

Why Group Tour Media's publications give you the *biggest bang for your buck*

YOU'LL COVER THE GROUP MARKET IN *ONE MEDIA BUY*

Group Tour magazine is distributed to 15,000+ group tour planners across the United States and Canada, including ABA, NTA and OMCA tour operators. *Student Group Tour* magazine focuses on 30,000+ educators and tour operators who plan student trips, including all tour operator members of SYTA.

NO WASTE. YOUR MESSAGE GOES TO POTENTIAL BUYERS

To ensure that your ad is being seen by *active* travel planners, our audience development department qualifies all subscriptions. We effectively target the decision makers in group travel so every advertising impression is working for you.

ASSOCIATION WITH THE INDUSTRY LEADER *ENHANCES YOUR REPUTATION*

Since 1987, we've been connecting group travel suppliers with group travel planners. Tour planners trust us to provide quality planning information. When planners see your ad on our pages, they'll know you are serious about serving groups.

PLACEMENT WITH SUPPORTING EDITORIAL *DRAWS PLANNERS' ATTENTION*

Your ad is placed within editorial content about your region. This editorial support helps planners find your ad at the very moment they are searching for tour ideas in your region.

EXTRA PROMOTIONS PUSH YOUR MESSAGE *BEYOND THE PRINTED PAGE*

To enhance your print advertisement, you'll also receive:

- Placement in the digital edition to reach an additional 1,800+ international, inbound tour planners
- Bonus distribution at 30+ industry events per year
- A Supplier Search Web page or listing
- Your web address will be listed in the advertiser directory along with a hot link to your website in the digital edition.

THE BOTTOM LINE — MORE DESTINATIONS CHOOSE GROUP TOUR MEDIA PUBLICATIONS: Take a look at any issue. You'll find page after page of ads from top group-travel destinations. The ads are there because they *effectively produce business*. Your competitors are probably already advertising. If not, get a competitive edge by partnering with Group Tour Media.

Group Tour MAGAZINE **Student** GROUP TOUR

Check out reader and advertiser testimonials at www.grouptour.com/advertise/gtm/quote.php