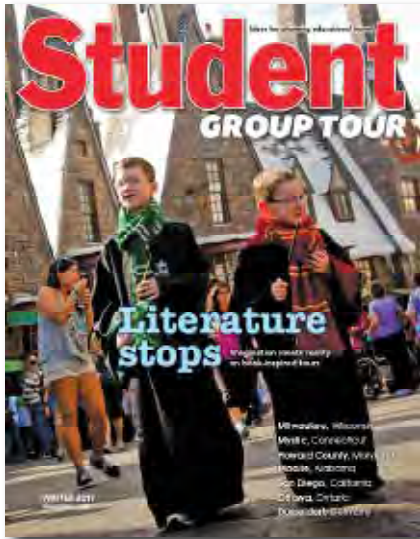


AUDIENCE SUMMARY: REACH STUDENT TRAVEL PLANNERS



Tour operators plan in volume – multiple trips per year—and they repeat trips year after year. You’ll find more student-focused tour operators in *Student Group Tour* than any other student travel publication. Put yourself in front of our carefully curated audience.

AUDIENCE BREAKDOWN

| | |
|------------------------|--------|
| Tour Operators..... | 3,325 |
| Travel Agents..... | 942 |
| Group Leaders..... | 748 |
| Homeschool Groups..... | 740 |
| Educators..... | 25,445 |

Total Distribution..... 31,200

Based on distribution of *Student Group Tour* Winter 2017.

Student Group Tour is sent to a careful mix of readers to reach the music, history/social studies, athletic, science, art/drama and dance/cheer educators most likely to travel at the high school and middle school level.



WHY ARE TOUR OPERATORS SO IMPORTANT IN STUDENT TRAVEL?

Educators are an integral part of student travel—they initiate, fundraise and set the direction for the trip. Then, the tour operators take over and arrange the details: booking hotels, restaurants and shows, and lending their expertise to the educator. It also doesn’t hurt that tour operators plan multiple trips per year, for many types of groups. Reach 12x the tour operators. Get more with *Student Group Tour*.

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