

GROUP TRAVEL PUBLICATIONS COMPARISON



PUBLICATION	GROUP TOUR MAGAZINE	BUS TOURS MAGAZINE	COURIER	DESTINATIONS	GROUP TRAVEL LEADER	GROUPS TODAY	LEISURE GROUP TRAVEL
Print circulation	15,195	8,872	4,600	7,500	20,000	10,000	20,000
Copies to tour operators	9,547	not available	1,500	≈2,400	not available	3,300	not available
Mailed monthly to controlled circulation	✓		✓				
Print distribution to at least 15,000	✓				✓		✓
Covers the market: Reaches NTA, ABA and OMCA tour operators	✓				✓	✓	✓
Established publication: Published for 30 years	✓	✓	✓	✓			
Free, customizable web page or listing in supplier search database	✓				directory listing	✓	not available
Guaranteed placement with an itinerary and editorial about your state or province	✓						
Real response guarantee: You'll get leads from the reader service card program or next print ad is free	✓						✓
Online video gallery available	✓				✓		✓

Data compiled December 2016 from publicly available sources.