

2026 ADVERTISING PLANNER

GROUP
TRAVEL LEADER
INC.



GROUP

THE

TRAVEL LEADER

INC.

GROUP
THE
TRAVEL LEADER
INC.

select
TRAVELER

GOING ON FAITH
THE MAGAZINE FOR FAITH-BASED TRAVEL PLANNERS



MEET THE SALES TEAM

PRINT DIGITAL CUSTOM PUBLISHING SPECIAL PROJECTS FAMS CUSTOM CONTENT

OUR BRAND



The multibillion-dollar group travel industry evolves with generational trends, and no other content company understands that evolution like we do. We deliver more channels for influencing thousands of traditional and emerging travel groups than any other company in America, generating more than 75,000 interactions with travel planners every month.

From outstanding legacy print and myriad digital channels to dynamic OnSite familiarization trips and our insightful Gather and Go podcast, The Group Travel Leader Inc remains the best media company to connect your destination to travel groups of all ages and sizes.

GTL-ADVERTISING.COM

GROUPTRAVELLEADER.COM



ADVERTISING
SALES MANAGER

TELISA RECH

telisa@grouptravelleader.com
859.334.1708



ADVERTISING
SALES MANAGER

ASHLEY DELUCIA

adelucia@grouptravelleader.com
859.334.1718



859.253.0455

GROUP
THE
TRAVEL LEADER
INC.

SELECT TRAVELER

For Ad Dimensions and Specs See Back Cover

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

Two-Page Spread 4,950 per insertion

READER PROFILE

Select Traveler, America's magazine for global affinity travel, is published quarterly and mailed to more than 4,500 global affinity travel leaders and tour operators who package trips for them. Its e-newsletter, Select Traveler Minute, links to our full digital edition and is sent monthly to an additional 3,725 qualified buyers. Through all channels, Select Traveler's digital impressions total more than 501,000 annually.



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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telisa@grouptraveller.com
adelucia@grouptraveller.com



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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 GLOBAL AFFINITY TRAVEL

select
TRAVELER

'26 EDITORIAL CALENDAR

SPRING

FOOD FESTIVALS

The South

- Massachusetts
- Albuquerque, NM
- France

SPACE DEADLINE: 1/15/26

SUMMER

ANIMAL ENCOUNTERS

The Midwest

- South Dakota
- Savannah, GA
- Thailand

SPACE DEADLINE: 4/15/26

FALL

MUSIC EXPERIENCES

Top International Events

- Virginia
- Milwaukee, WI
- Chile

SPACE DEADLINE: 7/15/26

WINTER

SCENIC TRAIN TRIPS

River Cruises

- California
- St. Louis, MO
- Uganda

SPACE DEADLINE: 10/15/26

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 301 East High Street, Lexington, Kentucky 40507

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 859.253.0455



AD DIMENSIONS



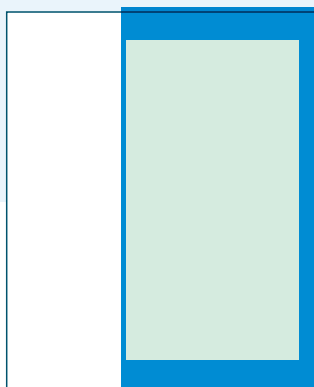
FULL PAGE



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

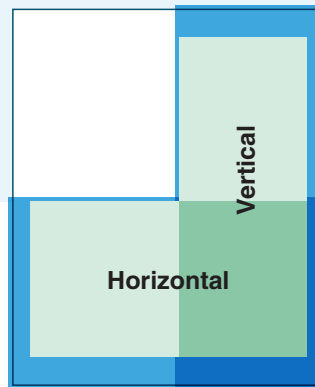
* All text, logos, etc. need to stay inside the Trim by .25" for all bleed ads

2/3 PAGE



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

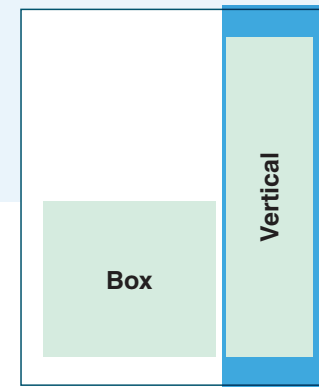
1/2 PAGE



Horizontal
No Bleed: 8" X 4.5"
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"

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