

# GROUPS TODAY

ONE INDUSTRY.

ONE BRAND.

ONE BUY.

**GROUPS TODAY IS A TRAVEL-PLANNING TOOL FOR TRAVEL PLANNERS**, but it's so much more than that. *Groups Today* is the **only** group travel magazine that satisfies travel professionals' desire for industry and business news.

From marketing best practices to the latest industry trends, and from business management tips to insightful destination news, *Groups Today* editorial gives readers authentic, balanced **content they can't find anywhere else.**

Because of our unique, dual approach to editorial content, *Groups Today* is a magazine that readers read cover to cover.

CELEBRATING **15** YEARS!

# 2018 MEDIA KIT



**TODAY'S** PLANNING RESOURCE for tomorrow's  
**GROUP TRAVEL**

[GROUPSTODAY.COM](http://GROUPSTODAY.COM)

# OUR COMMUNITY



**32,000+**

HIGHLY ENGAGED GROUP TRAVEL PLANNERS

**92%** of readers see advertisers in *Groups Today* as current or potential suppliers.

**76%** of travel providers go to advertisers' websites from magazine print ads.

- *Groups Today was ranked the top website to find group travel information in a recent survey.*

**31%** of *Groups Today* readers don't read any other group travel publication.

- *The #1 reason group travel planners read Groups Today is for destination updates, followed by business articles.*

**65%** of readers begin planning group tours more than 10 months in advance.

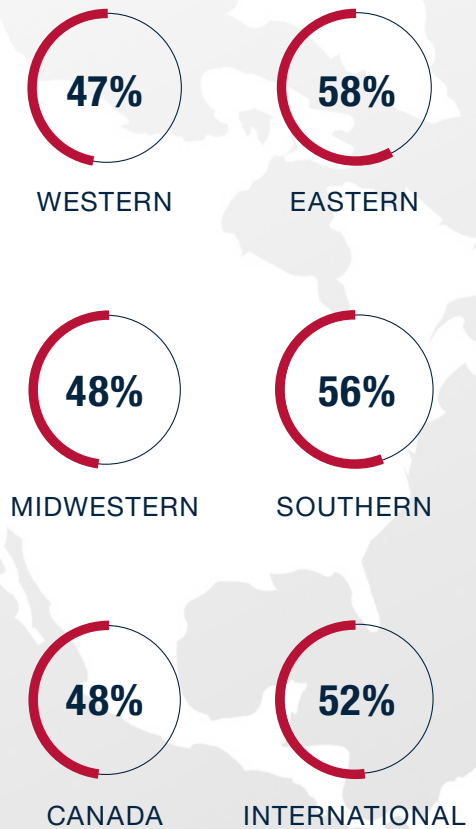
**47%** of readers plan trips for groups of 30 or more travelers.

**57%** of readers spend 30 minutes to two hours reading or looking through each issue.

**57%** of readers save their *Groups Today* issue for five months or more.



## WHERE ARE THEY PLANNING TRIPS?



# ENGAGE THE TRAVEL INDUSTRY



TOTAL **32,000+**  
COMMUNITY STRONG  
REACH & GROWING



**MAGAZINE**  
**20,500+ READERS**

*Groups Today* is mailed bi-monthly, directly to 10,000 travel professionals. Some of who report sharing their magazine with at least two others, bringing readership to 20,500+ per issue.



**eNEWSLETTER**  
**6,200 SUBSCRIBERS**

The *Groups Today* eNewsletter is emailed direct, five days a week.



**WEBSITE**  
**5,400 VISITORS**

Land at our digital doorstep each month on **groupstoday.com**.



**SOCIAL MEDIA**  
**4,500 FOLLOWERS**



## PICK **WHAT WORKS**

# COMPREHENSIVE MARKETING PACKAGES

The most effective marketing campaigns include print, digital and editorial—letting you reach the total *Groups Today* audience. No matter which package you pick, you can't lose.

### **INSIDER KIT**

- » **1x print insertion.**
- » **Destination Directory.** Your business listed in this searchable online tool for group travel professionals.
- » **1 social media post.** Promotion of your business—in your own words when you want it posted—across all *Groups Today* social media channels.
- » **Digital magazine exposure.** Your ad goes live in the digital edition of *Groups Today* with a hyperlink to your website.

