



Bus Tours Magazine

2012



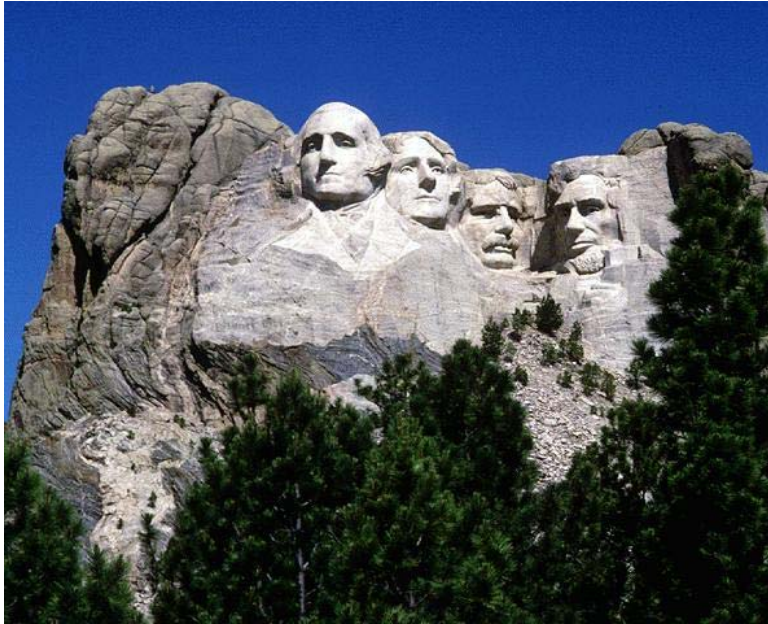
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Why Bus Tours Magazine?

Past Experience - *Bus Tours Magazine* knows bus tours. Our editor has spent years working in the industry and is the senior editor in the bus industry. He has planned tours, served as a tour guide and driven tour coaches. He has also worked for and owned bus companies that planned and operated bus tours.

Independent - *Bus Tours Magazine* is independent of any group or organization and can therefore cover the entire bus and group tour industry in the United States and Canada. Both the editorial and the circulation is not limited by memberships. Bus tour planners who do not join the national associations read *Bus Tours Magazine*.



Fastest Growing - Bus tours are the fastest growing segment of the travel and tourism market. By the turn of the century, in some eastern cities, bus tours represented nearly 30% of the tourism market and this percentage was growing.

Response

In 2011 we conducted a survey of our readers and concluded the following:

- **94%** have taken action based on advertising or editorial they saw in BTM
- **79%** have actually booked tours as a result of advertising or editorial in BTM
- **72%** schedule more than 50 tours per year
- **51%** said four or more people read their copy of BTM

2012 Editorial Calendar

Editorial Mission Statement:

Bus Tours Magazine strives to provide individuals in the bus and group tour industry with timely, detailed information on quality locations for the purpose of designing and executing successful, entertaining and marketable tours. Because of our extensive past industry experience, editorial in Bus Tours Magazine provides specialized information that is highly valuable to bus and group tour planners, escorts, operators and others, making it unique in the bus and group tour industry.

January/February

Theme: **The Colonies**

Guide: **Autumn Tours**

Guide: **Casinos**

Special: **The Ozarks**

Special: **The Old West**

Deadlines:

Editorial: 10/15/11 - Insertion: 11/30/11 - Material: 12/07/11

July/August

Theme: **Pacific Northwest/Canada/Upper Midwest**

Guide: **History/Heritage/Holiday Tours**

Guide: **Student Tours/Active Adventures**

Special: **Northeastern Country Roads**

Special: **The Carolinas**

Deadlines:

Editorial: 04/15/12 - Insertion: 05/31/12 - Material: 06/07/12

March/April

Theme: **West of the Mississippi**

Guide: **Railroads**

Guide: **Specialty/Niche Tours**

Special: **Northern Ranges**

Special: **Florida/Georgia**

Deadlines:

Editorial: 12/15/11 - Insertion: 01/31/12 - Material: 02/07/12

September/October

Theme: **East Coast States**

Guide: **Shopping/Outlet Malls**

Guide: **Resorts (gaming & non-gaming)**

Special: **The Dakotas & Big Sky Country**

Special: **Kentucky/Tennessee**

Deadlines:

