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

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Teach&Travel

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

MEDIA KIT

PRINT & DIGITAL | **2017**

DID YOU KNOW?

**Source: Student & Youth Travel Digest 2016*

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.

INDUSTRY FACTS

39% of teachers **organize two or more trips per year**

77% of teachers are responsible for **selecting the destination**

93% of those who **initiate student trips** are teachers

MORE THAN 1.5 MILLION YOUTH TRAVELERS
SYTA's membership serves annually, with combined revenues of

MORE THAN $2 BILLION

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

2.2 The average number of destinations visited on trips

Student groups' **PREFERRED ATTRACTIONS:**
4) Museums **3)** Theme parks **2)** Landmarks **1)** Historic monuments

2-11 months prior to the trip, planning commences

Average groups **SIZE BY TRIP TYPE:**
61 – 1 DAY TRIP; **43 – MULTIDAY DOMESTIC TRIP**; **27 – INTERNATIONAL TRIP**

"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

CIRCULATION & READERSHIP FACTS

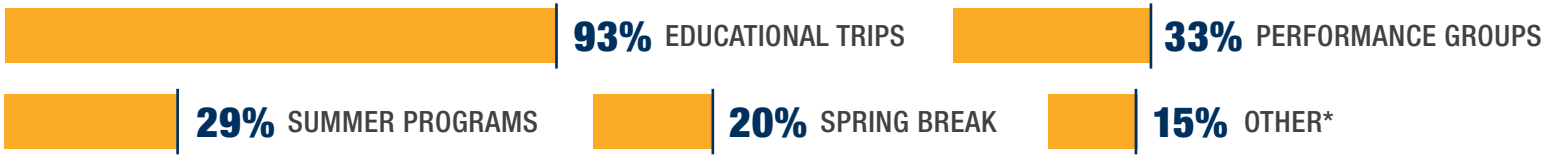
Teach & Travel has the largest circulation available, compared to other student travel planning resources, with **40,000 qualified educators and student travel planners** throughout the United States and Canada receiving each issue. *Teach & Travel* is published five times a year and is mailed bimonthly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

MORE THAN 95,000 educators and SYTA member tour operators read each issue of *Teach & Travel*

- **94%** of readers **do not read any other publication** for student travel planning
- **92%** of readers plan their trips at least **six months in advance** of their trip
- **88%** of readers **plan overnight travel**

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

TRIP TYPES PLANNED BY OUR READERS *The only student travel publication to target all segments of the student travel market.*



**Graduation night celebrations, sporting groups and volunteer/mission*

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

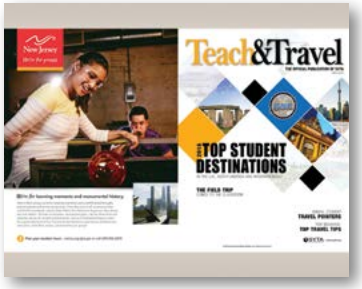
MIDWEST BAND & ORCHESTRA CLINIC

NATIONAL SCHOOL PUBLIC RELATIONS ASSOCIATION

VALUE-ADDED BENEFITS

*Reach an **additional audience of 13,000** with bonus exposure in eNews, social media and the digital edition.*

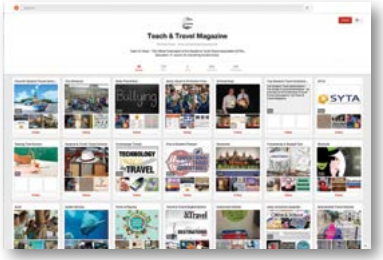
ALL ADVERTISERS IN PRINT EDITION RECEIVE:



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
- teachandtravelmag



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)***

> 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

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 weekly to more than **8,000 educators** and readers of *Teach & Travel* magazine.

BANNER AD

$395/wk | $1,185/mo | $3,025/3mo

BOX AD

$295/wk | $885/mo | $2,256/3mo

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)

> 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.

MIKE MAGILL
Magill's Famous Pizza & Buffet

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 7, 2016	**DEADLINE** October 21, 2016
MARCH/APRIL:	**EARLYBIRD** December 9, 2016	**DEADLINE** December 23, 2016
MAY/JUNE:	**EARLYBIRD** February 10, 2017	**DEADLINE** February 24, 2017
SEPTEMBER/OCTOBER:	**EARLYBIRD** June 9, 2017	**DEADLINE** June 23, 2017
NOVEMBER/DECEMBER:	**EARLYBIRD** August 18, 2017	**DEADLINE** September 1, 2017

"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 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 is published by: SERENDIPITY MEDIA LLC 535 Cascade West Parkway SE, Grand Rapids, MI 49546 | P: (866) 252-7108 | F: (616) 458-8609 | syta.org | serendipity-media.com

Teach&Travel ADVERTISING SOLUTIONS

PRINT: GROSS RATES

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**15% discount for SYTA Members*

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 – $1,185
- __ 3 Months – $3,025

☐ **eNEWS BOX AD**
- __ 1 Week – $295
- __ 1 Month – $885
- __ 3 Months – $2,256

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

☐ **CONTEST SPONSORSHIP**
$1,500