

# BUS TOURS

Magazine

## Print, Digital and Online Opportunities

*Proud to have editorial staff with bus operation and group tour planning experience dating back to the 1960s.*



## Bus Tours Magazine

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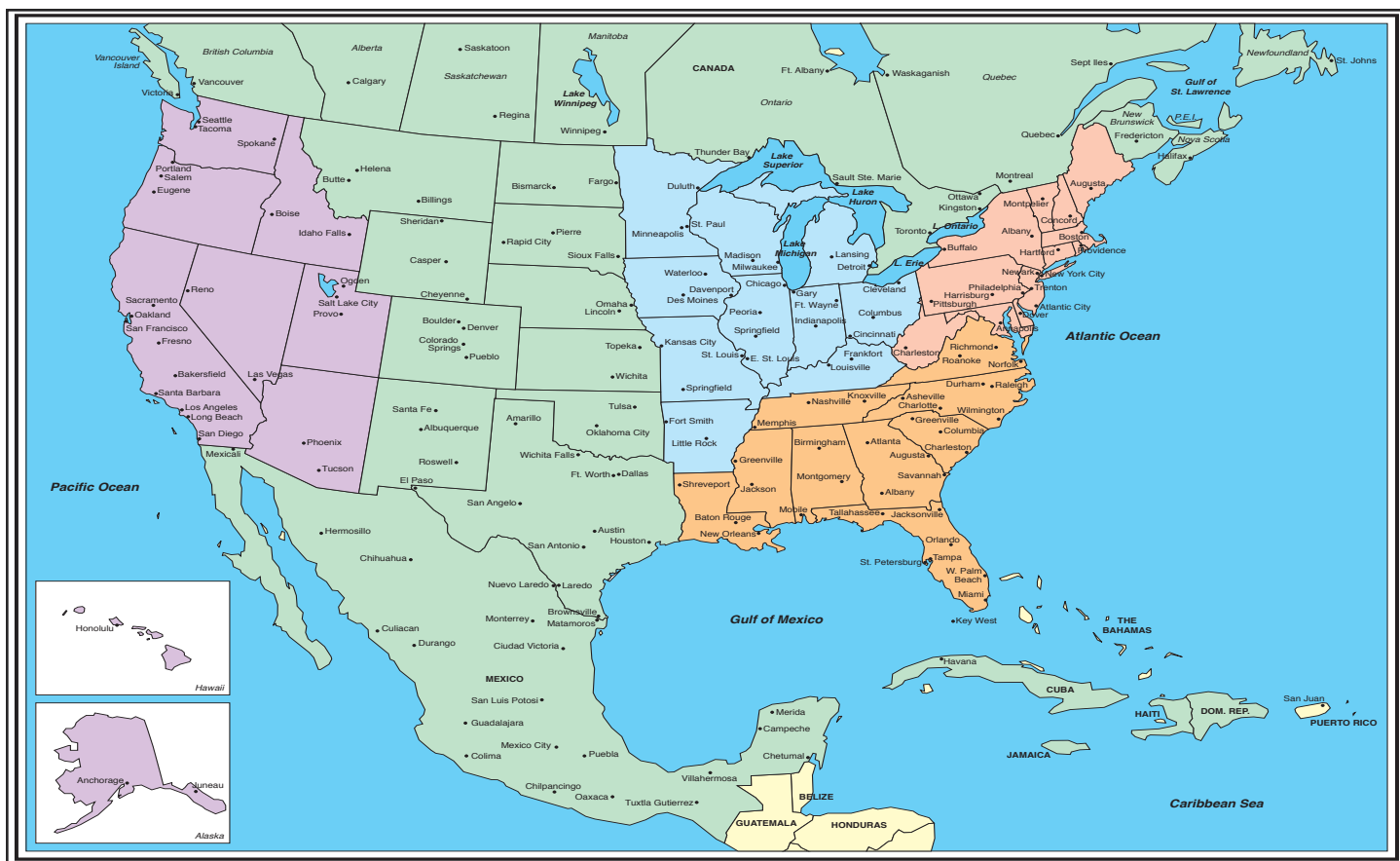
[www.BusToursMagazine.com](http://www.BusToursMagazine.com)



