

2015 MEDIA PACK

THE MULTI AWARD-WINNING MAGAZINE
FOR CORPORATE TRAVEL AND MEETINGS BUYERS



READERSHIP & CIRCULATION

REACHING YOUR CUSTOMERS

Buying Business Travel is the UK's leading publication for travel and meetings buyers. It has a highly targeted circulation of over 18,000, with more than 41,000 readers, who are responsible for over £18 billion annual corporate travel and meetings spend.

More than 1,500 copies of *Buying Business Travel* are distributed to travel agency managers and key senior staff, who work in IATA-licensed companies specialising in arranging business

travel. A further 1,400-plus digital editions are downloaded either via the apps for Apple and Android devices, or from the buyingbusinesstravel.com website.

Buying Business Travel is the industry's ultimate one-stop resource for information – whether via the print magazines and supplements, events, digital editions or 24/7 online news channel. *BBT* also hosts and partners with key industry conferences, shows and networking events throughout the year.

BBT READERSHIP BREAKDOWN

TRAVEL AND MEETINGS RESPONSIBILITY

(readers may have multiple roles)

Buy or manage travel for company	75.7%
Buy or arrange meetings and conferences	57.1%
Set company travel budgets	51.2%
Set company travel policy	48.6%
Make travel bookings	22.8%
Business travel agent	8.3%
Other travel industry	4.5%
Others	2.6%

COMPANY ANNUAL TRAVEL SPEND

Up to £100,000	4.8%
£100,001 - £250,000	7.3%
£250,001 - £500,000	9.4%
£500,001 - £1,000,000	19.2%
£1,000,001 - £3,000,000	20.1%
£3,000,001 - £5,000,000	19.3%
£5,000,000 plus	19.8%

COMPANY TRAVEL DESTINATIONS

UK domestic	70.8%
USA/Canada	58.3%
Western Europe	61.8%
Middle East/Indian sub-continent	46.6%
South East Asia	48.7%
China & Northern Asia	33.2%
Central/Eastern Europe	28.1%
Australasia	25.8%
Japan and Korea	26.8%
Scandinavia	22.3%
Africa	21.7%
Republic of Ireland	19.6%
Central/South America and Caribbean	23.1%

COMPANY EMPLOYEE NUMBERS

1 - 100	8.6%
101 - 250	14.1%
251 - 500	17.8%
501 - 1000	34.2%
1000 plus	25.3%

"The best travel read out there"

EDWARD CARNELL,
MANAGING DIRECTOR,
VISA SWIFT

TARGETED CIRCULATION BY JOB FUNCTION

Procurement/Purchasing	7,986
General Management	2,357
Financial Management	2,268
Travel Agents	1,506
Human Resources	1,136
Facilities/Admin/Operations Management	1,109
Secretary/PA	1,078
Sales/Marketing	687
Total Circulation	18,127

PRINT ADVERTISING & PROMOTIONS

Media opportunities through display advertising, quality supplements, inserts, and events sponsorship

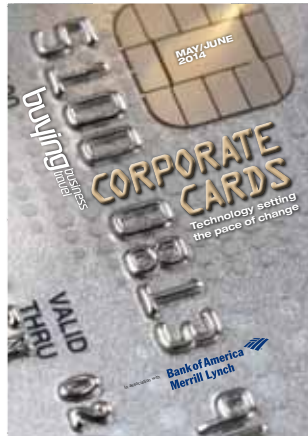
Chris Mihalop

Tel: +44(0)20 7821 2733

Mob: +44(0)7855 762582

cmihalop@panaceapublishing.co.uk

SUPPLEMENTS



Every issue of Buying Business Travel is a 'must-read' for me. Insightful, informative and influential.

KEITH MULLINEUX,
EMEA TRAVEL
MANAGER, GENERAL
ELECTRIC (GE)

BBT ADVERTISING RATES

SIZE	dimensions mm - depth/width	
Double Page Spread bleed	303x426mm	£8,750
Full Page bleed	303x216mm	£4,500
Full Page Trim size	297x210mm	£4,500
Full Page Type area	180x267mm	£4,500
Half Page	128x187mm	£2,850
Half Page Vertical	260x88.5mm	£2,850
Quarter Page	74x187mm	£1,650
Strip Ad	55x187mm	£1,350
Inside Front Cover (bleed)	303x216mm	£5,250
Inside Back Cover (bleed)	303x216mm	£5,040
Outside Back Cover (bleed)	303x216mm	£5,040
Inserts		£POA

Other advertising/sponsorship opportunities are available and can be quoted on request.

MECHANICAL INFORMATION

- We require digital files as composite CMYK PDF files, at 300dpi. Full pages should be supplied at trim size.
- Pages to be saved as individual pages and not double page spreads.
- All images within the PDF files should be 300dpi and in CMYK format. All fonts should be embedded at postscript stage.
- Files should not contain any true type fonts, original RGB JPEGs or copydot scan elements.
- Trapping must already be applied to all PDF files whilst all Pantone, spot colour and RGB images must be converted to CMYK prior to postscript stage.
- Please save PDFs as page no, publication and issue, eg (035_BBT_OCT12). A full spec can be requested from Jamie Halling; tel: +44(0)20 7821 2742, production@buyingbusinesstravel.com
- A colour proof created from the finished PDF should be supplied with files.