### **CONTENT KICKER** All 1x advertiser's package benefits listed above, and

- » **3x print campaign.**
- » **Guaranteed print editorial.** Customized editorial feature on a topic you chose published in the "What's New" section of the print magazine.
- » **Guaranteed eNews and website editorial.** Your company's article distributed via eDaily with a link to the full article on our website.
- » **Destination Directory enhanced listing.** Includes a customized landing page linked from your listing in the Destination Directory. *(Enhanced listing runs for 12 months)*



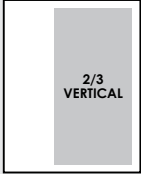
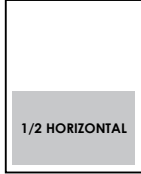
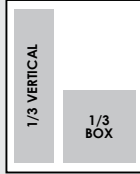
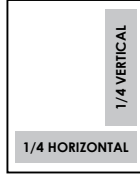
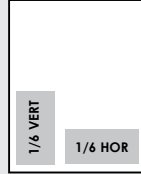
### **ALL-INCLUSIVE** All the Insider Kit and Content Kicker benefits, and

- » **6x print campaign.**
- » **Dedicated sponsored e-mail.** You chose what you want to promote and when and we'll distribute it in an email to our eNews readership.

# THE ESSENTIALS

## RATES\*

\*15% discount for camera-ready artwork.

 <p><b>FULL PAGE</b></p> <p><b>1X</b> – \$4,115  <b>3X</b> – \$3,870  <b>6X</b> – \$3,635</p>	 <p><b>3/4 PAGE</b></p> <p><b>1X</b> – \$3,570  <b>3X</b> – \$3,355  <b>6X</b> – \$3,135</p>	 <p><b>2/3 PAGE</b></p> <p><b>1X</b> – \$3,280  <b>3X</b> – \$3,090  <b>6X</b> – \$2,890</p>	 <p><b>1/2 PAGE</b></p> <p><b>1X</b> – \$2,880  <b>3X</b> – \$2,705  <b>6X</b> – \$2,525</p>	 <p><b>1/3 PAGE</b></p> <p><b>1X</b> – \$2,405  <b>3X</b> – \$2,265  <b>6X</b> – \$2,125</p>	 <p><b>1/4 PAGE</b></p> <p><b>1X</b> – \$2,055  <b>3X</b> – \$1,935  <b>6X</b> – \$1,805</p>	 <p><b>1/6 PAGE</b></p> <p><b>1X</b> – \$1,165  <b>3X</b> – \$1,095  <b>6X</b> – \$1,035</p>
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**CO-OP**  
 Pricing available upon request.

## DEADLINES

JANUARY/FEBRUARY	MARCH/APRIL	MAY/JUNE	JULY/AUGUST	SEPTEMBER/OCTOBER	NOVEMBER/DECEMBER
<p><b>EARLYBIRD</b>                      October 6, 2017</p> <p><b>DEADLINE</b>                      October 20, 2017</p>	<p><b>EARLYBIRD</b>                      December 8, 2017</p> <p><b>DEADLINE</b>                      December 22, 2017</p>	<p><b>EARLYBIRD</b>                      February 9, 2018</p> <p><b>DEADLINE</b>                      February 23, 2018</p>	<p><b>EARLYBIRD</b>                      April 6, 2018</p> <p><b>DEADLINE</b>                      April 20, 2018</p>	<p><b>EARLYBIRD</b>                      June 8, 2018</p> <p><b>DEADLINE</b>                      June 22, 2018</p>	<p><b>EARLYBIRD</b>                      August 17, 2018</p> <p><b>DEADLINE</b>                      August 31, 2018</p>

# DIGITAL UPGRADES

From our menu of three digital options, you can enhance your marketing package or develop a dedicated digital marketing campaign.

## eDAILY

Your ad with hyperlink included sent via *Groups Today's* eNewsletter. With only one spot available each day, your business will be front and center.

» **BANNER AD:** \$175/1 Ad (per week) | \$525/4 Ads (per month) | \$1,340/12 Ads (per quarter)

## GROUPSTODAY.COM

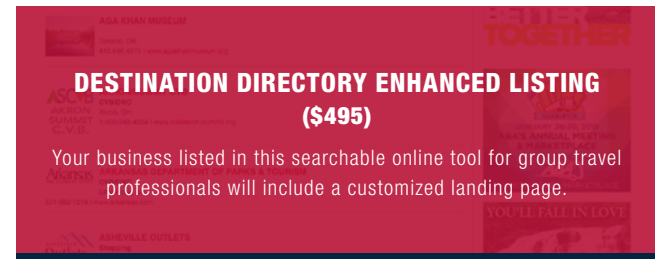
Drive traffic to your site from ours with any of these unique options.



