

# BUS TOURS

Magazine

2022 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

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Phone: (815) 946-2341

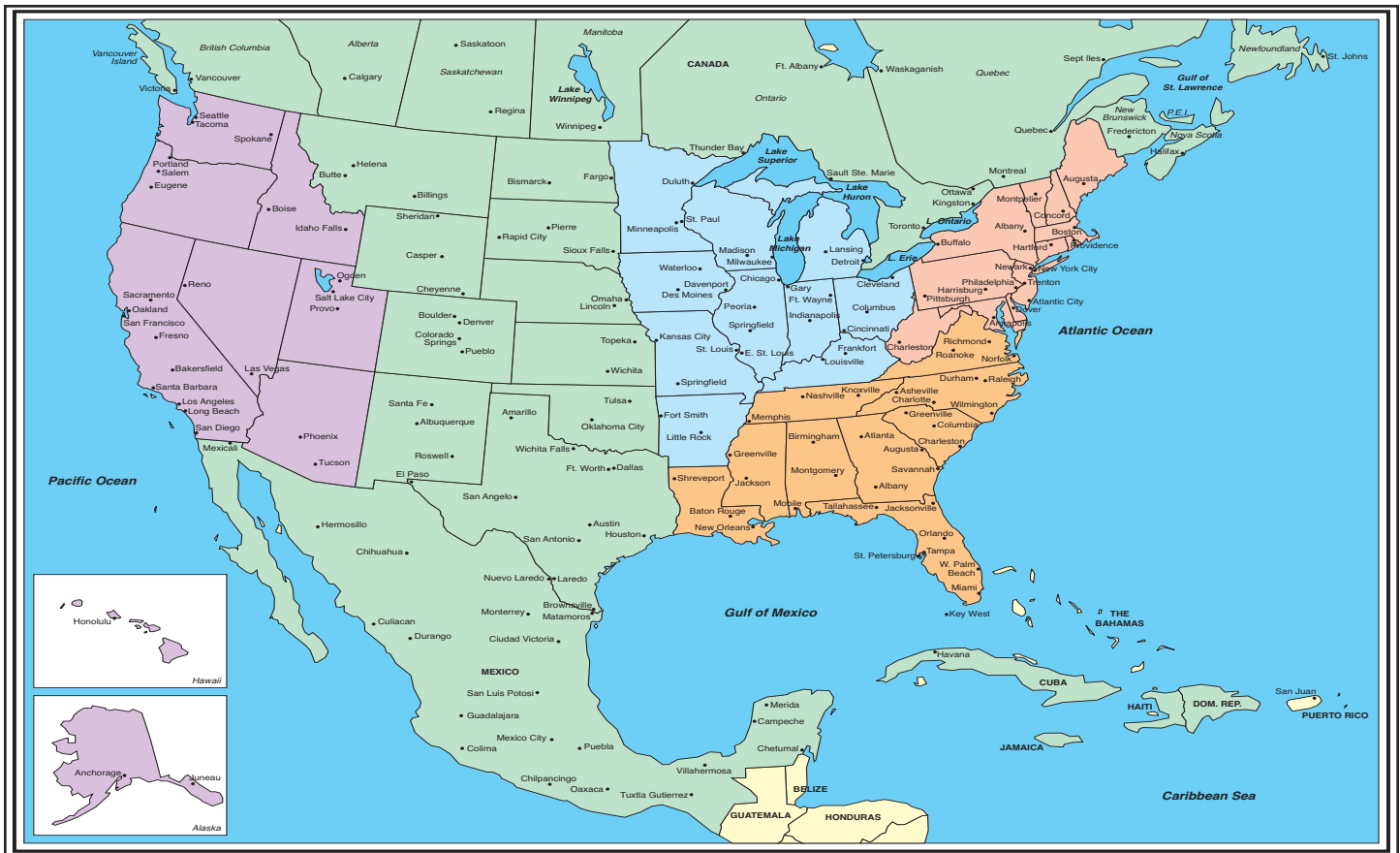
Fax: (815) 946-2347

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



*Serving bus and group tour planners since 1979*

# Circulation Information



## West

Alaska  
 Arizona  
 California  
 Hawaii  
 Idaho  
 Nevada  
 Oregon  
 Utah  
 Washington

jim@henryhousemedia.com

## Central/Int

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

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

ddunay@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

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

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

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

# Back to Business

## CERTS Funding

As a measure to get the bus industry back in operation quicker, 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.