*Serving bus and group tour planners since 1979*

2023 Media Kit

# Circulation Information



## West

Alaska  
Arizona  
California  
Hawaii  
Idaho  
Nevada  
Oregon  
Utah  
Washington

[west@busmag.com](mailto:west@busmag.com)

## Central/Int

Colorado  
Kansas  
Montana  
Nebraska  
New Mexico  
North Dakota  
Oklahoma  
South Dakota  
Texas  
Wyoming  
Canada

[central@busmag.com](mailto:central@busmag.com)

## Midwest

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Illinois  
Indiana  
Iowa  
Kentucky  
Michigan  
Minnesota  
Missouri  
Ohio  
Wisconsin

[midwest@busmag.com](mailto:midwest@busmag.com)

## Southeast

Alabama  
Florida  
Georgia  
Louisiana  
Mississippi  
North Carolina  
South Carolina  
Tennessee  
Virginia

[southeast@busmag.com](mailto:southeast@busmag.com)

## Northeast

Connecticut  
Delaware  
Maine  
Maryland  
Massachusetts  
New Hampshire  
New Jersey  
New York  
District of Col.  
Pennsylvania  
Rhode Island  
Vermont  
West Virginia

[tourgroups@busmag.com](mailto:tourgrouops@busmag.com)

**Total Print Readership: 23,000+**

**Total Digital Readership: 10,000+**

Additional copies are printed and distributed  
at trade shows and conventions.

# Back to Business

## Bus Tours Are Back

Bus tours began returning to the road in 2021. The pent-up demand from people sitting at home for a while helped fill up the buses. After placing their invitations in *Bus Tours Magazine*, some customers have reported filling up on bus tours.

What has helped get bus tours out on the road quickly is that the Treasury Department created the Coronavirus Economic Relief for Transportation Services Program. In August, 2021, approximately \$1.6 Billion was granted to 1,300 bus, motorcoach and passenger vessel companies. Some companies received more than a million dollars. One requirement is that this grant money must be spent within one year to insure that it is used to support getting buses back on the road again.

This has been a big help in getting the bus, transportation, bus tour and hospitality industries running again. The program has already proven to be so successful that there is already talk about a second and more substantial round of funding.

Some places are putting more effort into inviting bus tours to make up for reduced automobile traffic caused by increased fuel prices.



## Bus Tours Need to be Invited

No one wants to take a bus tour to places that do not want groups, cannot accommodate them or are closed. This is why bus tour planners depend on invitations in *Bus Tours Magazine* to fill out their itineraries.

Now that the buses are back on the road and bus tour planners are already working on trips for 2023 and later, they are looking for your invitation.

Whether you are interested in print or digital, the staff at *Bus Tours Magazine* has several programs and options that will get your invitation out to the bus tour people and bring buses to your door. Just phone and our staff can help you.

## Working Ahead

It is important to understand that bus tour planners often work six to 12 months ahead on planning tours. It takes time to plan the itinerary, contact and make arrangements with all of the stops along the way, finalize arrangements and then print brochures or catalogs and put the tours on their Websites so they can be sold. Hence, when inviting bus tours you need to start at least six to 12 months ahead of the date you want to see them.





# 2023 Editorial Calendar

Bus tours must be invited because bus tour planners and operators do not want to bring groups to places where they cannot be accommodated or where they are not wanted. Bus tours also need to be invited well in advance because tour planners often need six months or more to plan and market their itineraries before the actual travel date. Ask your Account Executive for details or see the information below at “Advertisers Note” for each issue of *Bus Tours Magazine* to determine where bus tour planners are concentrating.

**All issues may include “Regional Roundup” and as well as special and local articles on other topics that are arranged in advance.**

Contact your Account Executive for Details.

*Subject to Change*

## January/February 2023

Guide: **Student & Senior Tours**

Guide: **Historical Attractions & Museums**

Guide: **Shopping, Dining & Lodging**

Guide: **Niche and Specialty Tours**

Featured Sections: **Theaters & Entertainment**

**Advertisers Note:** Catalogs are complete and tour planners are now looking for new ideas. A great time to solicit for fall foliage, autumn and holiday tours.

