

# Teach&Travel

THE LEADING SOURCE FOR EDUCATORS WHO PLAN STUDENT TRAVEL

Published Since 2001.



## TOP REASONS *TEACH & TRAVEL* SHOULD BE INCLUDED IN YOUR MARKETING PLAN!



*Teach & Travel* has the largest student travel readership, with **more than 62,500 qualified educators and student travel planners** reading each issue, **distributed to 25,000 subscribers** across North America.



*Teach & Travel* is **the Official Publication of the Student & Youth Travel Association.**



**More than 3 million students** travel by SYTA member companies.



**The majority of 12-to-18 year olds** in the United States take at least one significant group trip.



Student & Youth Travel continues to be **the fastest growing major market** in the travel industry **representing \$185 billion in economic impact!**



**More than 50%** of *Teach & Travel* readers do not use a travel planner to plan their trip.



**STUDENT TRAVEL GROWTH!**

## TARGETED MEDIA SOLUTIONS

The most effective marketing campaigns include print, digital and editorial – letting you reach the total *Teach & Travel* audience.

*Teach & Travel*, published five times a year, is mailed bi-monthly during the school year and is the only student travel publication to target all segments of the student travel market including education, performance, summer programs, graduation trips, and more.

**Value Added Benefits are customized to fit your campaign and align with your marketing strategies. Options include:**

- » **Social Media Post** | Showcase your business via *Teach & Travel's* social media outlets.
- » **Guaranteed Print Editorial** | Customized editorial coverage on a topic of your choice, published in the Destination Updates section of the print magazine.
- » **Guaranteed eNewsletter Editorial** | Customized editorial coverage on a topic of your choice, published in *Teach & Travel* eNews.

### In Every Issue:

Destination Features | Experiences  
 Staying Educated | Safe Travels  
 Trip Behavior | Educator Profile  
 Students Speak | Special Section

### Special Sections

*Teach & Travel's special sections are exclusive advertising sections and/or enhanced listing opportunities with extended exposure through the digital magazine and social promotion.*

**JANUARY** Performance Festivals

**MARCH** DMO/CVB Directory

**MAY** Top Ten Issue

**SEPTEMBER** Back to School

**NOVEMBER** Educators' Buyers Guide

## SYTA MEMBER RATES + DEADLINES

**CAMERA-READY ARTWORK** receives an additional

**15%  
DISCOUNT**

**S: Space | M: Material**

FULL PG	1X	3X	5X
	\$7,546.00	\$6,807.00	\$5,951.00
1/2 PG	\$4,658.00	\$4,195.00	\$3,778.00
1/3 PG	\$3,349.00	\$3,022.00	\$2,716.00
1/4 PG	\$2,648.00	\$2,376.00	\$2,146.00
1/6 PG	\$1,866.00	\$1,687.00	\$1,522.00

	S	M
<b>JAN</b>	10/24/2025	10/31/2025
<b>MAR</b>	12/19/2025	1/2/2026
<b>MAY</b>	2/20/2026	2/27/2026
<b>SEPT</b>	6/19/2026	6/26/2026
<b>NOV</b>	8/21/2026	8/28/2026

## DIGITAL PACKAGES

**NEW in 2026**, select a digital advertising package that maximizes your reach and caters to your unique needs.

### Valedictorian \$4,500

For destinations or attractions looking to tell their specific story in a targeted way, while maximizing total impressions.

- » Sponsored Content: Website & newsletter article (500-700 words) and Social Media post
- » Dedicated eBlast

### Salutatorian \$3,500

For destinations or attractions looking for exclusive promotion programs, offerings for student group travelers.

- » Premium position on the top of every page of the website: Exclusive static and/or video inclusion intended to make a visitor connection
- » Sponsored Content: Website, newsletter and Social Media
- » Premium position in weekly educator and performance newsletter to 25,000 engaged readers

### Honor Roll \$3,000

For destinations or attractions looking for premium promotion program, offer or promotion for student group travelers.

- » Premium position on every page of the website
- » Sponsored Content: Website, newsletter and Social Media
- » Box Ad in each newsletter for the month

### Student of the Month \$500

For advertisers looking to share an itinerary about their destination, attraction or offerings.

