

BUS TOURS

Magazine

2024 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

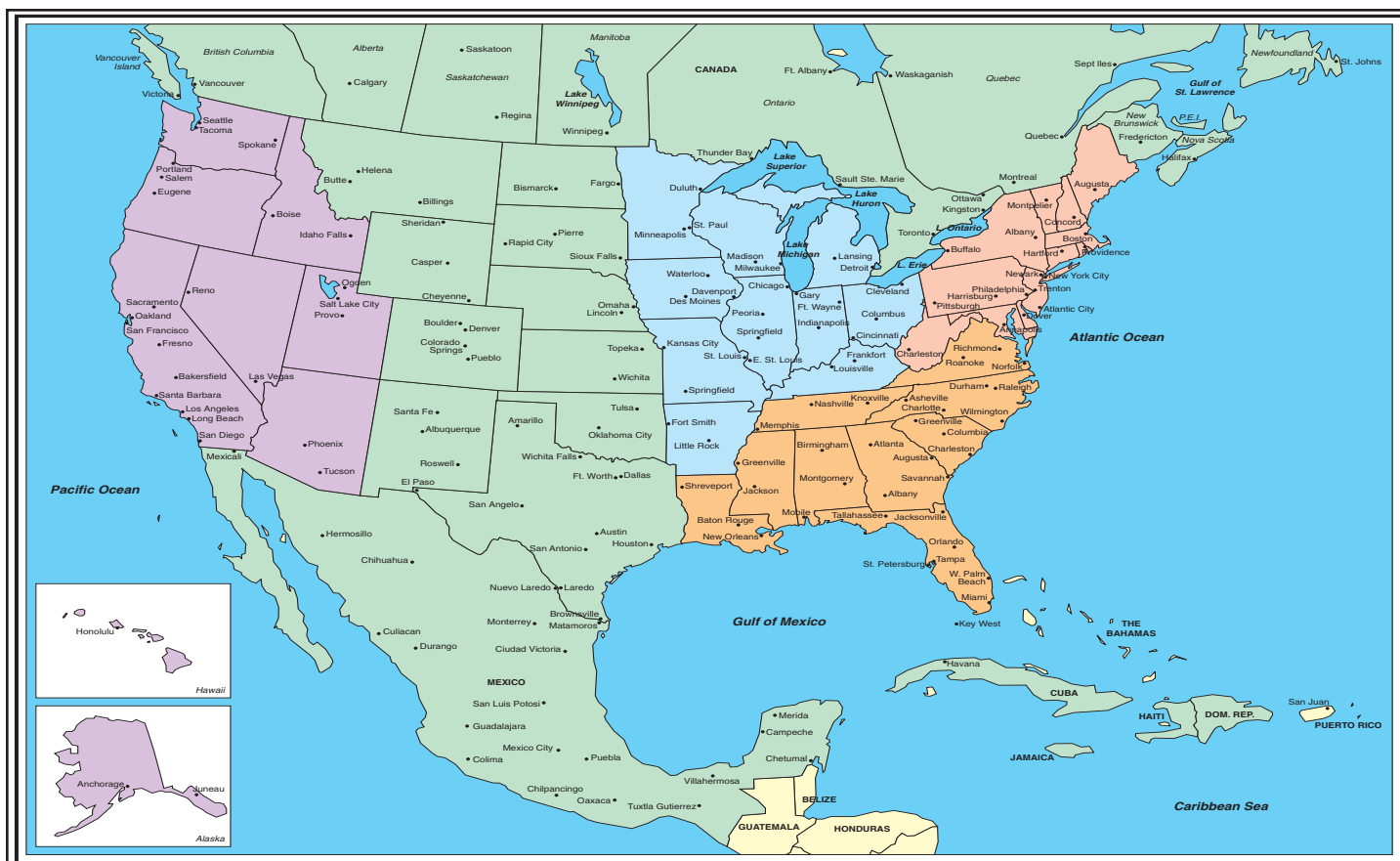
Fax: (815) 946-2347

www.BusToursMagazine.com

Serving bus and group tour planners since 1979



Circulation Information



West

Alaska
Arizona
California
Hawaii
Idaho
Nevada
Oregon
Utah
Washington

Central

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

Midwest

Arkansas
Illinois
Indiana
Iowa
Kentucky
Michigan
Minnesota
Missouri
Ohio
Wisconsin

Southeast

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

Northeast

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

central@busmag.com

central@busmag.com

midwest@busmag.com

southeast@busmag.com

[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.**

2024 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 2024

Guide: **Student & Senior Tours**

Guide: **Historical Attractions & Museums**

Guide: **Shopping, Dining & Lodging**

Guide: **Theaters & Entertainment**

Feature: **Wineries, Breweries, Distilleries**

Featured Section: **Military & Space**

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: 12/01/23

March/April 2024

Guide: **Gaming & Entertainment**

Guide: **Rail & Sail**

Guide: **New, Improved & Different**

Guide: **Presidential Locations**

Feature: **Zoos, Aquariums & Wildlife**

Featured Section: **Gardens & Estates**

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: 2/01/24

May/June 2024

Guide: **Student & Senior Tours**

Guide: **Historical Attractions & Museums**

Guide: **Shopping, Dining & Lodging**

Guide: **Faith-based Attractions**

Feature: **Wineries, Breweries, Distilleries**

Featured Section: **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 and Material: 4/01/24

