

# Groups Today

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*Groups Today* is the resource for relevant and timely content dedicated to the people, practice and planning of group travel.

Explore the variety of opportunities to engage with more than 25,000 group travel professionals.



[groupstoday.com](https://groupstoday.com)

MEDIA  
KIT



# GROUPS TODAY MAGAZINE

**Total Community Reach: 33,000+**

**96%** of our readers are likely to **recommend Groups Today magazine to a colleague or peer!**

**92%** of readers see advertisers in *Groups Today* as **current or potential suppliers.**

**87%** of readers **go to an advertiser's website.**

**70%** of readers **plan trips for groups of 30 or more travelers.**

**38%** of readers **save their Groups Today issue for one year or more.**



## MAGAZINE 20,700+ readers

*Groups Today* is mailed bimonthly, directly to 10,000 travel professionals—some of whom report sharing their magazine with at least two others—bringing readership to 20,700+ per issue.



## ENEWSLETTER 6,000+ Subscribers

The *Groups Today eDaily* is delivered five days a week.



## WEBSITE 7,000 visitors

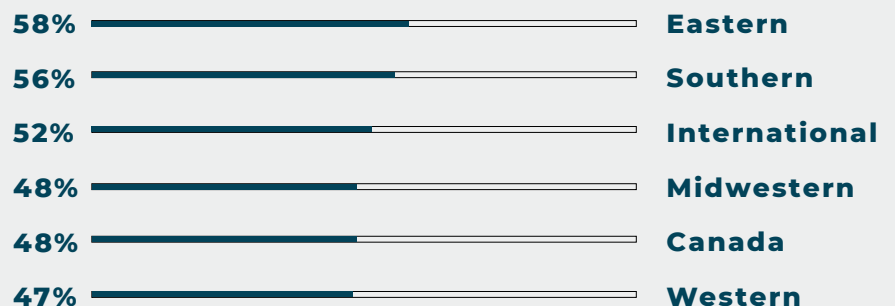
Thousands land on our digital doorstep each month, at [groupstoday.com](http://groupstoday.com).



## SOCIAL MEDIA 5,800+ followers

*Groups Today* social channels **target over 5,800 followers daily** through Instagram, Twitter, Facebook and LinkedIn.

## Where Group Travel is Being Planned





# COMPREHENSIVE MARKETING PACKAGES

The most effective marketing campaigns include print, digital and editorial—letting you reach the total *Groups Today* audience.



## ALL-INCLUSIVE

1/2 page print ad or larger in all six (6) issues

Social Media Post on all channels

Digital Magazine Inclusion/  
Hyperlink to your website

Two (2) Spotlight Editorial  
(300 - 750 words of editorial  
coverage in the print magazine)

eNews Article in  
*Groups Today eDaily* and  
article placement on  
groupstoday.com

Sponsored eBlast

Contest Sponsorship

### YOUR COST

Starting at \$12,120



## FIRST-CLASS

1/3 page print ad or larger in three (3) issues

Social Media Post on all channels

Digital Magazine Inclusion/  
Hyperlink to your website

Spotlight Editorial  
(300 - 750 words of editorial  
coverage in the print magazine)

eNews Article in  
*Groups Today eDaily* and  
article placement on  
groupstoday.com

### YOUR COST

Between \$5,556 and \$10,506



## EXCURSION

1/6 page print ad or larger in one (1) issue

Social Media Post on all channels

Digital Magazine Inclusion/  
Hyperlink to your website

### YOUR COST

Between \$990 and \$3,295

*\*Custom packages  
also available.*

# SPONSORED PRINT CONTENT

Sponsored content offers you an unmatched opportunity to engage with active group travel planners.