- » Custom Photo, Company Logo, Editorial Copy linked to full sponsored content
- » Ad on the bottom of every page of the website

### Student Travel Authority \$500

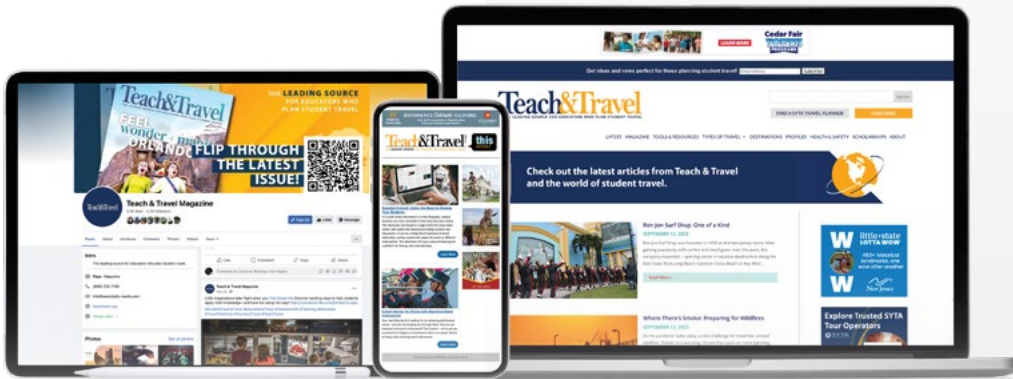
For those looking to showcase their business, the work they do and the people who do it.

- » Custom Photo, Company Logo, Editorial Copy linked to customers website
- » Appears on the home page and in the middle of all article pages of the website



## DIGITAL SOLUTIONS

Have your brand's message be placed in front of an ever-growing audience with these digital opportunities.



### TEACH & TRAVEL eNEWS

Sent weekly with content alternating education one week and performance travel the other week.

**BI-WEEKLY eNEWS** (Education *OR* Performance)

**BANNER AD** | \$720 / mo

**BOX AD** | \$635 / mo

**EVERY WEEK** (Education & Performance)

**BANNER AD** | \$1,350 / mo

**BOX AD** | \$1,185 / mo

### DEDICATED EBLAST

**\$3,995** | An email promoting a new itinerary, exhibit, special event, or other news – sent to *Teach & Travel* eNewsletter audience on your behalf.

### TEACHTRAVEL.ORG

Advertise online and drive viable prospects from teachtravel.org to your website.

**ADVANCED AMAZING CUBE** | \$600 / mo

**DOUBLE SIDEBAR** | \$700 / mo

**STANDARD SIDEBAR** | \$400 / mo

**SNEAKER AD** | \$550 / mo

**BILLBOARD** | \$995 / mo

**PREMIUM LEADERBOARD** | \$700 / mo

### DIGITAL MAGAZINE \$1,500

By advertising in the digital edition, you will receive custom editorial opportunities, greater exposure and continuous traffic through archived magazines.

- » **Full Page Ad** | Adjacent to the back cover ad and includes hyperlink back to your website.
- » **Cover Logo** | Company logo and hyperlink on the cover of the magazine.
- » **Social Post** | Digital sponsorship mention on magazine issue social posts.

### SPONSORED SOCIAL POST \$150 (\$25 BOOST)

Sponsored social post promoting your business via the *Teach & Travel* social media outlets, reaching all our friends and followers.

### CONTEST SPONSORSHIP \$4,995

Sponsor a custom contest for the *Teach & Travel* audience that gives your business exclusive branding and direct leads throughout the contest period.

## SYTA OFFERINGS

Reach exclusively the SYTA Member community with these digital offerings.



### eSYTA NEWSLETTER

Sent biweekly to SYTA members and partners.

**BANNER AD** \$750 / mo

**BOX AD** \$560 / mo

### SYTA CONFERENCE eNEWSLETTER

Sent to SYTA members and conference attendees.

**BANNER AD** | 1x \$395 | 4x \$1,340 | 8x \$2,280

**BOX AD** | 1x \$295 | 4x \$1,000 | 8x \$1,800

### SYTA.ORG

Advertise online and drive viable prospects from syta.org to your website.

**BANNER AD** | \$700 / mo

**BOX AD** | \$400 / mo



# Teach&Travel

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TEACHTRAVEL.ORG

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**Teach & Travel is published by Serendipity Media.** Serendipity is not your typical publisher nor are we a run-of-the-mill marketing agency—we are a unique combination of both. We understand that good content, shared with the right audience and in the right way will stimulate interest, increase understanding and nurture loyalty, all while growing brand equity. We take great pride in the content we create for our clients' magazines, websites, social media, event marketing and other branding endeavors. We approach each product and client with a fresh, creative mix of publishing prowess and marketing know-how to help achieve results. | [www.serendipity-media.com](http://www.serendipity-media.com)

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## PREMIUM PARTNERS



## CORPORATE PARTNERS



## THOUGHT LEADER PARTNER