July/August 2024

Guide: **Gaming & Entertainment**

Guide: **Rail & Sail**

Guide: **New, Improved & Different**

Guide: **Places to Go Next Year**

Feature: **Gardens & Estates**

Featured Section: **Military & Space**

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: 6/01/24

September/October 2024

Guide: **Student & Senior Tours**

Guide: **Historical Attractions & Museums**

Guide: **Shopping, Dining & Lodging**

Guide: **Places for Summer 2025**

Feature: **Zoos, Aquariums & Wildlife**

Featured Section: **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 and Material: 8/01/24

November/December 2024

Guide: **Gaming & Entertainment**

Guide: **Rail & Sail**

Guide: **New, Improved & Different**

Guide: **Faith-based Attractions**

Feature: **Military & Space**

Featured Section: **Oh, Canada!**

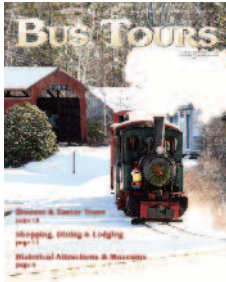
Advertisers Note: Tour planners are looking for last-minute ideas to round out their tour programs for next year.

Deadlines: Insertion and Material: 10/01/24

Print Advertising Rates

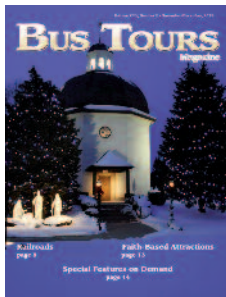
Rates effective 01/01/20

Full Color Rates



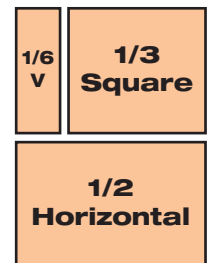
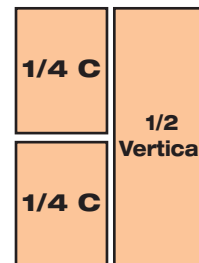
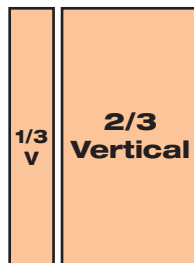
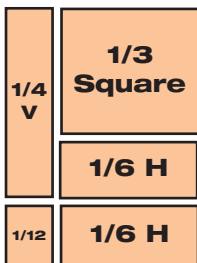
Size		1x	3x	6x
2-Page Spread		\$ 5,960	\$ 4,680	\$ 3,880
Full Page		\$ 3,900	\$ 3,100	\$ 2,300
2/3 Page		\$ 3,080	\$ 2,440	\$ 2,040
1/2 Page Island		\$ 3,080	\$ 2,440	\$ 2,040
1/2 Page	Vert or Horiz	\$ 2,460	\$ 1,980	\$ 1,680
1/3 Page	Square or Vert	\$ 1,840	\$ 1,520	\$ 1,320
1/4 Page	Conv or Vert	\$ 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 <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. Rates above are charges <i>per insertion</i> .				

Mechanical Specifications



Full Page8.5" x 10.875"
 Full Page Bleed.....9.0" x 11.5"*
 2/3 Page4.75" x 10"
 1/2 Page Vertical.....3.5" x 10"

1/2 Page Horizontal.....7.5" x 4.75"
 1/3 Page Vertical2.25" x 10"
 1/3 Page Square4.75" x 4.75"
 1/4 Page Vertical.....2.25" x 7.5"

1/4 Page Conv.....3.5" x 4.75"
 1/6 Page 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: 210 x 400 pixel digital ad



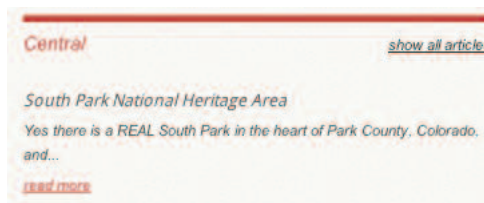
2. Online Regional Editorial

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

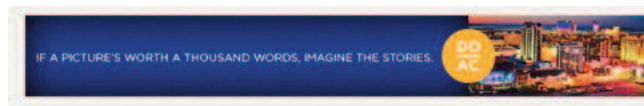
5. 468 x 60 Pixel Regional Banner Ad

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

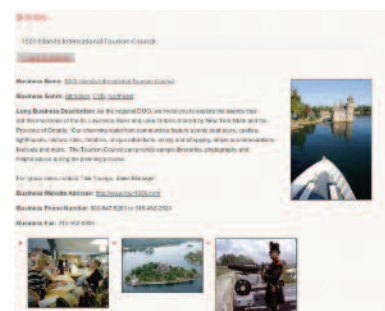
8. Scouting or Online Video

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 - \$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

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 Newsletter / "Tour Tips"

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?



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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.



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