

BUS TOURS Magazine

2025 Media Kit

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

9698 W. Judson Road ■ Polo, Illinois 61064

Phone: (815) 946-2341

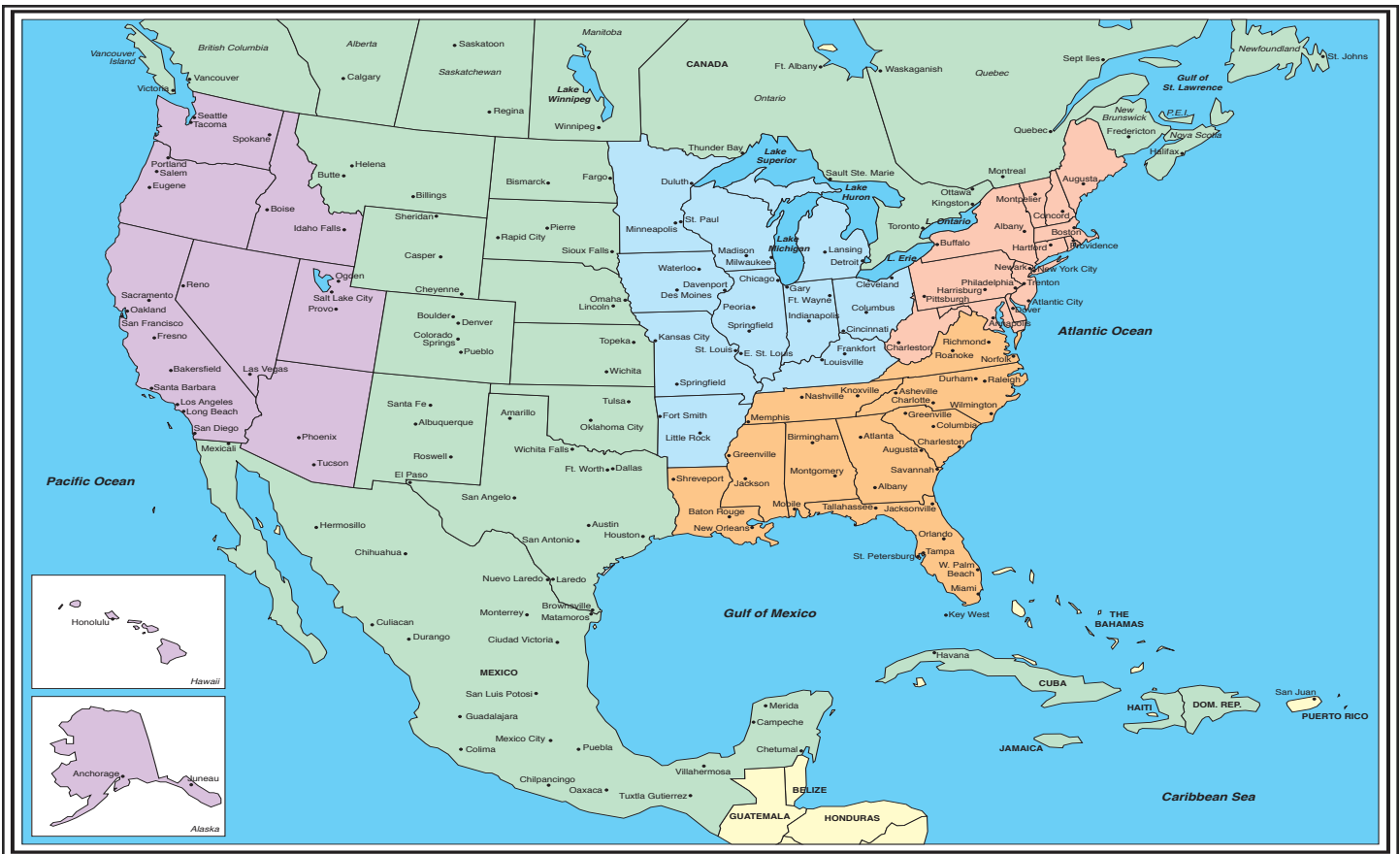
Fax: (815) 946-2347

www.BusToursMagazine.com

Serving bus and group tour planners since 1979



Circulation Information



West

Alaska
 Arizona
 California
 Hawaii
 Idaho
 Nevada
 Oregon
 Utah
 Washington

central@busmag.com

Central

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

central@busmag.com

Midwest

Arkansas
 Illinois
 Indiana
 Iowa
 Kentucky
 Michigan
 Minnesota
 Missouri
 Ohio
 Wisconsin

midwest@busmag.com

Southeast

Alabama
 Florida
 Georgia
 Louisiana
 Mississippi
 North Carolina
 South Carolina
 Tennessee
 Virginia
 Canada
 International

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: 20,000+

Total Digital Readership: 10,000+

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

2025 Editorial Calendar

Subject to Change. All issues may include "Regional Roundup" as well as special and local articles on other topics that are arranged in advance.

