

exclusively promoting midwest group travel

www.itinerariesmidwest.com

ITINERARIES
Midwest



2011/2012 Media Kit

ITINERARIES, inc.

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Spotlighting Upper Midwest and Central Canada

ITINERARIES MIDWEST Group Travel Magazine is unrivaled as a travel planning resource for group travel decision-makers. With engaging themes and real-time sample itineraries to “Hot Stop” editorial, **ITINERARIES MIDWEST** is dedicated to promoting all kinds of group travel opportunities available in the Midwest of the United States and Central Canada.



easy-to-read and well-organized

Group-friendly contents include fresh, new travel themes with a feature article & itinerary in every new issue, plus regular columns that highlight travel opportunities, trends, & planning tips that are valuable for group travel planners. Each state has its own editorial, sample itineraries, travel information, directory, and a planning map showing advertiser locations.

regular columns

- feature & feature itinerary profile
- destination highlight travel tips
- explore our festivals now

coverage

Illinois, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, Upper Peninsula MI, Wisconsin and Central Canada

circulation

ITINERARIES MIDWEST Group Travel Magazine is published **three times a year**. Each issue (spring, summer & fall/winter) is mailed to more than **14,000 select group travel decision-makers – 2/3 of whom are in the Midwest & Canada** – and who are always looking for “new & unique” travel ideas to help them create attractive tours for active adults and boomers. In this distribution are tour operators who also serve the student and youth market.

WHO READS ITINERARIES MIDWEST?

- 37% - Tour Operators, Coach Operators, Travel Agents
- 29% - Bank & Credit Union Club Directors
- 24% - Group Leaders
- 8% - Corporate & Association Travel Planners
- 2% - RV & Motorcycle Travel Clubs

CONTROLLED DISTRIBUTION THROUGHOUT NORTH AMERICA

- 65% - **Midwest** (Illinois, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, Wisconsin, Upper Peninsula MI, Central Canada)
- 15% - **Central United States** (excluding Midwest)
- 10% - **Eastern United States**
- 10% - **Western United States** (including Hawaii & Alaska)

ITINERARIES
Midwest



display advertising package

Included with purchase of Premium Placement or Standard Placement Advertising:

- 35-word directory listing
- editorial or sample itinerary
- location indicator on state map
- sales leads
- itineraries archived and available online
- BONUS online exposure:

**ask about these
VALUE-ADDED OPTIONS:**

- Gift Trips
- Brochure Bagging
- Banner Advertising

ITINERARIES MIDWEST *Online Interactive Magazine*

hyperlinking readers directly to your website!

ITINERARIES MIDWEST Magazine is now available online to the entire world! Identical in content and residing on www.itinerariesmidwest.com, conveniently linked directly to advertiser websites, this presents new upper Midwest and Canadian travel opportunities to international tour operators. Optional audio clips or animation for online display ads are also available.

features & deadlines

spring 2011

*Beautiful Vistas
& Spectacular Byways*



space reservation Jan 17, 2011
materials deadline Jan 24, 2011
distribution February 2011

summer 2011

*Native America
Cultural & History Tours*



space reservation May 9, 2011
materials deadline . . . May 16, 2011
distribution June 2011

fall/winter 2011

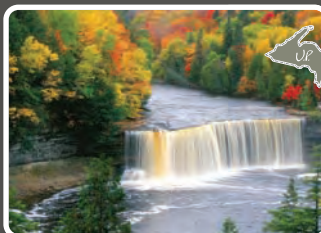
*Winter Wonderland,
A Look At Winter Festivals*



space reservation . . . Sept 12, 2011
materials deadline . . . Sept 19, 2011
distribution October 2011

spring 2012

*Group Tours
on the Water*



space reservation Jan 16, 2012
materials deadline Jan 23, 2012
distribution February 2012

summer 2012

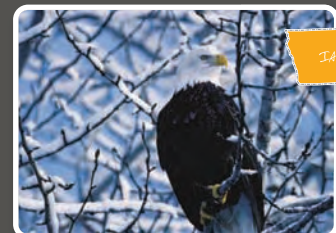
*"I started out as a child"
Famous Birthsites*



space reservation May 14, 2012
materials deadline . . . May 21, 2012
distribution June 2012

fall/winter 2012

*Everything Nature...
Taking your tours outdoors*



space reservation . . . Sept 10, 2012
materials deadline . . . Sept 17, 2012
distribution October 2012