## 4 FULL-PAGE SPREAD \$7,995

- » One (1) full-page four-color ad within the 4-page spread
- » Three (3) pages of editorial content/imagery. *Estimated word count: 1,500 words.*

## 2 FULL-PAGE SPREAD \$4,995

- » One (1) full-page four-color ad within the 2-page spread
- » One (1) page of editorial content/imagery. *Estimated word count: 500 words.*

## FULL-PAGE SPREAD \$2,995

- » Half page four-color ad within the full page
- » Half page of editorial content/imagery. *Estimated word count: 300 words.*

## ALL SPONSORED PRINT CONTENT RECEIVES:

- » Editorial feature in *Groups Today eDaily*
- » Featured placement on [groupstoday.com](http://groupstoday.com)
- » Social Media promotion of the spread/article on all *Groups Today* social media channels
- » PDF of sponsored content to share with your community

# Groups Today

## PRINT RATES

\*15% discount for camera-ready artwork.

<b>FULL PG</b>	<b>1X</b> \$4,360	<b>3X</b> \$4,120	<b>6X</b> \$3,875
<b>3/4 PG</b>	<b>1X</b> \$3,785	<b>3X</b> \$3,575	<b>6X</b> \$3,373
<b>2/3 PG</b>	<b>1X</b> \$3,475	<b>3X</b> \$3,285	<b>6X</b> \$3,100
<b>1/2 PG</b>	<b>1X</b> \$3,055	<b>3X</b> \$2,885	<b>6X</b> \$2,725
<b>1/3 PG</b>	<b>1X</b> \$2,550	<b>3X</b> \$2,410	<b>6X</b> \$2,275
<b>1/4 PG</b>	<b>1X</b> \$2,180	<b>3X</b> \$2,060	<b>6X</b> \$1,945
<b>1/6 PG</b>	<b>1X</b> \$1,235	<b>3X</b> \$1,170	<b>6X</b> \$1,100
<b>CO-OP</b>	Pricing available upon request.		

## 2022 PRINT DEADLINES

S: Space / M: Material

<b>JAN/FEB</b>	<b>S:</b> October 15, 2021	<b>M:</b> October 29, 2021
<b>MAR/APR</b>	<b>S:</b> December 17, 2021	<b>M:</b> January 7, 2022
<b>MAY/JUNE</b>	<b>S:</b> February 11, 2022	<b>M:</b> February 25, 2022
<b>JULY/AUG</b>	<b>S:</b> April 15, 2022	<b>M:</b> April 29, 2022
<b>SEPT/OCT</b>	<b>S:</b> June 17, 2022	<b>M:</b> July 1, 2022
<b>NOV/DEC</b>	<b>S:</b> August 19, 2022	<b>M:</b> September 2, 2022

# DIGITAL OFFERINGS

Choose from three digital options to enhance your marketing package,  
or develop a dedicated digital marketing campaign.

## eDAILY

**6,000+ Subscribers**

Delivered five days a week, your *Groups Today* eDaily ad will hyperlink to your website. With only one spot available each day, your business will be front and center!

» **BANNER AD:**

\$175 / 1 ad  
(per week)

\$525 / 4 ads  
(per month)

\$1,340 / 12 ads  
(per quarter)



## SOCIAL MEDIA

**5,800+ Followers**

### Sponsored Social Posts

Sponsored social posts featuring your business via all *Groups Today* social media outlets, **boosted on Facebook**.

» **SOCIAL POSTS:**

\$150 / 1 post

\$500 / 4 posts

\$1,000 / 8 posts

**Facebook LIVE \$895**



## OPPORTUNITIES on GROUPSTODAY.COM

**7,000 Visitors**

Thousands land on our digital doorstep each month at groupstoday.com. Drive traffic to your site from ours with any of these unique options.

