

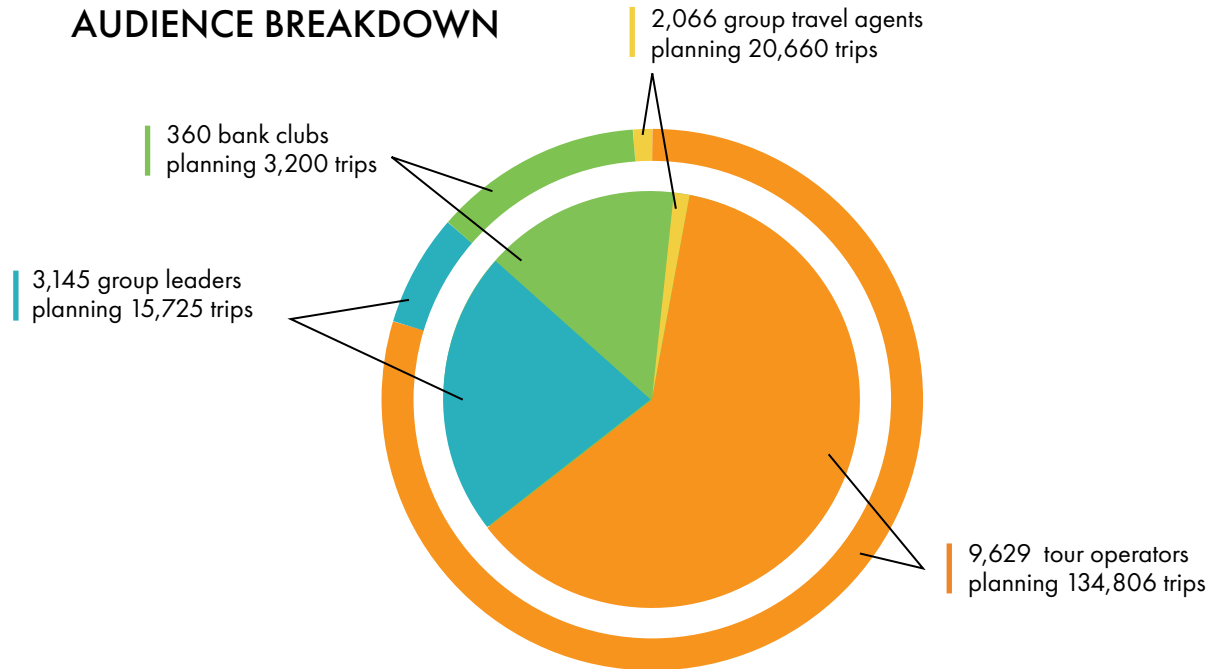
AUDIENCE SUMMARY: REACH ACTIVE TOUR PLANNERS



Group Tour magazine is delivered to over 15,000 group travel planners, who are verified by our Audience Development department.

GET MORE WITH GROUP TOUR.

AUDIENCE BREAKDOWN



Go to GroupTour.com/Advertisers for more information, or call 800-767-3489 to be connected with your Media Consultant.



THE GROUP TOUR EDITORIAL ADVANTAGE

Group Tour is organized by region and state/province to help readers plan tours and to put you next to relevant content. Readers planning trips to your region will see your ad next to helpful editorial. That's the reason **97%** of readers find Group Tour ads helpful¹ and Group Tour ads have a **63%** recall rate².

EXTEND YOUR REACH THROUGH ...

- sponsored content opportunities online and in print.
- promotion on Facebook and Twitter through our social media packages.
- ad effectiveness measurement through our annual surveys.

¹Group Tour Media readers survey

²Independent research performed by Signet Research Inc.