Deadlines: Insertion: 11/30/22 - Material: 12/07/22

## March/April 2023

Guide: **Gaming & Entertainment**

Guide: **Rail & Sail**

Guide: **New, Improved & Different**

Guide: **Presidential Locations**

Featured Sections: **Zoos, Aquariums & Wildlife**

**Advertisers Note:** Tour planners are now looking for new ideas. This is a good time to solicit for fall foliage, autumn, holiday and next year's spring tours.

Deadlines: Insertion: 01/31/23 - Material: 02/07/23

## May/June 2023

Guide: **Student & Senior Tours**

Guide: **Historical Attractions & Museums**

Guide: **Shopping, Dining & Lodging**

Guide: **Faith-based Attractions**

Featured Sections: **Transportation Museums**

**Advertisers Note:** Bus tour planners are finalizing autumn and holiday tours and are starting work on spring and summer tours for next year.

Deadlines: Insertion : 03/30/23 - Material: 04/07/23

## July/August 2023

Guide: **Gaming & Entertainment**

Guide: **Rail & Sail**

Guide: **New, Improved & Different**

Guide: **Places to Go Next Year**

Featured Sections: **Gardens & Plantations**

**Advertisers Note:** Bus tour planners start planning for next year. This is a great time for being the first to get exposure to tour planners.

Deadlines: Insertion: 05/31/23 - Material: 06/07/23

## September/October 2023

Guide: **Student & Senior Tours**

Guide: **Historical Attractions & Museums**

Guide: **Shopping, Dining & Lodging**

Guide: **Places for Summer 2024**

Featured Sections: **Small Town America**

**Advertisers Note:** Tour planning is in high gear for next year. An excellent time to get your name in front of tour planners.

Deadlines: Insertion: 07/31/23 - Material: 08/07/23

## November/December 2023

Guide: **Gaming & Entertainment**

Guide: **Rail & Sail**

Guide: **New, Improved & Different**

Guide: **Faith-based Attractions**

Featured Sections: **Transportation Museums**

**Advertisers Note:** Tour planners are looking for last-minute ideas to round out their tour programs for next year.

Deadlines: Insertion : 09/30/23 - Material: 10/07/23

# Print Advertising Rates

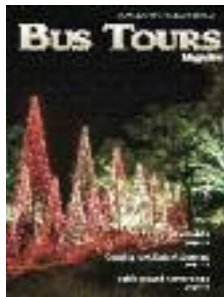
Rates effective 01/01/20

## Full Color Rates



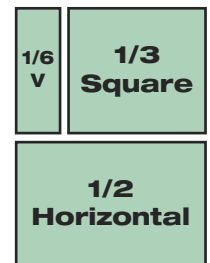
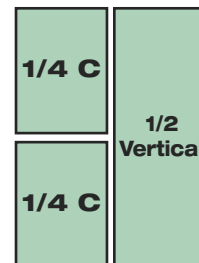
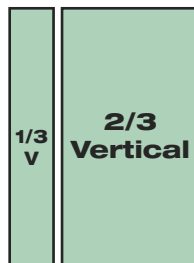
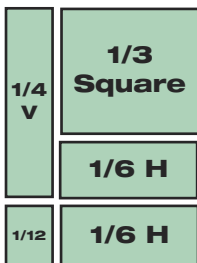
| Size   |                | 1x       | 3x       | 6x       |
|--|----------------|----------|----------|----------|
| 2-Page Spread  |                | \$ 5,960 | \$ 4,680 | \$ 3,880 |
| Full Page  |                | \$ 3,900 | \$ 3,100 | \$ 2,300 |
| 2/3 Page   |                | \$ 3,080 | \$ 2,440 | \$ 2,040 |
| 1/2 Page Island  |                | \$ 3,080 | \$ 2,440 | \$ 2,040 |
| 1/2 Page   | Vert or Horiz  | \$ 2,460 | \$ 1,980 | \$ 1,680 |
| 1/3 Page   | Square or Vert | \$ 1,840 | \$ 1,520 | \$ 1,320 |
| 1/4 Page   | Conv or Vert   | \$ 1,530 | \$ 1,290 | \$ 1,140 |
| 1/6 Page   | Vert or Horiz  | \$ 1,220 | \$ 1,060 | \$ 960   |
| All advertising rates are NET RATES and are subject to change.<br>Rates above are charges <i>per insertion</i> . |                |          |          |          |