FTP

ftp://remote.businesstraveller.com

Username: FTPIIn

Password: Dropoff

We have worked with Buying Business Travel for a number of years. Their magazine really is the best publication in the market for the segment that our products are suitable for

JULIA SURRY
UK MARKETING
COMMUNICATIONS
MANAGER,
AIRPLUS
INTERNATIONAL
LTD.

Our partnership with Buying Business Travel and its coverage of the Business Travel Show is a key factor in successfully generating large visitor numbers for the show. I think BBT's leading role in communicating with travel buyers makes it the most valuable publication in the marketplace.

DAVE CHAPPLE
EVENT DIRECTOR

Buying Business Travel is a leading print publication for the corporate travel sector in the UK and through its online channels, reaches wider audiences across Europe, Russia, Asia and North America (add other markets as appropriate). As a Global non-profit corporate travel trade association, ACTE is focused on supporting individual development and business growth in the sector. BBT's footprint mirrors many of ACTE's markets so together we provide a neutral platform to share knowledge and information and support industry advancement around the world.

CAROLINE ALLEN
REGIONAL DIRECTOR
EUROPE & MIDDLE EAST, ACTE

DIGITAL ADVERTISING & PROMOTIONS

Ahmar Shah
Head of Digital
Tel: +44 20 7647 6361
ashah@panaceapublishing.com

buyingbusinesstravel.com has
21,886 subscribers

ONLINE ADVERTISING

BBT has 6 news channels plus a personalised home page.

**AIR TRAVEL
TECHNOLOGY
TRAVEL MANAGEMENT
MICE
GROUND TRANSPORTATION
HOTEL/ACCOMMODATION**

Advertising will be available either by channel or across run of site.

21,886

registered subscribers

86,257

page impressions per month

40,930

unique visitors per month

ADDITIONAL DATA

- Copy date 1 week preceding online activity
- Cancellation date 4 weeks before online activity
- Agency commission 10%

BBT DIGITAL ADVERTISING RATES

POSITION	RUN OF SITE	SECTIONS
Leaderboard	£30 per 1000 impressions	£40 per 1000 impressions
Skyscraper	£30 per 1000 impressions	£40 per 1000 impressions
MPU	£30 per 1000 impressions	£40 per 1000 impressions
Buttons	£10 per 1000 impressions	£15 per 1000 impressions

EMAIL NEWSLETTER

Every Tuesday and Thursday the entire registered subscriber database (21,886) of buyingbusinesstravel.com receives the twice-weekly email newsletter. As a sponsor of the newsletter you will be given the leaderboard (with a link to your chosen url) at the top of the page plus up to 50 words of text. The newsletter includes all the latest news and features affecting travel buyers and managers, as well as interviews with leading figures within the corporate travel industry plus in-depth analysis of the burning issues of the day.

COST PER WEEK	1 week	4 weeks	12 weeks	24 weeks
Leaderboard	£2000	£1750	£1500	£1350

DIGITAL SPECIFICATIONS

POSITION	(pixels)
Leaderboard	728X90
Skyscraper	160X750
MPU (large button)	300X250
Buttons	148X118

Static ads can be supplied in jpeg or gif formats animated ads can be supplied in gif or Flash formats. The email newsletter ad can be supplied in jpeg or gif formats only.

When sending over the specs for Flash ad usage for our site, please use the CLICKTAG mechanism within the file, to ensure that the click throughs are recorded from the ad.

Animated gifs are preferred over Flash ads, because not everyone has Flash installed on their computers, so the click through rates will be lower for Flash ads than or gifs or jpgs.

CORPORATE SPONSORSHIP & EVENTS



BUSINESS TRAVEL AWARDS

The biggest night on the business travel calendar, the event combines a glittering gala dinner and spectacular entertainment with awarding the most acclaimed trophies in the industry. Now in their 19th year, the Business Travel Awards are an annual must-attend occasion for the sector's major players. The awards entries are independently judged by a panel of senior travel buyers and leading industry experts.

The Apartment Service has a long standing advertising relationship with BBT, because through the magazine we are able to reach a large proportion of our target clients. The high quality of the publication plus the professionalism of the team at BBT makes it a pleasure working together with them.

THE APARTMENT SERVICE

As the recognised body for business travel & meetings in the U.K & Ireland, ITM is a regular contributor to Buying Business Travel. The publication provides the latest information to enable readers achieve best practice in managing travel spend effectively and is extremely successful at keeping us all abreast of the latest issues in our industry

DIANE STEED
HEAD OF SALES & MARKETING, ITM

THE BUYING BUSINESS TRAVEL FORUM

Panacea Publishing, the owner of BBT, has taken over the running of these popular travel buyers' forums, now in their 25th year. Supported by ACTE (the Association of Corporate Travel Executives), these one-day events offer excellent sponsorship opportunities, bringing together senior travel buyers to debate key issues. They include lunch and a networking drinks reception.