January/February 2025

Student & Senior Tours
Historical Attractions & Museums
Shopping, Dining & Lodging
Theaters & Entertainment
Wineries, Breweries & Distilleries
Military & Space
The Charming Southeast
Bright Lights, Big City

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 and Material: 12/01/24

July/August 2025

Gaming & Entertainment
Rail & Sail
Terrific Texas Tours
Places to Go Next Year
Gardens & Estates
Military & Space
Celebrating America's 250
Historical Attractions & Museums
Super Sights in Central U.S.

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 and Material: 6/01/25

March/April 2025

Gaming & Entertainment
Rail & Sail
New, Improved & Different
Presidential Locations
Zoos, Aquariums & Wildlife
Gardens & Estates
I-95 Attractions
Upcoming Holiday Attractions
Historical Attractions & Museums

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 and Material: 2/01/25

September/October 2025

Student & Senior Tours
Historical Attractions & Museums
Shopping, Dining & Lodging
Zoos, Aquariums & Wildlife
Small Town America
Presidential Locations
Where to Stop in the Northeast
Wild Alaska

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 and Material: 8/01/25

May/June 2025

Student & Senior Tours
Historical Attractions & Museums
Shopping, Dining & Lodging
Faith-based Attractions
Wineries, Breweries & Distilleries
Theater & Entertainment
Go West!
What's Up D.C.?

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 and Material: 4/01/25

November/December 2025

Gaming & Entertainment
Rail & Sail
New, Improved & Different
Faith-based Attractions
Military & Space
Historical Attractions & Museums
Amish Country
Gardens & Estates
Places for Summer 2026
Marvelous Midwest Locations

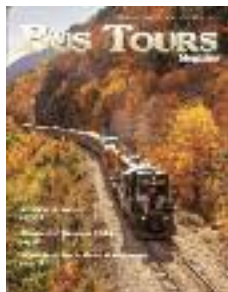
Advertisers Note: Tour planners are looking for last-minute ideas to round out their tour programs for next year.

Deadlines: Insertion and Material: 10/01/25

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.
Rates above are charges *per insertion*.

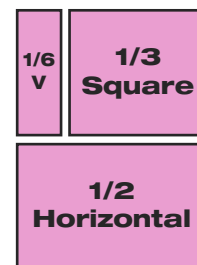
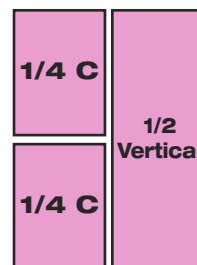
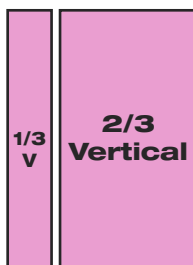
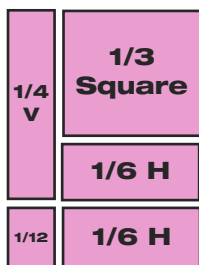
Covers & Preferred Positioning



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.
Rates above are charges *per insertion*.

Mechanical Specifications



Full Page8.5" x 10.875"
 Full Page Bleed9.0" x 11.5"*
 2/3 Page4.75" x 10"
 1/2 Page Vertical3.5" x 10"

1/2 Page Horizontal.....7.5" x 4.75"
 1/2-Page Island.....4.75 x 7.5"
 1/3 Page Vertical2.25" x 10"
 1/3 Page Square4.75" x 4.75"
 1/4 Page Vertical2.25" x 7.5"

1/4 Page Conv.....3.5" x 4.75"
 1/6 Page Vertical2.25" x 4.75"
 1/6 Page Horizontal...4.75" x 2.25"
 1/12 Page2.25" 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: 200 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: 200 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 - \$500 (Includes Hyperlink)

Length of Exposure: 1 year

Location: Regional Page

What should be submitted: 400 words and up to 5 photos, Website address, hyperlink, phone number, fax number, e-mail contact.

Digital Advertising Rates

10. Sponsor of The Digital Issue (First Come, First Served)

Price: 1x - \$1800, 3x - \$1,560, 6x - \$1,320 (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 and 350 words + 1 photo for second page.



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. Digital Advertising Pages

Length of Exposure: Two months on current issue page

Location: Website. Follows behind regular digital issue pages.

What should be submitted: Standard print ads, editorial and photos.

	1x	3x	6x
Full Page	1,400	1,200	1,000
Half Page Horizontal	920	800	680
Quarter Page	620	550	480



Digital and Online Expansion

Bus Tours Magazine has offered a digital edition since 2003. In subsequent years our Website at 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 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 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.

