

EDUCATORS' **#1 SOURCE** FOR EVERYTHING STUDENT TRAVEL



2020 MEDIA KIT

BE A PART OF

Teach&Travel

The Official Publication of SYTA



membership serves **more than**
1.5 MILLION YOUTH TRAVELERS
annually, with combined revenues of
more than \$2 BILLION.

STUDENT & YOUTH TRAVEL continues to
be the **fastest-growing major market** in the travel
industry and **REPRESENTS MORE THAN 20%**
of the total North American travel market.

The majority of 12-to-18-year-olds in the United States
TAKE AT LEAST ONE SIGNIFICANT GROUP TRIP,
spending almost **\$10 BILLION A YEAR.**

“

Teach & Travel is a **quintessential powerhouse of student travel ideas, statistics and solutions** for your most challenging travel dilemmas. It provides great new intel on the places you think you already know and offers excellent alternatives when you want to try something new.

—Kaleidoscope Adventures

DID YOU KNOW?

93%

of those who
**INITIATE
STUDENT TRIPS**
are **teachers**.

77% of teachers are **responsible** for **SELECTING THE DESTINATION**.

39% of teachers **organize** **TWO OR MORE TRIPS PER YEAR**.

32% of our readers **VISIT 8+ SITES/ATTRACTIONS** **per trip**.

AVERAGE GROUP **SIZE BY TRIP TYPE:**

61

**1-Day
Trip**

43

**Multi-Day
Domestic
Trip**

43

**International
Trip**



Teach&Travel

Teach & Travel has **the largest circulation available**, compared to other student travel planning resources, with **40,000 QUALIFIED EDUCATORS AND STUDENT TRAVEL PLANNERS** throughout the United States and Canada receiving each issue. *Teach & Travel*, **published five times a year, is mailed bimonthly** during the school year.

EXTENDED CIRCULATION THROUGHOUT 2020: Student & Youth Travel Association / SYTA Summit
National Tour Association / American Bus Association / Heartland Travel Showcase / Travel South Showcase
Ontario Motor Coach Association / National Middle School Association / Texas Music Educators Association
National School Board Association / National Council of Social Studies / Midwest Band & Orchestra Clinic
Florida Music Education Association

MORE THAN 95,000

educators and SYTA member tour operators
read each issue of *Teach & Travel*.

Readers **DO NOT READ ANY OTHER PUBLICATION**
for student travel planning.

94%

Readers **plan their trips** at least **2 TO 11 MONTHS IN ADVANCE**
of their trip.

92%

Readers **PLAN OVERNIGHT TRAVEL.**

88%

The only
student
travel
publication
to target
ALL
SEGMENTS
of the
student
travel
market.

TRIP TYPES PLANNED

by our readers.

**93% EDUCATIONAL
TRIPS**

**33% PERFORMANCE
GROUPS**

**29% SUMMER
PROGRAMS**

20% SPRING BREAK

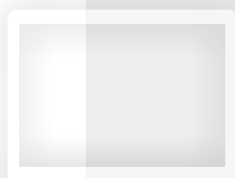
15% OTHER

VALUE-Added

BENEFITS

Reach an **ADDITIONAL AUDIENCE OF
20,000 (+GROWING)** with **bonus exposure:**

ADVERTISERS IN PRINT EDITION CAN RECEIVE:



EXTENDED EXPOSURE

Your ad **goes live in the digital
edition of Teach & Travel** with a
HYPERLINK TO YOUR WEBSITE.



SOCIAL SPOTLIGHT

Showcase your business via the *Teach & Travel* **SOCIAL MEDIA OUTLETS** reaching
all our friends and followers.



eNEWS SPOTLIGHT

Featuring **CUSTOM EDITORIAL
COVERAGE** in the *Teach & Travel*
weekly eNewsletter.



IN ADDITION TO THE ABOVE, ADVERTISERS WITH THREE INSERTIONS RECEIVE:



GUARANTEED EDITORIAL

CUSTOMIZED EDITORIAL FEATURE
on a topic you choose, **published in
the Destination Updates section** of
the print magazine.

ESSENTIALS

GROSS RATES

15% discount for camera-ready artwork. 15% discount for SYTA members.

