EDUCATORS' **#1 SOURCE** for **EVERYTHING STUDENT TRAVEL!**

Teach&Travel

THE **OFFICIAL** PUBLICATION OF **SYTA**

# MEDIA KIT

PRINT & DIGITAL | **2016**

# READERSHIP & FACTS

> If you are **serious about the student and youth market**, you must have a presence in *Teach & Travel* magazine. We have supported the publication for many years and **receive solid leads from educators** as a result.
>
> **SHARRONA BURNS,** *CTP, CTIS, Director of Sales,* ROCK AND ROLL HALL OF FAME & MUSEUM

**STUDENT & YOUTH TRAVEL** continues to be the **FASTEST GROWING MAJOR MARKET** in the travel industry, and represents **MORE THAN 20%** of the total North American travel market

**MORE THAN 95,000**

educators and SYTA member tour operators read each issue of *Teach & Travel*

**86%**

of readers **plan overnight travel**

**94%**

of readers **do not read any other publication** for student travel planning

**91%**

of readers plan their trips at least **six months in advance** of their trip

The majority of 12- to 18-year-olds in the United States take at least one significant group trip each year without their parents, spending almost **$10 BILLION A YEAR**

**MORE THAN 1.5 MILLION**

Youth travelers SYTA's membership serves annually, with **combined revenues of**

**MORE THAN $2 BILLION**

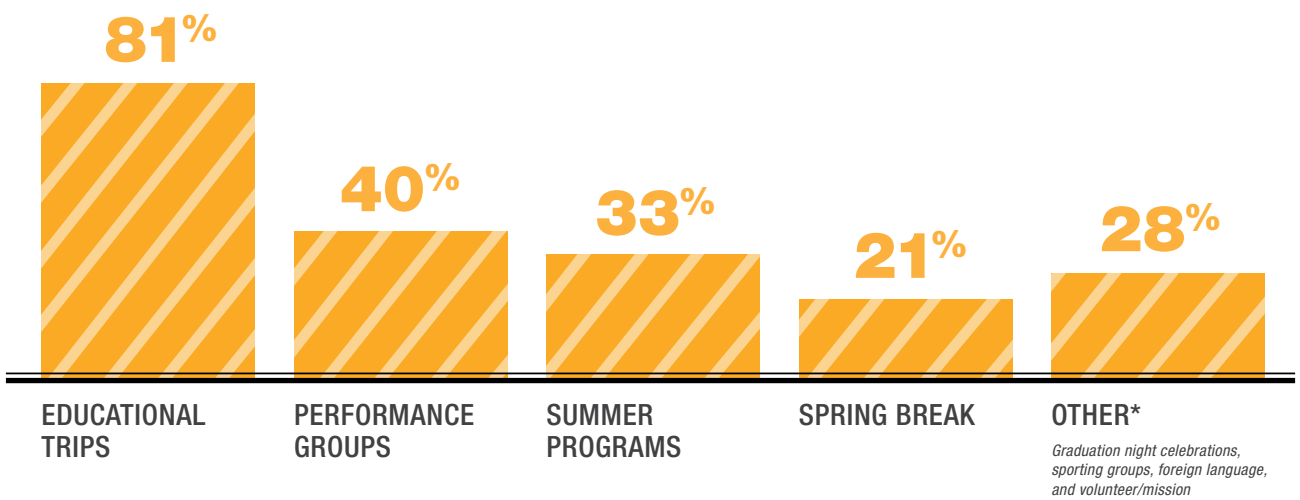
**91%**

of readers **visit an advertiser's website**

# CIRCULATION

*Teach & Travel* has the largest circulation available, compared to other student travel planning resources, with **40,000 qualified educators and student travel planners** throughout the United States and Canada receiving each issue. *Teach & Travel* is published five times a year and is mailed bimonthly during the school year.

