

(formerly Group Travel Planet)

Groupaway

GROUP TRAVEL INSIGHTS

2010 Media Planning Guide

IMPACT... REACH... RESULTS...

The destination marketing and media company that has the industry buzzing introduces its **newest entry in the visitors market** — **Groupaway**. The new quarterly magazine, formerly known as Group Travel Planet, is joined by a new Web site, **GroupawayTravel.com**, and e-newsletter, **Groupaway Travel Report**.

Groupaway reaches decision makers planning group travel adventures in the United States. They're travel managers or ad hoc organizers for: sports team trips, girlfriend getaways, military and family reunions, school-based educational trips and all types of group travel.

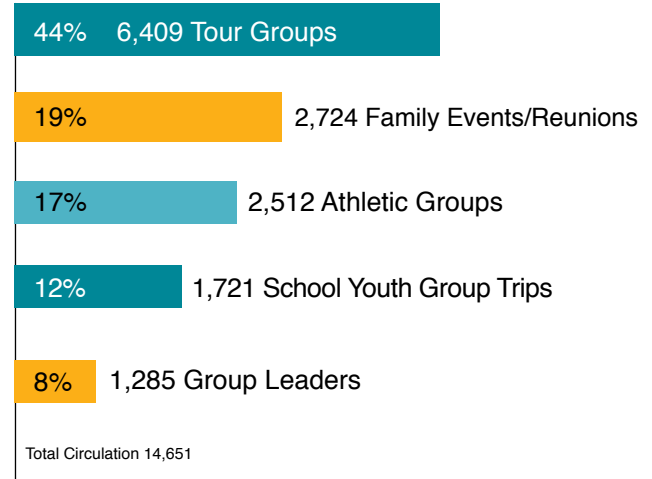
We excite, inspire, surprise and involve them, providing plenty of easily accessible, usable information about preferred destinations. Blogs, tips, trends and value offers deliver practical and creative ideas to help them make their travel decisions.

Become an advertising partner and **we'll bring out the best in your destination**, service or product.

1. You'll reach approximately **15,000 planners** not found through other media outlets. These group travel managers are actively searching for destination information. Don't you want to be there?
2. You'll get added impact: **You're guaranteed at least 10 leads** every time your print ad runs in our high-quality, award-winning quarterly magazine.
3. You'll realize measurable, cost-effective results. These group travel managers are **one more critical component** in today's visitor market that will bring business to your destination. We do the hard work for you by identifying and enticing the decision makers.



Circulation



Groupaway

GROUP TRAVEL INSIGHTS

2010 Editorial Calendar

*NEW: EXPANDED DESTINATION REPORTS

We've expanded our **GREAT DESTINATIONS** to include every region of the country in each issue — Northeast, Southeast, Midwest, Southwest and West Coast — so our readers get the most complete guide to what's available, what's new, what's happening, etc., in every destination, including "Can't Miss This," "Great Discovery," "Top 10," "It's All About The Experience," "Value Add" and more.

Special Features

— **SPRING (May delivery)**

Heritage Tourism: Discover the stories of the past through the nation's historical, cultural and natural attractions — from Civil War battlefields to recording studios — that make up these enriching tours.

Boomers on the Go: What today's active older groups are looking for — destinations, activities and tips.

Festival Guide: A selection of some top festival draws around the country — art, food, music, etc. — that offer built-in fun for everyone in your group (think "family reunion"). We ask art, food and music critics, and travel writers to tell us their favorites.

— **SUMMER (July delivery)**

Our Top 10 Extreme Thrills List: Highest, lowest, fastest, slowest, strangest — from rides to slides; sights to flights.

Great Coastal Adventures: Back roads and road food; pocket beaches, coastal ponds and swimming holes; spas with a view; and getaway favorites.

Special Matching Editorial Section: Two separate advertorial sections — one focusing on aquariums, museums, theme parks and other attractions of interest to groups; the other focusing on cities, regions and casinos. Venues and CVBs will receive matching editorial with a minimum of a half-page ad in this popular special issue.

— **FALL (September Delivery)**

Military Reunions: Cities around the country raise the flag and strike up the band for former soldiers and their families. Here's a roundup of favorite destinations with group incentives and patriotic venues.

Going Local: Great farmers' markets to shop around the country and some popular group dining destinations (Amish country, lobster shacks, Cajun dance & food halls, etc.).

Getting Out: Museums, gardens and parks, landmarks and monuments — tours that encourage outdoor exploration.

— **WINTER (November Delivery)**

Battleground Tours: A roundup of America's historic battlefields and landmarks including highlights of the upcoming events marking the Civil War Sesquicentennial.

Dream Getaways: Escape to the slopes, beach, spas or great outdoors on one of these memorable group vacations.

Our Easy Groupaway Planning Guide: A compilation of how-to advice, tips and trends from traveling with kids to booking transportation

Please note: Calendar items are subject to change.

AND IN EVERY ISSUE ...

***New: Culinary and Experiential Tourism**

A new column featuring some of the top tours among the profusion of food, wine and beer tastings that have sprung up around the country, as well as other activities that allow groups to "experience" them up close and personal.

Checking In:

Group travel trends, tips and products; industry reports and statistics of interest to group planners; interviews with frequent travelers (adventurers, writers, guides, photographers, personalities, etc.); and how-to advice and information.

Journeys:

New and notable destinations, tours and attractions across the country, including museums, historic sites, waterparks, gardens, oddities and points of interest on the road.

