

Attract More Group Revenue with the Explore Minnesota Co-op



Invest in your success

Thanks to a contribution by Explore Minnesota, you can save at least \$324 while you attract the attention of 15,000 active group tour planners.

That's right. You can advertise in *Group Tour Magazine's* Minnesota section at more than 55% off the ad rate. Dollars invested by Explore Minnesota create significantly lower partner pricing for you.

Thanks to Explore Minnesota you'll save:

AD SIZE	DIMENSIONS	RATE CARD (per issue)	EMT NET RATE (per issue)
1/12	2.25" x 2.25"	\$724	\$400
1/6	2.25" x 4.75"	\$1795	\$800
1/4	2.25" x 7.25"	\$2971	\$1200
1/3	4.75" x 4.75"	\$3452	\$1800
1/2	4.75" x 7.25"	\$4414	\$2400
3/4	7.25" x 7.25"	\$4922	\$3300
Full	7.25" x 9.25"	\$6377	\$4000

Your Explore Minnesota co-op will appear in the February and August 2014 issues of Northeastern *Group Tour Magazine*, Minnesota section, accompanied by an itinerary and articles about group travel in Minnesota. All ads are four color.

Key Facts:

- Each co-op page will feature an Explore Minnesota header
- Co-op will be surrounded by Minnesota editorial, photography and group itinerary
- Participants will receive all leads generated by co-op
- Participation includes searchable web profile page on www.GroupTour.com
- **Spring co-op** runs Feb. 1, 2014
Deadline: Dec. 1
Art due: Dec. 15
- **Fall co-op** runs August 1, 2014
Deadline: June 1
Art due: June 15

about Group Tour MAGAZINE

Group Tour Magazine showcases group-friendly destinations across the United States and Canada and provides a meeting place for tour buyers and tour suppliers.

Group Tour Magazine's editorial staff scrutinizes every destination with the eyes of a tour planner and looks for unique experiences, reliability and value. Group-focused itineraries and features are designed to give tour-planning readers the information they need to package successful tours. Every issue invites readers to explore new destinations and rediscover the classics.

Group Tour Magazine's circulation targets the active, decision-maker in group travel. All subscribers must re-qualify every two years.

Print circulation:
15,000+ tour planners
Total reach (print+digital): 27,000+

**Boost your group sales with the Minnesota co-op in *Group Tour Magazine*.
Call Jim Holthaus at 859-273-6464 or e-mail JimH@GroupTour.com**