**The only student travel publication that targets all segments of the student travel market, including:**




> *Teach & Travel* is **THE BEST AND ONLY RESOURCE** for **student travel!**
>
> **MARIO BARREIRO,** *National Sales Director,* Medieval Times Dinner & Tournament

## EXTENDED CIRCULATION

*Teach & Travel* is distributed at the following conferences:

**STUDENT & YOUTH TRAVEL ASSOCIATION**

SYTA SUMMIT

**NATIONAL TOUR ASSOCIATION**

AMERICAN BUS ASSOCIATION

**HEARTLAND TRAVEL SHOWCASE**

TRAVEL SOUTH SHOWCASE

**ONTARIO MOTOR COACH ASSOCIATION**

NATIONAL MIDDLE SCHOOL ASSOCIATION

**NATIONAL CATHOLIC EDUCATION ASSOCIATION**

NATIONAL SCHOOL BOARD ASSOCIATION

**NATIONAL COUNCIL OF SOCIAL STUDIES**

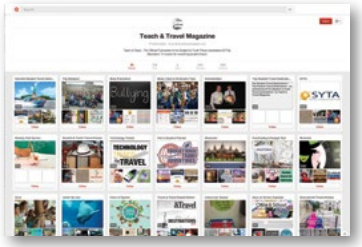
MIDWEST BAND & ORCHESTRA CLINIC

**NATIONAL SCHOOL PUBLIC RELATIONS ASSOCIATION**

# VALUE-ADDED BENEFITS

## ALL ADVERTISERS IN PRINT EDITION RECEIVE:

**EXTENDED EXPOSURE** in the digital edition of *Teach & Travel* and extended life of your business profile in digitally archived issues. ***($100 value)***




**SOCIAL SPOTLIGHT** of your business via the *Teach & Travel* social media outlets reaching all of our friends and followers. ***($150 value)***

- /TeachandTravelMagazine
- @Teach_Travel
- /teachtravel
- /company/teach-&-travel

**eNEWS SPOTLIGHT** featuring custom editorial coverage in *Teach & Travel*'s biweekly e-newsletter. ***($175 value)***

## ADVERTISERS WITH THREE INSERTIONS RECEIVE:

*(in addition to all other benefits)*

**GUARANTEED EDITORIAL** in the Destination Updates section of the print magazine. ***($900 value)***

> With a limited advertising budget, I was skeptical about seeing measureable results from my advertising in *Teach & Travel*. Boy was I wrong. Your publication definitely gets to the right people. Almost immediately after advertising Boxed Lunches, I saw **sales increase more than 20%. On-site sales increased more than 10%** overall in my first year of advertising with *Teach & Travel*. It's as though *Teach & Travel* legitimized me with the student travel market. I would encourage anyone trying to reach the student market to give you a try.

**MIKE MAGILL**
Magill's Famous Pizza & Buffet

# DIGITAL OPPORTUNITIES

*Teach & Travel* website, eNewsletter, and digital magazine sponsorships put your brand's message in front of an ever-growing audience. Just one click on your sponsored ad from one of *Teach & Travel's* audience of educators and student travel planners could lead to a bus full of happy students!

## DIGITAL MAGAZINE

By advertising in the digital edition, you will receive **custom editorial opportunities, greater exposure** *(more visitors spending more time online),* and **continuous traffic through archived magazines.**

### SIGNATURE SPONSORSHIP

$1,500

## eNEWSLETTERS

eSYTA newsletter is sent biweekly to more than **2,000 SYTA members, partners, and prospective members.**

*Teach & Travel* eNews is sent biweekly to more than **8,000 educators** and readers of *Teach & Travel* magazine.

### BANNER AD

$395/wk | $650/mo | $1,657.50/3mo

### BOX AD

$295/wk | $525/mo | $1,340/3mo

## SYTA.ORG

Advertise online and drive viable prospects from syta.org to your website. Your banner or box ad will display on the home page.

### BANNER AD

$700/mo | $3,570/6mo | $6,300/yr

### BOX AD

$400/mo | $1,950/6mo | $3,500/yr

# TARGETED MEDIA SOLUTIONS

## SPECIAL SECTIONS

Exclusive advertising section and/or enhanced listing opportunities with extended exposure at SYTA-attended shows throughout 2016. ***Contact your media consultant for more details and rates.***

JANUARY: **PERFORMANCE FESTIVALS**
MARCH: **DMOs**
NOVEMBER: **EDUCATORS' BUYERS' GUIDE**

## CONTEST SPONSORSHIP

Sponsor a custom contest that gives your business exclusive branding throughout the contest period and direct leads. ***Contact your media consultant for more details. ($1,500)***

> This publication is such a valuable resource to us. It's wonderful that the staff will work with you and your budget to **get the best exposure**.
>
> **CHERYL CLEMENS,** *Director of Sales,* Toby's Dinner Theatre