## 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.

## Tour Planner Bookings

Some tour planners never really quit. There were bus tours running in the summer of 2020 although care was taken for social distancing and other regulations. Since then bus tours have increased. Some of the advertisers in *Bus Tours Magazine* reported being fully booked for bus tours by the end of summer in 2021.

The staff at *Bus Tours Magazine* is working to keep track of changes for our advertisers. While some tour planners have retired or quit in these past months, we are finding new companies coming into the business and others that are expanding asking to be put on the *Bus Tours Magazine* mailing list. As a result, we are making a special effort to keep our mailing list current and include new tour planners as well as the old.



## Buses Back on the Road

By autumn of 2021 it was estimated that between 75 and 80 percent of buses were back on the road again and the number was increasing. Several bus companies have mentioned that when they began selling tours, they were booked quickly. People who were forced to stay home are now taking advantage of the situation and are signing up for bus tours. Most bus companies are still taking precautions so as to increase safety for their bus passengers.



# 2022 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 will 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 2022

Guide: **Student & Senior Tours**

Guide: **Historical Attractions & Museums**

Guide: **Shopping, Dining & Lodging**

Guide: **Special Features on Demand**

Featured Sections: **Hub and Spoke Locations**

**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: 11/30/21 - Material: 12/07

## July/August 2022

Guide: **Gaming & Entertainment**

Guide: **Rail & Sail**

Guide: **Patriotic & Military Attractions**

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: 05/31/22 - Material: 06/07/22

## March/April 2022

Guide: **Gaming & Entertainment**

Guide: **Rail & Sail**

Guide: **Patriotic Tour Stops**

Guide: **Niche and Specialty Tours**

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: 01/31/22 - Material: 02/07/22

## September/October 2022

Guide: **Student & Senior Tours**

Guide: **Historical Attractions & Museums**

Guide: **Shopping, Dining & Lodging**

Guide: **Places for Summer 2023**

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: 07/31/22 - Material: 08/07/22

## May/June 2022

Guide: **Student & Senior Tours**

Guide: **Niche and Specialty Tours**

Guide: **Stops Along the Way**

Guide: **Shopping, Dining & Lodging**

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 : 03/30/22 - Material: 04/07/22

## November/December 2022

Guide: **Gaming & Entertainment**

Guide: **Rail & Sail**

Guide: **Faith-based Attractions**

Guide: **Special Features on Demand**

Featured Sections: **New and Different**

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

Deadlines: Insertion : 09/30/22 - Material: 10/07/22

# 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*.

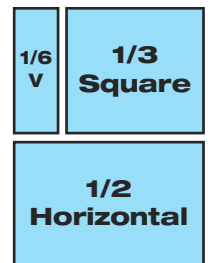
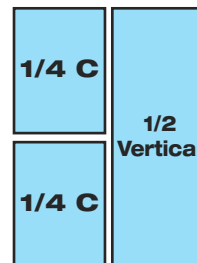
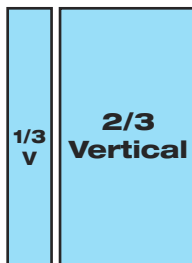
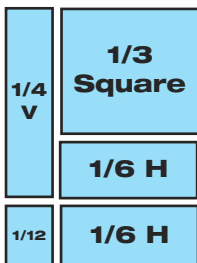
## Covers & Preferred Positioning



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 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

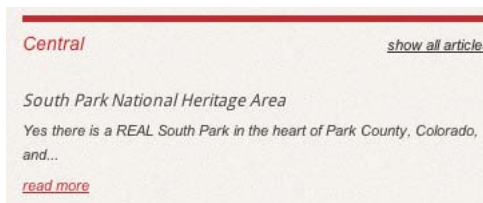
## 2. Online Regional Editorial

**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.

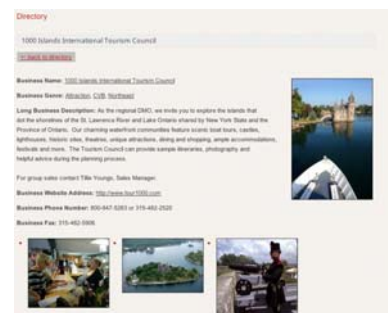
## 9. Supplier Directory

**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

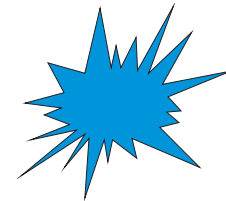
Must be arranged with account executive

**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.