## Covers & Preferred Positioning



| Size   |              | 1x        | 3x        | 6x        |
|--|--------------|-----------|-----------|-----------|
| 4th Cover  | Outside Back | \$ 4,560  | \$ 4,200  | \$ 4,020  |
| 2nd Cover  | Inside Front | \$ 4,450  | \$ 4,100  | \$ 3,925  |
| 3rd Cover  | Inside Back  | \$ 4,340  | \$ 4,000  | \$ 3,830  |
| Preferred Position   |              | 15% add'l | 15% add'l | 15% add'l |
| All advertising rates are NET RATES and are subject to change.<br>Rates above are charges <i>per insertion</i> . |              |           |           |           |

## Mechanical Specifications



Full Page .....8.5" x 10.875"  
 Full Page Bleed .....9.0" x 11.5"\*  
 2/3 Page .....4.75" x 10"  
 1/2 Page Vertical .....3.5" x 10"

1/2 Page Horizontal.....7.5" x 4.75"  
 1/3 Page Vertical .....2.25" x 10"  
 1/3 Page Square .....4.75" x 4.75"  
 1/4 Page Vertical .....2.25" x 7.5"

1/4 Page Conv.....3.5" x 4.75"  
 1/6 Page Vertical .....2.25" x 4.75"  
 1/6 Page Horizontal...4.75" x 2.25"  
 1/12 Page .....2.25" x 2.25"