## 2016 EDITORIAL CALENDAR

| ISSUE | DOMESTIC | NORTH AMERICAN | INTERNATIONAL | EXPANDED DISTRIBUTION |
|---|---|---|---|---|
| **JANUARY/FEBRUARY** | New York | Ottawa | Italy | NTA, ABA, TMEA |
| **MARCH/APRIL** | Virginia Triangle | Cleveland | Montreal & Québec City | Performance Festivals |
| **MAY/JUNE** | Top 10 Issue | Top 10 Issue | Top 10 Issue | --- |
| **SEPTEMBER/OCTOBER** | Orlando | Boston | Austria (Europe) | SYTA |
| **NOVEMBER/DECEMBER** | Southern California | Mexico City | United Kingdom | Midwest Band Clinic |

# THE ESSENTIALS

## GROSS RATES

| | | | | | |
|---|---|---|---|---|---|
| **FULL PAGE:** | **1X** – $7,565 | **2X** – $7,295 | **3X** – $6,830 | **4X** – $6,250 | **5X** – $5,845 |
| **2/3 PAGE:** | **1X** – $5,975 | **2X** – $5,680 | **3X** – $5,395 | **4X** – $4,860 | **5X** – $4,615 |
| **1/2 PAGE:** | **1X** – $4,670 | **2X** – $4,435 | **3X** – $3,890 | **4X** – $3,790 | **5X** – $3,600 |
| **1/3 PAGE:** | **1X** – $3,355 | **2X** – $3,195 | **3X** – $3,035 | **4X** – $2,730 | **5X** – $2,595 |
| **1/4 PAGE:** | **1X** – $2,650 | **2X** – $2,520 | **3X** – $2,395 | **4X** – $2,160 | **5X** – $2,050 |
| **1/6 PAGE:** | **1X** – $1,865 | **2X** – $1,775 | **3X** – $1,690 | **4X** – $1,515 | **5X** – $1,445 |

*15% discount for camera-ready artwork | 15% discount for SYTA Members*

## DEADLINES

| | | |
|---|---|---|
| **JANUARY/FEBRUARY:** | **EARLYBIRD** October 9, 2015 | **DEADLINE** October 23, 2015 |
| **MARCH/APRIL:** | **EARLYBIRD** December 11, 2015 | **DEADLINE** December 25, 2015 |
| **MAY/JUNE:** | **EARLYBIRD** February 12, 2016 | **DEADLINE** February 26, 2016 |
| **SEPTEMBER/OCTOBER:** | **EARLYBIRD** June 10, 2016 | **DEADLINE** June 24, 2016 |
| **NOVEMBER/DECEMBER:** | **EARLYBIRD** August 19, 2016 | **DEADLINE** September 2, 2016 |

"Each time I get a *Teach & Travel* issue, **I look through every page for ideas** on what other educators are doing to bring experiential learning to their students. I plan two international trips each year for students at my school, as well as coordinating experiential learning opportunities in my region in Kentucky. I scout the magazine, always looking for creative approaches that others are using to teach differently. What I like best about the magazine is that it takes a balanced approach. It not only gives educators ideas on where to take their students, but also offers back resources, such as where to find funding sources and scholarships for students' travel."

**DERICK B. STRODE**
*Assistant Director, Academic Services*
Carol Martin Gatton Academy of Mathematics and Science in Kentucky

# Teach&Travel ADVERTISING SOLUTIONS

## PRINT: GROSS RATES

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## WEBSITE EXPOSURE

☐ **BANNER AD**
- __ 1 Month – $700
- __ 6 Months – $3,570
- __ 1 Year – $6,300

☐ **BOX AD**
- __ 1 Month – $400
- __ 6 Months – $1,950
- __ 1 Year – $3,500

☐ **DIGITAL MAGAZINE SPONSORSHIP**
$1,500

## ADDITIONAL PRINT

☐ **SPECIAL SECTIONS**
*Performance Festivals (January), DMO's (March), Educators' Buyers' Guide (November)*

See Media Consultant

## COMMUNITY ENGAGEMENT

☐ **eNEWS BANNER AD**
- __ 1 Week – $395
- __ 1 Month – $650
- __ 3 Months – $1,657.50

☐ **eNEWS BOX AD**
- __ 1 Week – $295
- __ 1 Month – $525
- __ 3 Months – $1,340

☐ **SOCIAL MEDIA POST**
- __ 1 Post – $150
- __ 4 Posts – $500
- __ 8 Posts – $1,000

☐ **CONTEST SPONSORSHIP**
$1,500