Groupaway

GROUP TRAVEL INSIGHTS

2010 Advertising Information

Issues	Space Reservation	Materials*
Spring 2010	3/26/10	4/2/10
Summer 2010	5/26/10	6/3/10
Fall 2010	7/28/10	8/3/10
Winter 2010	9/29/10	10/4/10

Ad Specifications	(Width x Height)
Full Page	8.5" x 10.25"
Full Page Bleed	9.25" x 11.25" (Area for live matter is 8.5" x 10.25")
1/2 Horizontal	7" x 4.75"
1/2 Horizontal Bleed	9.25" x 4.75" (Area for live matter is 8.5" x 4.75")
1/3 Square	4.604" x 4.75"

Printing and Materials Specifications

Page trim is 9" wide x 10.75" high. We can accept only TIFF, EPS, or high-resolution PDFs as the formats for all ads submitted to the magazine. Ads created in native application files, such as QuarkXpress or InDesign, or in any word-processing programs, or provided on film cannot be accepted. All digital files must be 300 DPI and CMYK. Ads must be built to size and accompanied by a color printout or PDF. **Material within the ad specification space must not contain extraneous marks of any kind;** this includes but is not limited to crop marks and color bars.

Photos or images used in ads must be at least 300 DPI at 100 percent, and bitmapped images must be 600 DPI at 100 percent. Use only Postscript fonts. True type fonts are unacceptable. Detailed ad specifications, as well as contract terms and conditions and a list of sales representatives, are available online at CollinsonMedia.com.

Ask about other special sponsorship opportunities and custom treatments for your marketing message.

*If new ad materials are not received by deadline, we will use your most recent ad.

BROUGHT TO YOU BY ...

COLLINSON MEDIA is an independent destination marketing and media company that produces quality magazines for traveling groups.

In addition to *Groupaway*, we publish *Connect*, for association and SMERF planners, and *Rejuvenate*, our award-winning magazine for faith-based conference planners.

After more than three decades, we continue to be a leader in providing innovative sales and marketing solutions in the meetings and travel field. For more information, visit: CollinsonMedia.com.

Advertising materials may be delivered via e-mail to GroupawayAds@CollinsonMedia.com, or they can be supplied on a Macintosh-formatted CD-ROM or DVD and sent to:

Collinson Media
Attention: Production
15 Technology Parkway South
Suite 250
Norcross, GA 30092

Sales Contact:
Chris Collinson, Publisher
Chris@CollinsonMedia.com
800.241.9461
770.582.9700
Fax: 770.582.9898

Groupaway Travel
Report Information >>>>>

Groupaway

GROUP TRAVEL INSIGHTS

2010 E-Newsletter Information

Travel Report

Deliver your valuable special offers or timely news direct to the in-box of group travel planners every other week. Sponsorship opportunities include Planner's Tips and Destination Spotlights.

Leaderboard Sponsor (728 x 90)

Groupaway Report

GROUP TRAVEL INSIGHTS

More Group Travel ...
Connect E-News brings you news you can use to plan, service and improve your specialty meetings and events. Learn more at GroupTravelPlanner.com.

Featured News

Travel officials suspect blacklist
Tourism officials believe some leisure destinations have been blacklisted and labeled inappropriate for government meetings or other gatherings according to several news reports. Potential image problems, the recession and ongoing financial crisis are trumping travel deals in supposed blacklisted destinations such as Orlando, Las Vegas, Miami and Aspen.

"We've heard from individuals within government agencies that this unwritten list exists," Geoff Freeman, senior vice president of the U.S. Travel Association, told eTurbo News. "Based on what we've heard, I would expect it to be quite significant." [\[Read more ...\]](#)

ABA survey reveals booking and cancellation intentions of planners
The Professional Convention Management Association (PCMA) released the results of a U.S. Meeting Planner Intentions Survey June 8, revealing budgets and image concerns as challenges facing meeting planners. The national survey of 518 professional meeting planners was designed to measure the current economic and media impact on the conventions industry. Fifty-five percent of the respondents were association meeting professionals, with the remaining 45 percent serving as corporate, incentive or independent meeting planners.

According to the survey, 67 percent of meeting planners expected their total annual budget for off site meetings to decrease this year and more than half thought this trend would continue into 2010. [\[Read more ...\]](#)

Medium Rectangle Sponsor (300 x 250)

E-News Specs

Leaderboard Sponsor

- 728 x 90 banner
- Text ad: 30 words of text, logo and linking URL

Medium Rectangle Placement

- 300 x 250 banner
- Text ad: 30 words of text, logo and linking URL

Specifications:

File Type: JPG or GIF or Flash

Maximum File Size: 20k, Animation allowed

Text Ads: 30 words of copy, hyperlink and logo

Deadlines: Newsletter ads are due 10 days prior to issue date.

POWER POINTS:

- **Leads** — You want them. We have them. Ask your account representative about our program.
- **Links** — To your Web site and/or video presentation. Tell us what you want.
- **Timely broadcasting** — Deliver your destination news — upgrades, special values, new developments — in your desired format.
- **Exposure** — Your message, supported by our target-rich content, in front of a well-qualified, valuable market segment.
- **Impact** — Connect with qualified decision makers via a successful, creative, informative vehicle that enhances your marketing message.
- **Distribution** — Groupaway Report reaches more than 4,000 group planners every month and subscriptions continue to grow.