Editorial: 06/15/12 - Insertion: 07/31/12 - Material: 08/07/12

May/June

Theme: **Chesapeake Bay Region**

Guide: **Cruises/Scenic Excursions**

Guide: **Gaming**

Special: **Lake Superior**

Special: **Western Winter Escapes**

Deadlines:

Editorial: 02/14/12 - Insertion: 03/30/12 - Material: 04/06/12

November/December

Theme: **Route 66**

Guide: **Rail and Sail**

Guide: **Arts & Entertainment**

Special: **New England**

Special: **Southern Sensations**

Deadlines:

Editorial: 08/15/12 - Insertion: 09/28/12 - Material: 10/05/12

Print Advertising Rates / Specs

Rates are in US Dollars
Charges per insertion

full color rates

Size	1x	3x	6x
Full Page	\$3,300	\$2,600	\$2,200
2/3 Page	2,600	2,040	1,720
1/2 Island or vertical	2,600	2,040	1,720
1/2 Page horizontal	2,100	1,680	1,440
1/3 Page	1,600	1,320	1,160
1/4 Page	1,350	1,140	1,020
1/6 Page	1,100	960	880
1/12 Page	850	780	740
Spread	5,000	3,880	3,240

black and white rates

Size	1x	3x	6x
Full Page	\$2,200	\$1,900	\$1,600
2/3 Page	1,680	1,440	1,200
1/2 Island or vertical	1,680	1,440	1,200
1/2 Page horizontal	1,280	1,100	920
1/3 Page	860	740	620
1/4 Page	650	560	470
1/6 Page	440	380	320
1/12 Page	220	190	160
Spread	3,700	3,220	2,740

Rates are in US Dollars
Charges per insertion

covers and preferred positions

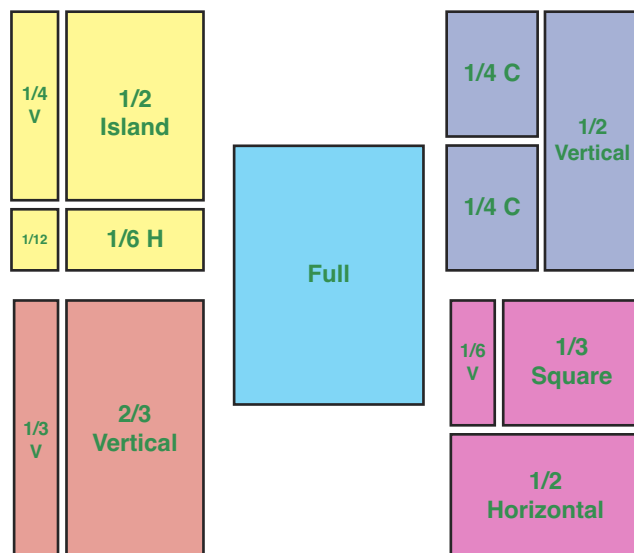
Position	1x	3x	6x
4th Cover (outside back)	\$4,100	\$3,300	\$2,600
2nd Cover (inside front)	4,000	3,200	2,500
3rd Cover (inside back)	3,900	3,100	2,400
Preferred Position	15%	15%	15%

issuance and closing dates

See editorial calendar on page 3 for space and material closing deadlines.

mechanical specifications

Space Units (in inches)	Width	Depth
Spread bleed	17 ½	11 ¼
Full page bleed	8 ¾	11 ¼
2/3 Page	7 ½	10
1/2 page Island	4 ¾	7 ½
1/2 page Vertical	3 ½	10
1/2 page Horizontal	7 ½	4 ¾
1/3 page Vertical	2 ¼	10
1/3 page Square	4 ¾	4 ¾
1/4 page Vertical	2 ¼	7 ½
1/4 page Conventional	3 ½	4 ¾
1/6 page Vertical	2 ¼	4 ¾
1/6 page Horizontal	4 ¾	2 ¼
1/12 page	2 ¼	2 ¼



BusToursMagazine.com

home page advertising (per 2-month "issue" period)



Our engaging home page features premium positioning for advertisers. Your property will receive instant recognition from group tour planners seeking access to fresh planning ideas.

200 x 400 pixel Skyscraper Ad

1x \$630 3x \$540 6x \$450

200 x 200 pixel Ad

1x \$330 3x \$290 6x \$250

200 x 100 pixel Ad

1x \$180 3x \$165 6x \$150

Online Editorial Feature (complete w/ photos)

\$630 per feature

Feature is live on home page for 1 month, then archived to respective territory information station page.

