

# BUS TOURS

Magazine

2026 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

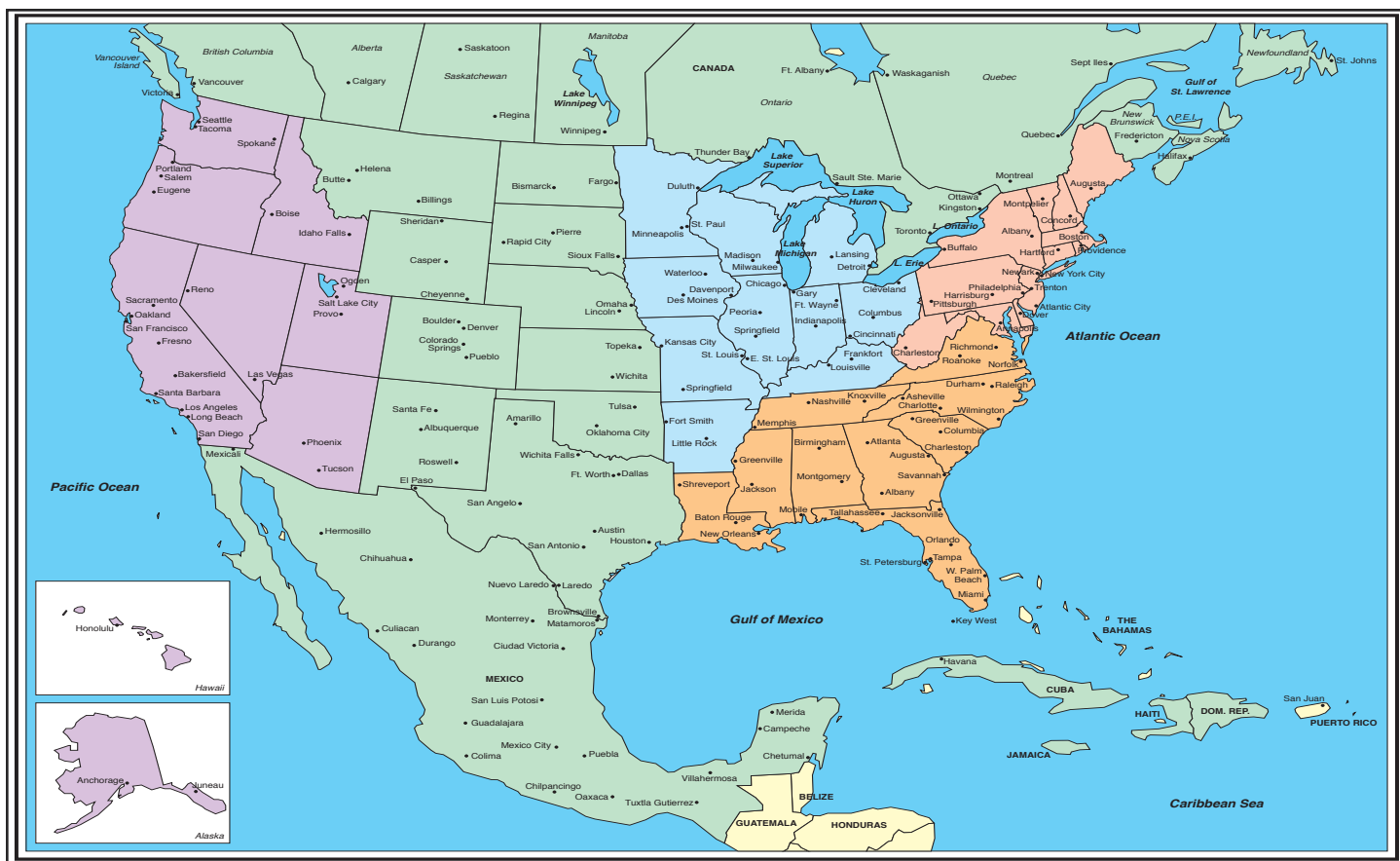
Fax: (815) 946-2347

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

## Northeast

Canada  
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

tourgrouops@busmag.com

**Total Print Readership: 20,000+**

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

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

# 2026 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 2026

Student & Senior Tours  
Historical Attractions & Museums  
Shopping, Dining & Lodging  
Theaters & Entertainment  
Military & Space  
The Charming Southeast  
America's 250th Birthday  
Wineries, Breweries & Distilleries  
Terrific Texas Tours

