

Media Information



Business Traveler USA

Business Traveler has earned the distinction of being the world's premier business travel publication. With its start in the U.K. more than 30 years ago and introduction to the U.S. in 1988, the consumer-focused magazine has since grown to include nine editions worldwide. The combined global distribution of the individual *Business Traveler* brands is over 500K. Of this, the U.S. edition is the most widely distributed, with nearly 150,000 paid subscribers.

Editorial Focus

Business Traveler provides unparalleled content geared towards the business, corporate and executive traveler. With regular features such as destination profiles, travel updates, lifestyle reports and insider guides, each issue also covers special interest topics from business etiquette tips to preventing identity theft and the growing trend of mixing business trips with vacations.

Audience

Business Traveler readers are highly regarded consumers in the travel and luxury goods markets. Comprised of mid- to senior-level business executives and corporate managers, their travel covers both U.S. and international destinations. Business Traveler's 2007 Subscriber Survey shows that readers are consistent and frequent travelers. On average, they spend 65 nights in hotels and fly 28.7 round-trips each year.

Subscribers Demographic Profile

86% Male

43% hold senior-level executive or higher titles

62% Married **9%** Civil-Unions

91% have a bachelor's degree or higher education

76% are between the ages of 40 and 64.

87% choose the airline, hotel or car rental company themselves

Editorial

Inside Business Traveler

Business Traveler's editorial team strives to provide timely, practical and, above all, pertinent information for its readers. Each issue is packed with a variety of stories from around the globe. Destination reports, traveler reviews and industry updates are staples. Leisure destination coverage, condensed visitor guides, health and fitness stories, technology reviews, business etiquette guides and special reports help round out each issue.

Business Traveler also provides special quarterly double issues with "flip covers". Cleverly designed, they provide advertisers with the peace of mind that our special segments are seen by every person who reads the magazine.



Online with BT

In today's Internet-driven business world, access to virtual content is increasingly important. *Business Traveler* understands this and throughout 2007 has boosted its Web presence, enhancing the ease and functionality its web site. Archived articles are available and are coupled with interactive user forums, travel tools and many other resources. Through an agreement with Travelocity Partner Networks, airline and booking services are also available, making *Business Traveler* online a one-stop travel site. www.btusonline.com

Straight to your Inbox with BT-e

Keep up to date between issues with *Business Traveler's* electronic newsletter, *BT-e*. Each week, *BT-e* delivers the latest travel-related news, deals, and restaurant reviews to 30,000 inboxes. As a value-added feature, the newsletter also invites readers to answer experience-based questions for chances to win a variety of travel prizes.

at a Glance Section Guide

Destination Reports

All the details on the top business cities, exclusively tailored toward the business traveler, expertly delivered by our global network of editors and writers.

Special Features

The inside track for business travelers, whether it's cutting travel costs, airport security, personal safety and health, airline and hotel loyalty programs, traveling with your kids in tow or simply the coolest gizmos, all with a focus on life on the road.

First-Hand Reviews

Traveling can have its difficulties. Selecting the wrong airline or hotel doesn't need to be one of them. With Tried and Tested, readers get first-person assessments of flights and hotels from around the world.

Lifestyle Reporting

Great Escape, Weekend and the 4-hour guides are just a few of the "time off" articles to help make the most out of a limited schedule, and extended stay or a long delay.

Subscriber Profile

A Powerful Demographic

Business Traveler has long been a trusted source for professionals who frequently travel for business. Of the nearly 150,000 paid subscribers, statistical data and reader profiling show that more than half of these individuals fly 75K mile or more each year. Conservatively, this represents nearly 6 billion flight miles annually. An astonishing figure that is only dwarfed by the amount of revenue it represents, not only for the airlines, but also countless hotels, restaurants, transportation services and other industries worldwide.

2007 Demographic Survey Results

Gender

Male 86%

Education

Bachelor's Degree or Higher 91%

Age

25-34 7%

35-44 23%

45-54 30%

55-64 32%

Job Title

Senior Exec., Principal or Owner 43%

VP, Managing Director or GM 10%

Director or Senior Manager 17%

Licensed Professional 9%

Yearly Flight Average

Round-Trip Flights 28.4

Yearly Lodging Averages

Nights in Hotel 65

Nights for Business 49

Nights for Leisure 16

Hotel Guest Program Member 94%

International Travel

Flew Internationally last 12 mo. 87%

Flew First-Class 17%

Flew Business-Class 66%

Top Domestic Carriers

Delta Air Lines 60%

United Airlines 58%

American Airlines 55%

Continental Airlines 45%

Top Hotel Selections

Hilton Hotels 77%

Marriott Hotels 68%

Hyatt Hotels 62%

Westin Hotels 53%

Sheraton Hotels 51%

InterContinental Hotels 43%

The Ritz-Carlton Hotels 40%

Four Seasons Hotels 36%

Visited within Last Three Years

United Kingdom 53%

Canada 44%

Germany 39%

Italy 32%

Mexico 31%

France 31%

Australia / New Zealand 30%

Hong Kong 23%

Japan 19%

Singapore 17%

China 15%

India 13%

U.A.E. 12%

Source: 2007 *Business Traveler* Subscriber Survey conducted by independent marketing firm Maney & Mackin, Inc.