**DISPLAY WEB ADVERTISING**

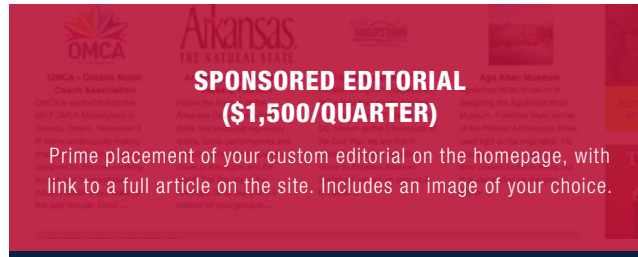
» **BANNER:** \$400/mo | \$1,020/3mos | \$1,920/6mos

» **BOX:** \$250/mo | \$640/3mos | \$1,200/6mos



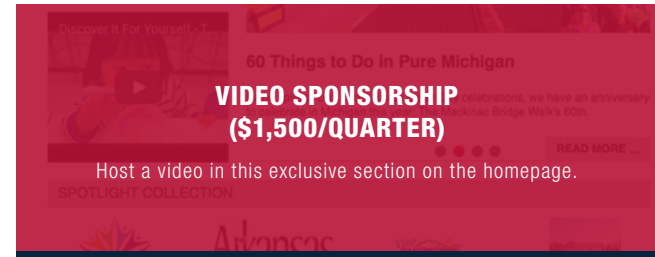
**DESTINATION DIRECTORY ENHANCED LISTING (\$495)**

Your business listed in this searchable online tool for group travel professionals will include a customized landing page.



**SPONSORED EDITORIAL (\$1,500/QUARTER)**

Prime placement of your custom editorial on the homepage, with link to a full article on the site. Includes an image of your choice.



**VIDEO SPONSORSHIP (\$1,500/QUARTER)**

Host a video in this exclusive section on the homepage.

## DIGITAL MAGAZINE SPONSORSHIP

Receive continuous traffic through current and archived issues to more than 1,000 visitors per issue.

- » **\$1,500** – Limited to 1 exclusive sponsor per issue.
- » Full page ad with hyperlink adjacent to the digital magazine cover.
- » Editorial content featured in print magazine.
- » Box and/or banner ad in eDaily with link to your editorial.

# TARGETED MEDIA SOLUTIONS



## DEDICATED E-BLAST (CUSTOM PRICING)

An e-mail promoting a new exhibit, special event, celebration or other news—sent to our eNews audience on your behalf.

## SOCIAL SPOTLIGHT (1 POST: \$150 / 4 POSTS: \$500 / 8 POSTS: \$1,000)

Social Spotlight of your business via the Groups Today social media outlets reaching all our friends and followers.

## WEBINAR SPONSORSHIP (\$2,500/WEBINAR)

This sponsorship opportunity offers direct leads, exclusive branding promotion and more. **Contact your media consultant for more details.**

## CONTEST SPONSORSHIP (\$1,500/CONTEST)

Sponsor a custom contest that gives your business exclusive branding throughout the contest period and direct leads. **Contact your media consultant for more details.**



**“The contest we ran with *Groups Today* resulted in an operator visiting for three days and they are already looking at us for a 2017-2018 destination! What more can we ask for!”**

– Roger Dudley, CTA, Experience Columbus

# GROUPS TODAY

TODAY'S  
**PLANNING  
RESOURCE**  
for TOMORROW'S  
**GROUP TRAVEL**

**GROUPSTODAY.COM** | (866) 252-7108 | [INFO@SERENDIPITY-MEDIA.COM](mailto:INFO@SERENDIPITY-MEDIA.COM)



“ I LOVE your magazine!”

– Kelly Field, *Director, Group Sales & Packaged Tours, Gray Line of Tennessee*

“ As far as an ROI, I can say I know of three groups that contacted me after they saw my ad featuring the monks. That never happens so I was happy to hear that...”

– Julie Kronlage, *Dubuque Area Convention & Visitors Bureau*

“ You have a very good product—I always browse through *Groups Today* and **always find something I tear out to keep.**”

– Annette Isgriggs, *Marketing Director, Bank of Sullivan, Sullivan, Missouri*

“ Love the magazine ...  
**Great tool for new tour destination ideas!**”

– Heather Huska, *Anderson Vacations, Calgary, Alberta*

*Groups Today* is published by Serendipity Media, LLC 535 Cascade West Parkway SE, Grand Rapids, MI 49546  
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