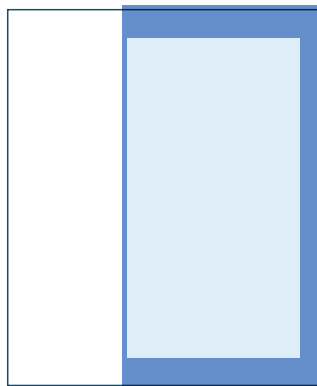
FULL PAGE



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

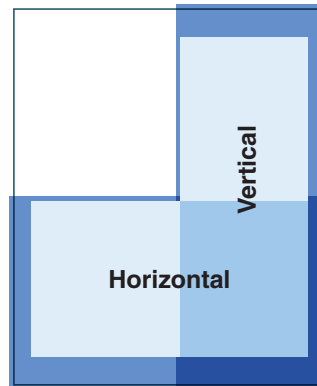
* All photos and text need to stay inside the Trim by 1/4"

2/3 PAGE



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Bleed: 5.925" X 11.125"

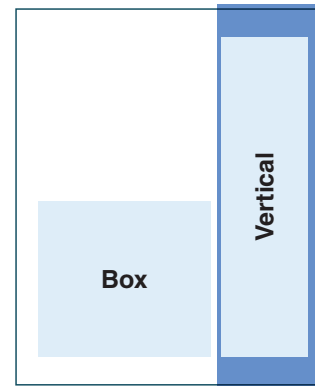
1/2 PAGE



Horizontal
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Trim: 9" X 5.3438"
Bleed: 9.25" X 5.5938"

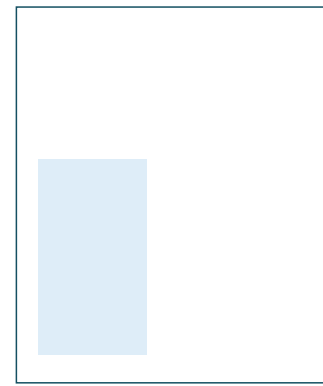
Vertical
No Bleed: 3.9" X 9.25"
Trim: 4.575" X 10.875"
Bleed: 4.825" X 11.125"

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.

CONTACT US

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