

2025 ADVERTISING PLANNER



GROUP

THE

TRAVEL LEADER

INC.

GROUP
THE
TRAVEL LEADER
INC.

select
TRAVELER

GOING ON FAITH
THE MAGAZINE FOR FAITH-BASED TRAVEL PLANNERS



PRINT DIGITAL CUSTOM PUBLISHING SPECIAL PROJECTS FAMS CUSTOM CONTENT

OUR BRAND



The Group Travel Leader Inc. has been the dominant group travel content publisher for more than 30 years. Our editorial coverage of the industry is unparalleled, and we are recognized for our quality design, which is second to none.

Our primary magazine, The Group Travel Leader, is published 10 times per year and is read by more than 30,000 tour operators, group travel planners and influencers in its print and digital formats. Select Traveler targets upscale tour operators and planners who organize travel for banks, chambers of commerce, alumni groups and similar organizations. Going On Faith is the industry's only magazine devoted to faith-based travel across North America, the Holy Land and beyond.

Superb editorial, unmistakable design and engaged readerships make the magazines and digital channels of The Group Travel Leader Inc. your first choice for influencing traveling groups of all ages, sizes and demographics.

GTL-ADVERTISING.COM

GROUPTRAVELLEADER.COM

MEET the SALES TEAM



VICE PRESIDENT OF
SALES AND MARKETING

KYLE ANDERSON

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859.334.1718



ADVERTISING
ACCOUNT MANAGER

TELISA RECH

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859.253.0455

THE GROUP
TRAVEL LEADER
INC.

SELECT TRAVELER

GROSS PRINT RATES

	4X	3X	2X	1X
Full Page	2,780	2,985	3,195	3,400
2/3 Page	2,340	2,480	2,625	2,770
Half Page	1,930	2,060	2,190	2,320
1/3 Page	1,390	1,495	1,595	1,700
1/6 Page	905	980	1,050	1,125

Two-Page Spread 4,950 per insertion

READER PROFILE

Select Traveler is the national magazine for travel planners for banks, chambers of commerce, alumni associations and other upscale travel groups. Published 4 times per year, it is read in its print and digital formats by more than 10,000 of these groups, including nationally known tour operators who serve this market. These travel programs deliver members who travel as often as 6-8 times per year.



SAMPLE PACKAGE OPTION:

2 FULL PAGE ADS
in Select Traveler

4 E-NEWSLETTER BANNER ADS
in Select Traveler Minute

3 MONTHS ARTICLE SIDE BANNER AD on selecttraveler.com

TOTAL NET COST: 8,000



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SELECTTRAVELER.COM



kyle@grouptravelleader.com
telisa@grouptravelleader.com



859.253.0455

CANCELLATION POLICY: Ads cancelled fewer than 15 days prior to the space deadline will be billed at the contract-cost of the ad.

THE MAGAZINE FOR BANK, ALUMNI AND CHAMBER TRAVEL PLANNERS

select
TRAVELER

'25 EDITORIAL CALENDAR

SPRING

CULINARY/COOKING CLASSES

The South

Michigan

Joplin, MO

Denver

Girlfriend Getaways

Portugal

SPACE DEADLINE: 1/15/25

SUMMER

PERFORMING ARTS

The Midwest

Tennessee

Sedona, AZ

Philadelphia

Hiking

Argentina

SPACE DEADLINE: 4/15/25

FALL

SPORTS EVENTS

Top International Destinations

Wyoming

Virginia Beach, VA

Louisville

All-Inclusive Resorts

South Africa

SPACE DEADLINE: 7/15/25

WINTER

WINTER DESTINATIONS

River Cruises

North Carolina

St. Augustine, FL

Detroit

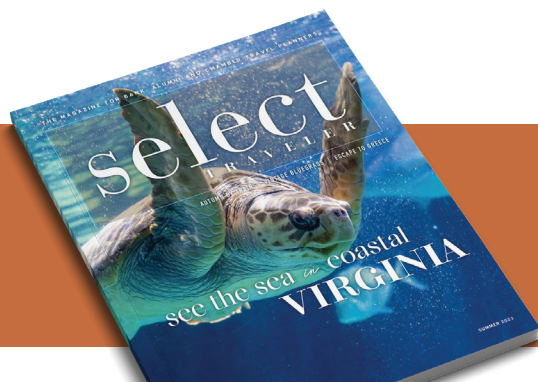
Wine

Japan

SPACE DEADLINE: 10/15/25

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SELECTTRAVELER.COM



301 East High Street, Lexington, Kentucky 40507



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select
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AD DIMENSIONS

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GOING ON FAITH
THE MAGAZINE FOR FAITH-BASED TRAVEL PLANNERS

FULL PAGE

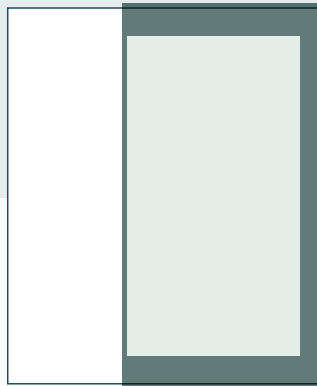


Trim: 9" X 10.875"
Bleed: 9.25" X 11.125"

Live Area: 8.5" X 10.375"

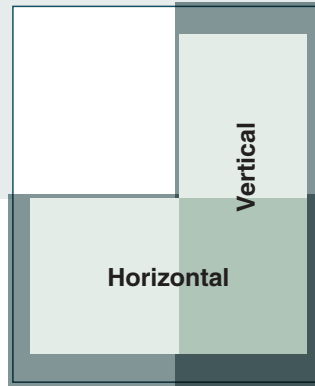
* All text, logos, etc. need to stay inside the Trim by .25" for all bleed ads

2/3 PAGE



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

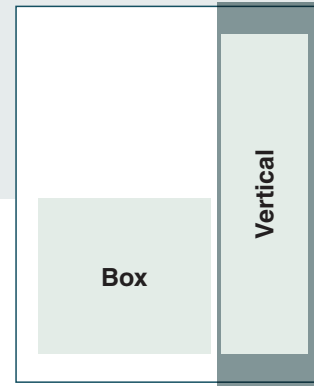
1/2 PAGE



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

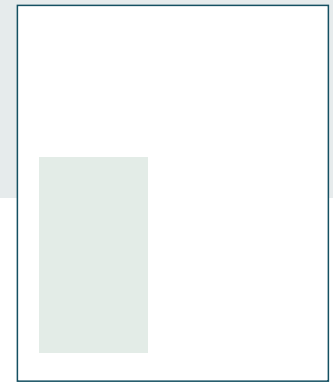
Vertical
No Bleed: 3.9" X 9.25"
Trim: 4.575" X 10.875"
Bleed: 4.825" X 11.125"

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"

Advertising Specs

AD SPECIFICATIONS

FILE FORMATS PDF x1 or PDF x4 preferred
EPS, TIF or PDF accepted

COLOR CMYK

IMAGES All images should be 300 dpi CMYK

IMPORTANT: Be certain that all color profiles (including RGB, ICC and PMS) have been converted to CMYK 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 or boxes.

LINESCREEN All our publications are printed at 150 lines per inch.

SENDING AD Share your ad file via the file sharing service of your choice or email it to one of the following addresses:

production@grouptravelleader.com • production@selecttraveler.com
production@goingonfaith.com

CANCELLATION POLICY: Ads cancelled fewer than 15 days prior to the space deadline will be billed at the contract-cost of the ad.

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

CONTACT US

859.253.0455 gtl-advertising.com