Reaching the Consumer*

As the most widely distributed of any of the *Business Traveler* brands, the U.S. edition proudly boasts 150,000 subscribers. Of these subscribers, over 95% are through paid subscriptions mailed directly to individual homes and offices. *Business Traveler* is also distributed in various airline club rooms and business-class cabins.

**Business Traveler* does not participate in the devious practice of paying distribution houses to disperse magazines in order to give the appearance of a larger subscription base.

Subscribers Demographic Profile

\$255,400 average household income

83% fly First- or Business-Class internationally

28.4 average number of round-trip flights taken annually

71% have extended business trip to include personal travel

52% have had a relative or friend accompany on business trips

87% choose the airline, hotel or car rental company themselves

Rate Card

Effective September 1, 2007

Print Advertising Rates - Color

AD SIZE	1X	4X	8X	10X
Full Page	29,162	27,773	26,384	24,856
2/3 Page	23,468	22,496	21,246	19,857
1/2 Page	19,164	18,053	17,358	16,247
1/3 Page	14,165	13,470	12,775	12,081
2-Page Spread	44,436	41,659	40,271	37,771

Bleed: add 15%
Cover 2: add 20%
Cover 3: add 15%
Cover 4: add 25%

Print Advertising Rates - B&W

AD SIZE	1X	4X	8X	10X
Full Page	24,163	23,190	21,941	20,830
2/3 Page	18,053	17,358	16,519	15,553
1/2 Page	13,331	12,775	12,081	11,387
1/3 Page	8,748	8,332	8,055	7,221
2-Page Spread	38,640	34,438	32,772	30,504

Web Advertising Rates

WEB SITE	
Leaderboard	7,500
Mid-Page	5,250
Footer Banner	3,000
WEEKLY NEWSLETTER	
Exclusive Sponsorship	7,000
Top Banner	4,000
Mid-Page	2,500

Material Requirements: Adobe Acrobat press-optimized PDFs are preferred. We also accept Encapsulated PostScript (EPS) files. Minimum resolution 300 dpi. All files should be accompanied by a digital matchprint or cromalin proof generated from the submitted file. Advertisers that are unable to supply materials electronically should contact *Business Traveler*. Web Site Advertising: GIF, JPEG, Flash and HTML formats are accepted. Only GIF and JPEG are accepted for the newsletter. Contact the production department for specification and assistance.

CONDITIONS OF ACCEPTANCE: All advertisement orders are subject to acceptance in writing from the head office of the Publisher and are subject to the following conditions: In no circumstances does the placing of an order confer the right to renew on similar terms. The Publisher reserves the right to increase advertisement rates at any time or to amend the terms of contracts as regards to space or frequency of insertion. In such event, the Advertiser has the option of canceling the balance of the contract without surcharge. The Publisher reserves the right to refuse stop-orders, cancellations or transfers unless they are received not less than 8 weeks before the date of insertion. If the Advertiser cancels the balance of a contract, except in the circumstances stated in paragraph 2, all unearned discounts will be surcharged. The Publisher reserves the right to surcharge in the event of insertions not being completed within the contractual period. The Publisher may, where necessary, stipulate special charges and conditions for split runs or other special requirements. Space booked must be used only for the Advertiser's own goods or services. The Publisher shall incur no liability whatsoever to the Advertiser if the publication or distribution of any issue in which an advertisement appears shall be prevented or delayed on account of fire, strike, lockout, industrial dispute, default of any sub-contractor or supplier or any other cause whatsoever beyond the control of the Publisher.

PAYMENT: Terms strictly 30 days from date of publication.

Ad Specifications

Full Page Trim: 8 1/8" x 10 7/8"
Bleed: Add 1/8" to all sides of trim
Safety: At least 1/4" inside trim

Print Ad Sizes	Dimensions
Full Page (bleed)	8 3/8 x 11 1/8
Full Page (non-bleed)	7 1/8 x 9 5/8
2/3 Page Vertical	5 1/8 x 10 7/8
1/2 Page Vertical	3 7/8 x 10 7/8
1/2 Page Horizontal	8 1/8 x 5 1/4
1/3 Page Vertical	2 5/8 x 10 7/8
1/3 Page Square	4 1/2 x 4 5/8
1/4 Page Vertical	3 1/2 x 4 5/8
2-Page Spread (bleed)	16 1/2 x 11 1/8
2-Page Spread (non-bleed)	15 1/4 x 9 5/8

Printing Process: Web offset
Binding Method: Perfect Bound

Web Ad Sizes in Pixels	Dimensions
Leader	728 x 90
Mid-Page	300 x 250
Footer	468 x 60
Newsletter	468 x 60