\* Based on 8.5 x 10.875" trim size

Advertising and Design Service Available at \$150 per print or online ad

# Online Advertising Rates

## 1. 200 x 400 Pixel Regional Skyscraper Ad

**Price:** 1x - \$400, 3x - \$300, 6x - \$250 (rate per insertion)

**Length of Exposure:** 2 months (per insertion)

**Location:** Side Bar, Regional Page

**What should be submitted:** 210 x 400 pixel digital ad



## 2. Online Regional Editorial

**Price:** 1x - \$500, 3x - \$400, 6x - \$350

**Length of Exposure:** 2 months

**Location:** Regional Page

**What should be submitted:** 500 words, 2-3 photos



## 3. Calendar of Events

**Price:** 1x - \$630, 3x - \$550, 6x - \$400

**Length of Exposure:** 2 months (per insertion)

**Location:** Online Exclusives

**What should be submitted:** Full page PDF



## 4. 200 x 400 Pixel Home Page Skyscraper Ad

**Price:** 1x - \$600, 3x - \$500, 6x - \$450 (rate per insertion)

**Length of Exposure:** 2 months (per insertion)

**Location:** Side Bar, Home Page

**What should be submitted:** 210 x 400 pixel digital ad

## 5. 468 x 60 Pixel Regional Banner Ad

**Price:** 1x - \$700, 3x - \$600, 6x - \$450 (rate per insertion)

**Length of Exposure:** 2 months (per insertion)

**Location:** Top of Regional Page

**What should be submitted:** 468 x 60 pixel digital ad



## 6. Online Home Page Editorial Feature

**Price:** 1x - \$700, 3x - \$600, 6x - \$450 (rate per insertion)

**Length of Exposure:** 2 months (per insertion)

**Location:** Home Page

**What should be submitted:** 750 to 1,000 words and 3-5 photos

## 7. Sample Tour Itineraries

**Price:** 1x - \$700, 3x - \$600, 6x - \$450 (rate per insertion)

**Length of Exposure:** 2 months (per insertion)

**Location:** Regional Page

**What should be submitted:** Full page PDF

## 8. Scouting or Online Video

**Price:** 1x - \$500, 3x - \$400, 6x - \$350 (rate per insertion)

**Length of Exposure:** 2 months (per insertion)

**Location:** Regional Page

**What should be submitted:** Video on Youtube, link to video and 100 words.



## 9. Supplier Directory

**Price:** 1x - \$400

**Length of Exposure:** 1 year

**Location:** Regional Page

**What should be submitted:** 350 words and up to 5 photos, Website address, phone number, fax number, e-mail contact.

# Digital Advertising Rates

## 10. Sponsor of The Digital Issue

**Price:** 1x - \$1500, 3x - \$1,260, 6x - \$1,020 (rate per insertion)

**Length of Exposure:** 2 months (on current issue page)

**Location:** Digital Issue of the magazine (Full page ad on outside, message on first inside page, then regular cover.

**What should be submitted:** Full page ad



## 11. Hyperlinked Ad

**Price:** 1x - \$120, 3x - \$100, 6x - \$80

**Length of Exposure:** 2 months per insertion (on current issue page)

**Location:** From Digital Issue to selected Web page

**What should be submitted:** Link to target Web page

## 12. Social Media Exposure

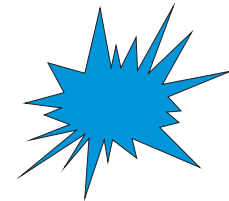
Must be arranged with account executive

**Price:** Varies

**Length of Exposure:** One per issue

**Location:** Internet/Facebook

**Options:** May include mention of magazine advertisement or editorial on Facebook.



## Digital Newsletter / "Tour Tips"

**Length of Exposure:** Two months on current issue page

**Location:** Website

**What should be submitted:** Standard print ads

|                                  | 1x      | 3x      | 6x      |
|----------------------------------|---------|---------|---------|
| <b>Print and Digital Package</b> |         |         |         |
| Full Page                        | \$4,600 | \$3,700 | \$2,800 |
| Half Page Horizontal             | 2,920   | 2,380   | 2,020   |
| Quarter Page                     | 1,840   | 1,565   | 1,380   |
| <b>Digital Newsletter Only</b>   |         |         |         |
| Full Page                        | 1,400   | 1,200   | 1,000   |
| Half Page Horizontal             | 920     | 800     | 680     |
| Quarter Page                     | 620     | 550     | 480     |



### Notes from our advertisers

- We are picking up a fair amount of NEW tour companies and our charter bookings are over last year. – *Tourist Railroad/Museum*
- Our tour bookings went up substantially after advertising in *Bus Tours Magazine*. – *Lodging and attraction.*
- We have advertised in *Bus Tours Magazine* for many years with very positive results. – *Lodging and resort.*



# Additional Information

## Acceptance of Advertising

Publisher reserves the right to reject an advertisement at any time. Publication shall be considered to be acceptance of 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.

## Rebate and Short Rates

Advertisers will be rebated if, within a 12-month period from the date of the 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 the first insertion, they have not used the amount of space upon which their billing has been based.

## 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.

## Terms

Net, 30 days, 2% cash in advance discount for payment received with the space reservation or insertion order. Service charge of 1.5% per month added on outstanding invoices. All rates payable in U.S. dollars or equivalent at current rates of exchange.

## 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.

## Digital and Online Expansion

*Bus Tours Magazine* has offered a digital edition since 2003. In subsequent years our Website at [www.BusToursMagazine.com](http://www.BusToursMagazine.com) has expanded with regional sections, a Supplier Directory and other information to meet the needs of visitors seeking bus tour information. We are proud of the fact that our Web visits and numbers are continually growing. Here are some current statistics:

- Tour planners visit [www.BusToursMagazine.com](http://www.BusToursMagazine.com) to read the digital edition of *Bus Tours Magazine* as well as to search for ideas for the next bus tours.
- In recent months, readership of the digital edition as well as other visitors to the [www.BusToursMagazine.com](http://www.BusToursMagazine.com) has increased as some people have been working from home rather than in the office.
- Many of the online visitors sign up to receive information on *Bus Tour Magazine* and many ask to join our mailing list.