**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: 12/01/25

## July/August 2026

Gaming & Entertainment  
Rail & Sail  
Places for Summer 2027  
Gardens & Estates  
Military & Space  
Historical Attractions & Museums  
Outdoor Adventures  
The Heart of New York  
Wineries, Breweries & Distilleries

**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: 6/01/26

## March/April 2026

Gaming & Entertainment  
Rail & Sail  
New, Improved & Different  
Presidential Locations  
Zoos, Aquariums & Wildlife  
Gardens & Estates  
Historical Attractions & Museums  
Explore the Northeast  
Cultural Attractions

**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: 2/01/26

## September/October 2026

Student & Senior Tours  
Historical Attractions & Museums  
Shopping, Dining & Lodging  
Zoos, Aquariums & Wildlife  
Small Town America  
Presidential Locations  
Maple Leaf Magic: Canada's Great Tour Stops  
Super Sights in Central U.S.  
Cultural Attractions

**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: 8/01/26

## May/June 2026

Student & Senior Tours  
Historical Attractions & Museums  
Shopping, Dining & Lodging  
Faith-based Attractions  
Theaters & Entertainment  
Go West!  
Waterfront Attractions  
Global Destinations  
Scenic Fall Tours

**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: 4/01/26

## November/December 2026

Gaming & Entertainment  
Rail & Sail  
New, Improved & Different  
Faith-based Attractions  
Military & Space  
Historical Attractions & Museums  
Gardens & Estates  
Heartland Attractions in the Midwest  
Places to Go Next Year

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

Deadlines: Insertion and Material: 10/01/26

# Print Advertising Rates

Rates effective 01/01/20

## Full Color Rates



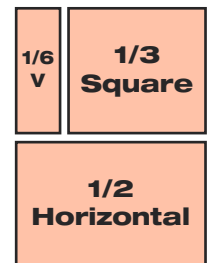
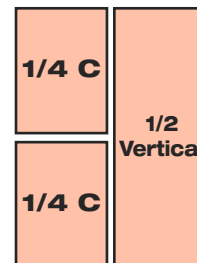
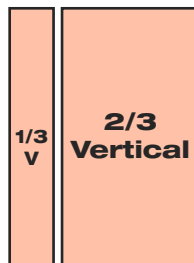
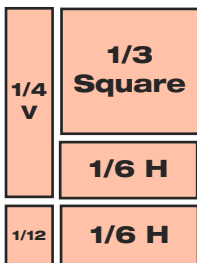
| Size                                                                                                             |                | 1x       | 3x       | 6x       |
|------------------------------------------------------------------------------------------------------------------|----------------|----------|----------|----------|
| 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"  
 1/2-Page Island.....4.75 x 7.5"  
 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:** 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.



**Come Experience The World's  
Most Famous Ranch Today!**  
[SOUTHFORKRANCH.COM](http://SOUTHFORKRANCH.COM)



## 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](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.

# 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.bustoursmagazine.com](http://www.bustoursmagazine.com) Website which is also linked to some social media. Hyperlinks allow readers to instantly reach out to advertisers for information and sales.

# Ten Reasons to Advertise in Bus Tours Magazine



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- 10** – *Bus Tours Magazine* can claim the Senior Editor in the bus industry with extensive practical industry experience and more than 500 bus industry magazines edited.
- 9** – Student and Senior tours make up much of bus tour business and provide a solid sales base because they are much less impacted by the economy or a recession.
- 8** – Founded in 1979, *Bus Tours Magazine* is the oldest independent magazine in this field.
- 7** – *Bus Tours Magazine* gives you more for your money with low advertising rates.
- 6** – Because of the staff's extensive industry experience and the fact that membership status is ignored, *Bus Tours Magazine* provides in-depth scouting-type editorial to its bus and group tour planner readers.
- 5** – *Bus Tours Magazine* circulates to bus and group tour planners in the United States and Canada regardless of membership or whether public or private. Free copies are available on the Web site.
- 4** – Bus and group tour planners work months in advance so you must advertise as soon as possible.
- 3** – The typical bus tour group is a big help to the local economy since it is responsible for spending \$5,000 to \$10,000 daily depending on passengers and activities.
- 2** – Bus and group tours are the fastest growing segment of tourism and are setting new records.
- 1** – Because of the price of gasoline, automobile travel and tourism is declining while bus tours are increasing. Bus tours have increased substantially since the pandemic and are reaching pre-pandemic levels.



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