### Display Web Advertising

» **BANNER AD:**

\$400 / month

\$1,020 / 3 months

\$1,920 / 6 months

» **BOX AD:**

\$250 / month

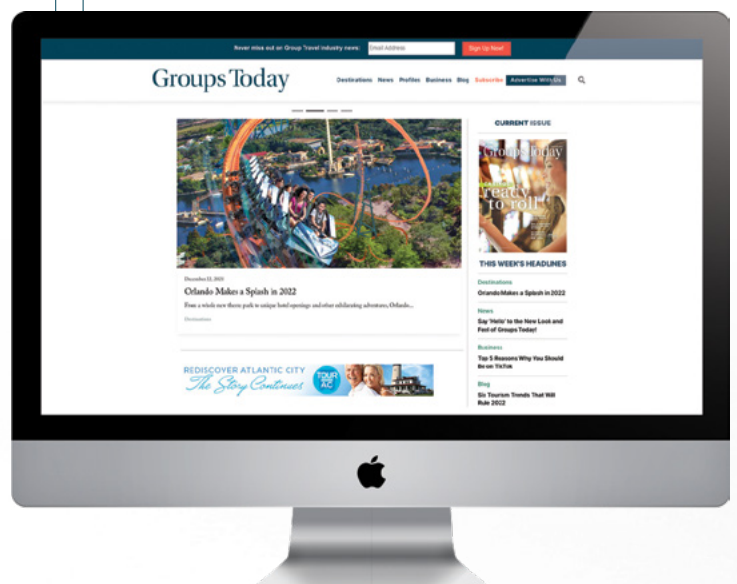
\$640 / 3 months

\$1,200 / 6 months

### Sponsored Editorial

\$1,500 / quarter

Prime placement of your supplied editorial and image on the homepage with link to full article on the site.



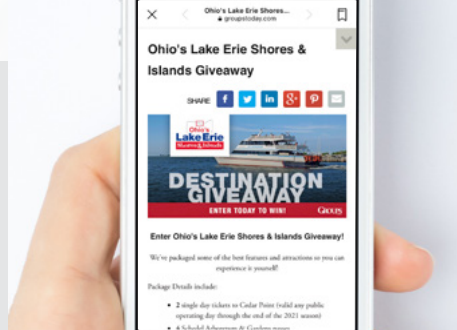
# TARGETED MEDIA SOLUTIONS



## DEDICATED eBLAST

An email promoting a new exhibit, special event, celebration or other news—sent to our eNews audience on your behalf.

**\$1,995**



## CONTEST SPONSORSHIP

Sponsor a custom contest that gives your business exclusive branding and direct leads. You provide a contest package valued at over \$500 and we provide you:

- » Contest Landing page on groupstoday.com
- » 2 Dedicated eBlasts
- » A minimum of 3 social media posts
- » eNews Article
- » 2 Articles in Groups Today eDaily during contest entry period

**\$2,500/CONTEST**



## DIGITAL MAGAZINE SPONSORSHIP

Receive continuous traffic to more than 1,000 visitors through current and archived issues.

- » Editorial Content featured in print magazine.
- » Full page ad with hyperlink, left of the digital magazine cover.
- » Skyscraper ad with hyperlink, right of the magazine. This ad will be visible throughout the reader's time viewing the digital publication.

**\$1,500/LIMIT ONE**





# BE A PART OF THE RESOURCE FOR EVERYTHING GROUP TRAVEL.

Let's Connect!

**Haleigh Gerwig**

866-252-7108

[haleigh@serendipity-media.com](mailto:haleigh@serendipity-media.com)

*Groups Today* is published by Serendipity Media.  
Serendipity Media is a full-service custom publisher and  
content marketing firm with a variety of services:



## **BRAND STRATEGY**

Whether you're launching a new product or looking for a fresh new look and feel, we'll help put your best foot forward.



## **CONTENT MARKETING**

Let us tell your story. We are a content marketing firm that magnifies your brand in the best way to the right audience.



## **LEAD GENERATION**

Creative strategies that will drive demand for your services and products.



## **MARKETING STRATEGY**

We take a lot of pride in our ability to solve problems and help our clients. And while we think our intuition is usually spot on, we are disciplined in our approach to strategy.



## **DIGITAL**

Focused on the user-experience across all your digital platforms to build loyalty and engagement.



## **PUBLISHING**

From writing and disseminating content to magazine design and selling advertising space, use our expertise to make your publication a success.

**groupstoday.com**