FULL PG | **1X** \$7,565 / **2X** \$7,295 / **3X** \$6,830 / **4X** \$6,250 / **5X** \$5,845

2/3 PG | **1X** \$5,975 / **2X** \$5,680 / **3X** \$5,395 / **4X** \$4,860 / **5X** \$4,615

1/2 PG | **1X** \$4,670 / **2X** \$4,435 / **3X** \$3,890 / **4X** \$3,790 / **5X** \$3,600

1/3 PG | **1X** \$3,355 / **2X** \$3,195 / **3X** \$3,035 / **4X** \$2,730 / **5X** \$2,595

1/4 PG | **1X** \$2,650 / **2X** \$2,520 / **3X** \$2,395 / **4X** \$2,160 / **5X** \$2,050

1/6 PG | **1X** \$1,865 / **2X** \$1,775 / **3X** \$1,690 / **4X** \$1,515 / **5X** \$1,445

DEADLINES

Earlybird / **Deadline**

JANUARY/FEBRUARY

Oct. 4, 2019 / **Oct. 18, 2019**

MARCH/APRIL

Dec. 6, 2019 / **Dec. 20, 2019**

MAY/JUNE

Feb. 7, 2020 / **Feb. 21, 2020**

SEPTEMBER/OCTOBER

June 5, 2020 / **June 19, 2020**

NOVEMBER/DECEMBER

Aug. 14, 2020 / **Aug. 28, 2020**

TARGETED Media

SOLUTIONS

SPECIAL SECTIONS

Exclusive advertising section and/or enhanced listing opportunities with **EXTENDED EXPOSURE AT SYTA-ATTENDED SHOWS** throughout 2020.

JANUARY

**PERFORMANCE
FESTIVALS**

MARCH

DMOs & CVBs

NOVEMBER

**EDUCATORS'
BUYERS GUIDE**

CONTEST SPONSORSHIPS (\$2,995)

Sponsor a custom contest that gives your business **EXCLUSIVE BRANDING THROUGHOUT THE CONTEST PERIOD, AND DIRECT LEADS.**

Advertising with *Teach & Travel* provides a **targeted opportunity** to promote Cleveland's one-of-a-kind student experiences. As the next generation of travelers—the sooner students visit Cleveland, the sooner they will start to form **positive impressions** of the city."

—Jane Tougouma, Group Sales Manager, Destination Cleveland



DIGITAL MAGAZINE

By advertising in the digital edition, you will receive **CUSTOM EDITORIAL OPPORTUNITIES, GREATER EXPOSURE AND CONTINUOUS TRAFFIC THROUGH** archived magazines.

SIGNATURE SPONSORSHIP
\$1,500

SYTA.ORG

Advertise online and **DRIVE VIABLE PROSPECTS FROM SYTA.ORG TO YOUR WEBSITE.**

BANNER AD
\$700/mo | \$3,570/6mo | \$6,300/yr

BOX AD
\$400/mo | \$1,950/6mo | \$3,500/yr

Teach & Travel **website, eNewsletter and digital magazine sponsorship** puts **YOUR BRAND'S MESSAGE IN FRONT OF AN EVER-GROWING AUDIENCE.**

TEACH & TRAVEL eNEWS

Sent weekly to **MORE THAN 16,000 EDUCATORS AND READERS** of Teach & Travel magazine.

BANNER AD
\$450/wk | \$1,350/mo | \$3,450/3mo

BOX AD
\$395/wk | \$1,185/mo | \$3,025/3mo

eSYTA NEWSLETTER

Sent biweekly to **MORE THAN 2,500 SYTA MEMBERS AND PARTNERS.**

BANNER AD
\$395/wk | \$750/mo | \$2,100/3mo

BOX AD
\$295/wk | \$560/mo | \$1,595/3mo

SYTA CONFERENCE eNEWSLETTER

Distributed to **ALL 2,500 SYTA MEMBERS AND CONFERENCE ATTENDEES.**

BANNER AD
1x - \$395 | 4x - \$1,340 | 8x - \$2,280 + 1 free

BOX AD
1x - \$295 | 4x - \$1,000 | 8x - \$1,800 + 1 free

OPPORTUNITIES

Teach&Travel

The Official Publication of SYTA

We have been advertising with *Teach & Travel* magazine since it came out, and have found it to be effective in our efforts to build our product and brand awareness. It hits both of our targets efficiently—tour operators and group leaders. **The amount of business we have obtained from the tour operators alone continues to yield a very positive ROI for our company.**

—David Martinson, President/CEO, Group Travel Videos, Photo Vision, Inc.

If you are **serious about the student and youth market**, you must have a presence in *Teach & Travel* magazine. We have supported the publication for many years and **receive solid leads from educators** as a result.

—Sharrona Burns, CTP, CTIS, Director of Sales, Rock and Roll Hall of fame & Museum



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535 Cascade West Parkway SE, Grand Rapids, MI 49546 | P: (866) 252-7108 | F: (616) 458-8609