

## What advertisers need to know about *Student Group Tour* magazine's readers

### THEY VALUE *STUDENT'S* CONTENT

Fast fact:  
87% of *Student's*  
readers are educators.

#### LONG READING TIME

**78%** spent 30 minutes or more looking through any issue.

#### SHARING WITH COLLEAGUES

**72%** share with at least one other person.  
*This 2.6 pass-along rate yields a readership of 78,837.*

#### HIGH RETENTION RATE

**81%** of readers keep back issues for future reference.

**75%** keep issues for 3 months or more.

**50%** keep issues for 7 months or more.

### THEY RESPOND TO *STUDENT*

#### PERSUASIVE POWER

**97%** of readers reported that if they saw an advertisement in *Student*, they would be more likely to consider it when planning future trips.

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#### RESPONSE METHODS

Readers use the following ways to get more information about an advertiser:

*(Ranked by popularity)*

1. Visit the advertiser's website
2. Call on telephone
3. Send an email
4. Visit [www.StudentGroupTourMagazine.com](http://www.StudentGroupTourMagazine.com)
5. Fill out reader service card

### THEY PLAN AND CONDUCT STUDENT TRIPS

**Source:** Data from the *Student Group Tour* magazine Reader Profile Study, September 2011

#### INFLUENCE

**94%** of readers influence student travel purchasing decisions.

#### WHEN STUDENTS TRAVEL

Readers reported that they are conducting student trips **year 'round**.

The most popular months are June, May, April, March, July and October.

#### TRIP SIZE & FREQUENCY

**50%** of readers reported that their average trip size is 26 or more students.

More than half of readers took at least **four** student group trips per year.

#### LODGING REQUIREMENTS

**76%** of readers require at least one night of lodging during their trips.

#### TOP ACTIVITIES

*(Ranked by popularity)*

1. Historical sites and museums
2. Outdoor recreation and natural attractions
3. Aquariums, zoos, botanical gardens
4. Music and theater
5. Amusement parks
6. Shopping
7. Boat, ferry or cruise
8. Festivals