

2018 EDITORIAL CALENDAR

ISSUE	THEME	STATE SPOTLIGHT	DESTINATION FEATURE	DESTINATION FEATURE	TRAVEL STOP	SPECIAL SECTION	EDUCATION
JANUARY	Spring Destinations	Ohio	Maryland	Tucson, AZ	Festivals	Travel South Tour Planner*	Attractions
FEBRUARY	Music & Entertainment	Texas	Wisconsin	Sioux Falls, SD	Museums	Pennsylvania New York	CVB Feature
MARCH	Food & Spirits	Oregon	Indiana	Santa Fe, NM	American Islands	America's Crossroads Kentucky	Hotels
APRIL	Student Travel	Louisiana	Virginia	Cleveland/Lake Erie, OH	Shopping	Native American Directory	Restaurants
MAY	History & Heritage	Illinois	Route 66	Glacier Country, MT	Southern Homes	The Carolinas Georgia	CVB Feature
JUNE	Americana	North Dakota	West Virginia	Nashville, TN	Theater Guide	Mississippi River Towns	Attractions
JULY AUGUST	Fall Destinations	Mississippi	NW Arkansas	Green Bay, WI	Train Trips Guide	Oklahoma	CVB Feature
SEPTEMBER	Arts & Culture	Massachusetts	Nevada	Colorado Springs, CO	Gardens	Buyer's Guide Directory*	Hotels
OCTOBER	Outdoor Adventure	Utah	Smoky Mountains	Newport, RI	Beaches	America's Heartland (IL, IN, IA, MI, MN, MO, OH, WI)	Receptive Operators
NOVEMBER DECEMBER	Cruising	Wyoming	Nebraska	Grand Rapids, MI	Gaming	TAP Special Section* California	Tradeshow Prep

* Additional Circulation

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GROUPTHE TRAVEL LEADER

READER PROFILE

Over the past 25 years, we have built the group travel industry's most respected readership, one that ranges from America's largest travel companies to emerging groups created every day. Our combined print and digital readership for travel planners tops 33,000. Our readers include:

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- Members of NTA, ABA, UMA, USTOA, OMCA and SYTA
- Boomer-aged travel groups
- Automobile & Motorcycle clubs
- Youth and student groups
- Golf travel groups
- Culinary travel groups
- Travel Agents

41% Travelers are 60-70 years old
26% Travelers are 50-60 years old
17% Travelers are older than 70
16% Travelers are under 50

CLOSING DATES

SPACE: 1st of month prior
 MATERIALS: 5th of month prior

INSERTS/CUSTOM PRINTING

Your preprinted inserts can be polybagged with The Group Travel Leader and mailed for as little as 50c/piece. Regional buys are also available. Call for a quote.

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