

Group Tour Meetings & Conventions

GROUP TOUR PLAN NOTES

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MEETINGS & CONVENTIONS PLAN NOTES

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We have also included a specific focus on SMERF editorial and SMERF publications

SMERF focused publications are in a separate category from the general M&C publications

TRADE CO-OPS- Group Tour

GROUP TOUR MAGAZINE

Contact: Sara Plummer 859.273.6464 sara@goxmedia.com

Circulation: 15,000

Distribution: US & Canada

Demographics: NTA, ABA, OMCA tour operators, travel agents, group leaders

Issues:

March 2009

June 2009

September 2009

December 2009

March 2010

June 2010

STUDENT GROUP TOUR

Contact: Sara Plummer 859.273.6464 sara@goxmedia.com

Circulation: 15,000

Distribution: US & Canada

Demographics: Educators, SYTA operators, travel agents

Issues:

January 2009

April 2009

October 2009

April 2010



5-20%
SAVINGS



15-35%
SAVINGS

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TRADE CO-OP- Group Tour

GROUP TRAVEL PLANET

Contact: Lonnie Milligan 770.582.9700
lonnie@collinsonpublishing.com

Details: Provides relevant editorial to proven group tour buyers with a unique circulation

Circulation: 16,000 (sent to active users of GroupAbout.com, GroupTravelPlanet.com and CoachQuote.com)

Distribution: National (80% East of Mississippi)

Demographics: Military planners, Sports Planners, Religious Groups, Tour Operators, Civil, Fraternal, Corporate & Association

Highlights: Reaches the SMERF tour market. Virginia is featured state in September 09 issue.

Issues:

May 2009

September 2009

May 2010



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TRADE NON CO-OPS- Group Tour



NTA COURIER

Contact: Kelley Burchell 859.226.4241
kelley.burchell@hostcommunications.com

Details: Advances the members of NTA through educational information on business trends and current industry issues.

Circulation: 6,000
Distribution: US & Canada
Demographics: NTA Members

Highlights: New to VTC plan to reach out to NTA members. Currently 47% of members offer tours to Virginia.

NON CO-OP however partners are invited to contact the rep to inquire about individual advertising opportunities.



TRADE NON CO-OP- Group Tour

STUDENT YOUTH TRAVELER

Contact: Kary Moening 866.252.7108 kary@spmags.com

Details: Official publication of the Student & Youth Travel Association. Offers everything planners need to know to initiate and conduct tours for student and youth travel groups.

Circulation: 40,000

Distribution: National

Demographics: Teachers, educators, SYTA members, group tour operators

Highlights: New to student group tour plan for Virginia.

NON CO-OP however partners are invited to contact the rep to inquire about individual advertising opportunities.

VIRGINIA EXPLORER

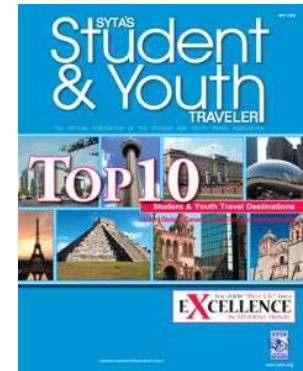
Contact: Jim Lindsey 434.817.2000 jlindsey@cjp.com

Circulation: 17,800

Distribution: US, Canada

Demographics: Tour operators, planners, group leaders, student/youth and church planners, meeting planners, bank managers, Virginia schools.

NON CO-OP however partners are invited to contact the rep to inquire about individual advertising opportunities.



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