

The Group Travel Leader

2012 EDITORIAL CALENDAR

Issue	Theme	State Spotlight	Destination Feature	Destination Feature	Travel Stops	Special Section	Also
JANUARY	Spring	Ohio	San Francisco / Napa Valley	Holland, MI	Cities w/ New Developments	Travel South	Shopping
FEBRUARY	Music & Entertainment	Texas	Nashville, TN	Yuma, AZ	Museums	Mid-Atlantic (PA, NJ, DE, MD)	Cruises
MARCH	Food & Spirits	Mississippi	Columbia River Gorge, OR	Rochester, NY	Sports Attractions	Grand Central USA (AR, KS, MO, OK)	CVB News
APRIL	Native American	Iowa	San Antonio /TX Hill Country	Lake Charles, LA	Presidential Libraries	Virginia/D.C.	African-American Travel
MAY	History & Heritage	Wisconsin	Pennsylvania Dutch Country	Mobile, AL	Shopping	The Carolinas	Hotels and Resorts
JUNE	Theater	Tennessee	Branson, MO	St. Augustine, FL	Famous Streets	The Dakotas	CVB News
JULY AUGUST	Fall	Connecticut	Green Country, OK	Paducah, KY	Gardens / All Things Flowers	Southwest (AZ, NV, NM, TX)	African-American Reunions
SEPTEMBER	Arts & Culture	Montana	Atlanta, GA	Peoria, IL	Famous Ships	Buyer's Guide	Restaurants
OCTOBER	Outdoor Adventure	Alaska	Little Rock, AR	Dodge City, KS	Cowboy Attractions	America's Heartland (IL, IN, IA, MI, MN, MO, OH, WI)	CVB News
NOVEMBER DECEMBER	Holidays	Nebraska	New York City	Green Bay, WI	Beaches & Seashores	Gaming	African-American Heritage

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GROSS ADVERTISING RATES

	10X	5X	3X	1X
Full Page , Color	3,980	4,180	4,380	4,580
2/3 Page , Color	3,000	3,200	3,400	3,600
Half Page , Color	2,500	2,650	2,800	2,950
1/3 Page , Color	1,525	1,650	1,775	1,900
1/6 Page , Color	990	1,090	1,190	1,290

- Covers and Guaranteed Positions - Add 10%
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GENERAL INFORMATION

Readership Profile

The Group Travel Leader is mailed on a controlled circulation basis to more than 20,000 qualified readers including ABA, NTA and USTOA tour operators, unaffiliated tour operators, GLAMER and AATC member group leaders, alumni groups, travel agents for groups and other members of the group travel industry, and to 8,000 online readers.

Closing Dates

Reservations for space are due on the 1st of the month prior to the issue date of publication. Materials are due the 5th of the month prior to the issue date.

Inserts

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