2011/2012 advertising rates & sizes*



Premium Placement dimensions (width x height, inches)	1x	2x	3x
<i>Purchase includes: 35-word directory listing, sample itinerary or editorial, state map, sales leads, and Online Interactive Magazine with hyperlinks to advertisers websites. Ads can start at any point during the year.</i>			
<input type="radio"/> back cover full bleed 8.25 x 10.75 trim size**	6214	5841	5492
<input type="radio"/> inside front cover full bleed. . . 8.25 x 10.75 trim size**	5590	5255	4940
<input type="radio"/> inside back cover full bleed . . . 8.25 x 10.75 trim size**	5177	4865	4572
<input type="radio"/> page 3 full bleed 8.25 x 10.75 trim size**	5177	4865	4572
Standard Placement dimensions (width x height, inches)	1x	2x	3x
<i>Purchase includes: 35-word directory listing, sample itinerary or editorial, state map, sales leads, and Online Interactive Magazine with hyperlinks to advertisers websites. Ads can start at any point during the year.</i>			
<input type="radio"/> itinerary 2-page spread 16.5 x 10.75 trim size**	7038	6617	6195
<input type="radio"/> full page full bleed 8.25 x 10.75 trim size**	4141	3893	3646
<input type="radio"/> half page horizontal. 7.25 x 4.375	2899	2725	2552
<input type="radio"/> half page vertical 4.75 x 6.687	2899	2725	2552
<input type="radio"/> third page square 4.75 x 4.375	2484	2336	2186
<input type="radio"/> third page vertical. 2.25 x 9.	2484	2336	2186
<input type="radio"/> sixth page horizontal 4.75 x 2.0625	1657	1559	1460
<input type="radio"/> sixth page vertical 2.25 x 4.375	1657	1559	1460
<input type="radio"/> twelfth page 2.25 x 2.0625	795	748	709
Directory Listings	1x	2x	3x
Listings can be purchased separately. All listings are placed in State/Regional Directories in the magazine and online.			
<input type="radio"/> 35-word directory listing - FREE with purchase of Ad (one per ad)	0	0	0
<input type="radio"/> 35-word directory listing with optional logo	247	221	189
Additional Advertising Opportunities	1x	2x	3x
<input type="radio"/> online interactive magazine audio invitation (20 seconds - please provide mp3 format)	315	315	315
<input type="radio"/> online interactive magazine advertisement animation		request estimate	
<input type="radio"/> online interactive magazine sponsor		request estimate	
<input type="radio"/> online banner advertising		request estimate	
<input type="radio"/> brochure bagging		request estimate	

*All rates are net per issue. **Full-bleed ads require an extra 1/8" bleed on all sides for a final file size of 8.5 x 11.

Group Lodging Midwest

www.grouplodgingmidwest.com and www.itinerariesmidwest.com



fill hotel rooms by the busload!

With groups traveling across the United States and Canada more than ever this year, there is a growing need for group-friendly hotels to stand out to group travel planners. **Group Lodging Midwest** (GLM) is designed just for this...to help group-friendly hotels and resorts be available to group travel decision planners when they are creating itineraries and getting ready to buy. The **GLM Program** uses both **ITINERARIES MIDWEST Magazine** and the **internet** as always-up-to-date resources for when these decision-makers are planning their packages and travel itineraries.

an advertising package that's convenient for your planners, effective for you!

1. 35-word directory listing

In Itineraries Midwest Magazine directories (logo option available).

2. personalized webpage

Your hotel webpage with hyperlinks includes:

- a. photos
- b. contact information
- c. map & directions
- d. group-related amenities grid

All with FREE production & updating!

3. co-op ad participation

The Group Lodging Midwest Co-op Ad displays all GLM participants in each issue of **Itineraries Midwest Magazine** (3 times per year).



pricing is simple - no hidden or added charges!

1 year (3 issues) 180 per issue

You will be invoiced per each issue of Itineraries Midwest Magazine.

You will be billed for your logo option with your first invoice.

website banner advertising

Attractions, Restaurants and DMO's can place a banner ad with hotlink on their state page.

Banner Size: 180 pixels wide x 100 pixels high

1 year (3 issues) 180 per issue



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ITINERARIES MINNESOTA
Travel Companion
& FIELD TRIPS

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