Terms and Conditions

Terms

Net 30 days. Service charge of 1-1/2% per month added on outstanding invoices. All rates payable in U.S. dollars or equivalent at current rates of exchange. Advertiser under contract is protected for the length of the contract at current rates.

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 and plagiarism.

Publisher's Liability

Publisher shall not be liable for any failure to print, publish or circulate all or any portion of an issue in which an advertisement is accepted by publisher if such failure is due to acts of God, accidents, or other circumstances beyond publisher's control.

Although publisher makes every effort to ensure the accuracy of ads, publisher's responsibility shall be limited to reprinting any portion of an ad, except key numbers, which is incorrect due to publisher's error. Publisher will not assume responsibility for key numbers which must be set and inserted by publisher.

In the event that an advertising file is slightly incorrect in size or has layer issues, publisher reserves the right to make changes, without charge, so that the advertisement looks good in print.

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.

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.

Multiple Insertions

Advertisers with multiple insertions may change ads from issue to issue by providing a new ad prior to the deadline date for the issue where it is to be inserted. If no new ad is received by the deadline date, Publisher will repeat previous ad.

Cancellations

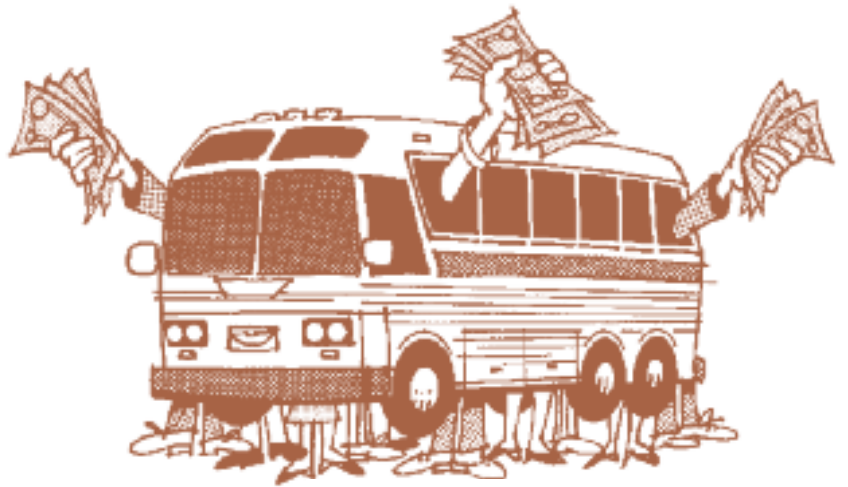
Cancellations and changes in insertion orders and ad agreements must be in writing from the person originally signing the order or agreement. No cancellation is considered accepted unless confirmed in writing by the publisher. Verbal cancellations and cancellations from other people are not acceptable under any circumstances. Cancellations and changes in insertion orders will not be accepted after the closing date. Advertising in preferred positions is not cancelable.

Circulation & Market

Print: *Bus Tours Magazine* updates its mailing list at least once a week and includes bus tour planners and operators from the major associations, smaller bus tour planners, and private bus tour planners for churches, schools, banks and companies. Surveys have shown 20,000+ readers.

Digital: Issues of *Bus Tours Magazine* are available for free download and viewing on the www.bustourismagazine.com Website which is also linked to some social media. Hyperlinks allow readers to instantly reach out to advertisers for information and sales.

What has 100 Legs and Spends Money?



Copyright 2024 by National Bus Trader, Inc.

The profitable answer is a bus tour group. Industry studies show that tour bus groups spend from \$5,000 to \$10,000 daily when on the road. Modern tour coaches seat from 56 to 60 passengers and come with several amenities including a restroom, Wi-Fi and power outlets. You will find a wide range of people on bus tours including students, seniors, and even those with specialized interests. Here are several reasons why you should include bus tours in your marketing program.

- When the price of fuel goes up, fewer people drive automobiles and more people ride buses.
- While families with children generally travel when school is not in session, many bus tours travel all year around and can fill in the gaps in your bookings.
- Unlike many individuals and families, bus tours are repeat business. Successful bus tours will re-

turn year after year with different passengers.

- Bus tours can help increase your business during slow times including shoulder seasons and when traffic is light. Just offer bus tours a special invitation when you need more business.
- Bus tour planners work six to 12 months ahead to plan, book, develop marketing and sell seats. If you are not fully booked a year from now, it is time to invite bus tours.

Better still, bus tours are not an endangered species. They have been among the leaders in increasing tourism. But they are reluctant to go places where they have not been invited or where they cannot be accommodated. Hence, bus tours need to be invited. Give us a call here at *Bus Tours Magazine* and we will help you invite bus tours to your front door.



Bus Tours Magazine

9698 W. Judson Road • Polo, Illinois 61064

Ph: (815) 946-2341 • Fx: (815) 946-2347

www.bustourismagazine.com