Featured Areas of the Month (complete w/ photos)

\$1,800 per feature

Highlight your entire area for a whole month with maximum visibility. This page is linked directly from the home page.

information station regional pages

(per 2-month "issue" period)

468 x 60 pixel Banner Ad

1x \$630 3x \$540 6x \$450

160 x 600 pixel Ad

1x \$630 3x \$540 6x \$450

Sample Tour Itineraries (per issue, up to 1000 words)

1x \$630 3x \$540 6x \$450

Embedded Video

1x \$1,000 3x \$875 6x \$750

Tour planners trying to gather information based on a specific region are likely to visit the page that holds information for that respective region. Therefore, our "information station" regional pages present a great opportunity to market your property or area to planners gathering information about your particular region.



interactive flip-book edition

Starting in September 2011, Bus Tours Magazine will premiere an interactive flip-book edition of the popular print publication.

The issue is compatible with iPhones, iPads, Blackberrys, and Android phones and is free for download on our Web site.

Sponsor the Issue

\$1,000 per issue

Embedded Video

\$300 per issue

Hyperlinked Ad

1x \$100
3x \$200 (total)
6x \$400 (total)

Issue sponsors receive a full page ad opposite of the front cover. Every online reader will see your ad.

Videos can be embedded into your advertisement or editorial. Videos must be YouTube compatible, measure 320x240 pixels, be less than 10 minutes long and 25MB in file size.

Link your ad directly to your Web site. We track all activity and provide you with tangible results.

2012 Circulation Breakdown

Our publication is received by group tour planners/operators, receptive operators and industry suppliers all across the United States and Canada.

Listed below is a breakdown of circulation based on regions. The circulation numbers do not include extra circulation at the numerous trade shows BTM staff attends, nor does it include downloads of our digital edition.



West Region:	1,246
Central/International Region:	1,264
Midwest Region:	1,814
Southeast Region:	1,419
Northeast Region:	1,278
Total Circulation:	8,284

Additional Information

Acceptance of Advertising

Publisher reserves the right to reject an advertisement at any time. Publication shall be considered to be acceptance of an advertisement. Advertising which is considered detrimental to the bus tour industry or contrary to policies of Bus Tours Magazine is not acceptable. Submitted advertisements that show no definitive border may have a border added at the sole discretion of the Bus Tours Magazine staff.

Cancellations

Cancellations and changes must be in writing and none is considered accepted unless confirmed in writing by the publisher. Verbal cancellations are not acceptable under any circumstances. Cancellations and changes in insertion orders will not be accepted after the closing date. Advertising in preferred positions and covers is not cancellable.

Rebate and Short Rates

Advertisers will be rebated if, within a 12-month period from the date of their first insertion, they have used sufficient space to warrant a lower rate than that at which they have been charged. Advertisers will be short rated if, within a 12-month period from the date of their first insertion, they have not used the amount of space upon which their billing has been based.

Terms

Net, 30 days, 2% cash in advance discount for payment received with the space reservation or insertion order. Service charge of 1½% per month added on outstanding invoices. All rates payable in U.S. dollars or equivalent at current rates of exchange.

Advertiser's Liability

In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify and hold harmless National Bus Trader, Inc., its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of right of property, copyright infringement or plagiarism.

Typesetting and Design Service

Typesetting and design service is available at \$60 per hour, minimum \$60. Submit sketch, logos, layout, and typewritten copy. Photos should be submitted in high resolution in JPEG or TIFF format.

Acceptable Printing Materials

- 1) Advertising submissions should be in digital format. We are able to accept ads on CD ROM or Zip disk.
- 2) Press Optimized PDF, TIFF, or JPEG in CMYK.
- 3) Scanned material should be high resolution (300 dpi or more).
- 4) Negatives can be converted to digital for an additional charge.

Send materials to: BUS TOURS MAGAZINE, 9698 W. Judson Road Polo, IL 61064 Additional charge (minimum \$25) for art and photographs screened by the publisher. No extra charge for bleeds on full page or half page ads. In the absence of specific instructions, publisher will repeat previous ad. Editorial Photos: Digital photos submitted for use in articles, columns and other editorial should be in TIFF or JPEG format and at least 1,500 pixels wide.