WINE-TASTING EVENINGS

These intimate, convivial events are ideal for entertaining important partners and clients. Guests are hosted in exclusive, prestigious venues, to enjoy fine wines with expert tutelage from a respected senior sommelier.



EDITOR'S LUNCH

This exclusive, private event brings together a small group of senior travel buyers to discuss a topic of the sponsor's choice. The sponsor gains valuable feedback from key industry players, over excellent food and wine in splendid surroundings. The sponsor and event are profiled in *Buying Business Travel*, but travel buyer guests can relax and talk candidly, reassured that they're not named in the editorial coverage.



Buying Business Travel is extremely well-written and presented. I find it an excellent source of up-to-date information on all aspects of the travel industry, with great tips on what the market leaders are doing.

MIKE BUTCHER, TRAVEL MANAGER, WESTERN EUROPE & AFRICA, ALCATEL-LUCENT

EDITORIAL FOCUS



Buying Business Travel is the essential read for corporate travel and meetings buyers, so if you are looking at targeting this sector then *BBT* is a vital consideration as part of your marketing mix. We provide our readers with a wealth of information including the latest news and analysis, and updates from suppliers, technology providers and travel management companies. Our team

of respected senior journalists write in-depth features on all the key topics; from air, rail, hotels and MICE to the challenging issues around travel policy and compliance, security, data management and cost control.

Meanwhile, our industry columnists provide expert insights, and we keep readers' fingers on the pulse with reports from the key travel industry events around the world.

REGULAR FEATURES INCLUDE:

► BUSINESS EYE

A digest of news from airlines, airports, rail, hotels, car hire, travel management companies, technology providers and more. Plus updates on global economic, political and regulatory developments.

► SPECIAL REPORTS

News and views from the key industry conferences, conventions and forums that take place around the world throughout the year.

► ANALYSIS

In-depth explorations of issues and topics that are vital to corporate travel buyers, by our experienced writers.

► WESTMINSTER WATCH

Insider knowledge: politics has a constant impact on the landscape of business travel. Our sources in Westminster keep you informed.

► INTERVIEWS

Candid conversations giving an insight into some of the business travel sector's most high-profile and influential figures. Our journalists ask the questions that matter about the big issues.

► BUYING MEETINGS

Our expanded meetings and events offering includes a feature-lead section that explores procurement, processes, strategies and the latest developments in the MICE sector.

► DESTINATION REPORTS, PRODUCT REVIEWS

First-hand reports on key global business and MICE destinations, including expert local advice and essential venue information. In-depth reviews of airline and hotel products and services.

► TECH TALK

The latest developments in business travel technology, including global distribution, data reporting, mobile, social media and more.

► LEGAL

BBT resident lawyer Ian Skuse advises on the complex legal and regulatory issues that affect corporate travel buyers.

► MOVERS & SHAKERS

Who's on the move? Stay informed of the key industry personnel changes.

► DIARY OF EVENTS

Key events in the business travel sector, around the world.

THE TEAM

And what everyone says about them



CHRIS MIHALOP
Publisher

cmihalop@panaceapublishing.co.uk
Tel: +44(0)20 7821 2733
Mob: +44(0)7855 762582



PAUL REVEL
Editor

prevel@panaceapublishing.com
Tel: +44(0)20 7821 2715



JAMIE HALLING
Production Manager

production@buyingbusinesstravel.com
Tel: +44(0)20 7821 2742



AHMAR SHAH
Head of Digital

ashah@panaceapublishing.co.uk
Tel: +44(0)20 7821 2733



TOM NEWCOMBE
Digital Editor

tnewcombe@panaceapublishing.com
Tel: +44(0)20 7821 2716



EMMA GORDON
Events Manager

egordon@panaceapublishing.com



TOM OTLEY
Editorial Director



JULIAN GREGORY
Managing Director

WHAT OUR READERS SAY:

*As a Category Manager for a global corporate organisation, I have found **Buying Business Travel** to be one of the most relevant publications available. Taking the time to read it enables me to keep up with industry trends, the views of my peers and to have an overview of latest technology and services which may just provide that competitive edge! Not only that, **BBT** is presented in an interesting and informative way, so I often find myself reading articles and learning something new.*

JEF ROBINSON,
GLOBAL CATEGORY MANAGER, CITRIX

WHAT OUR ADVERTISERS SAY:

***Buying Business Travel** has always been our preferred publication to showcase our company, products and brand. The feature lists are always the highly relevant 'hot topics of the day' and offer a balanced view, while the readership profile, specifically with regard to travel spend, corporate procurement and travel buyers is exactly our target audience. I believe **BBT** is the very best travel publication in the industry.*

MATTHEW SELBY
DIRECTOR OF BUSINESS DEVELOPMENT,
CAPITA TRAVEL & EVENTS

*"**BBT** provide highly relevant features and have been our preferred publication for some time now. I believe **BBT** is read by the key people that we already work with as well as those we would like to in future."*

CLARE MORRISSEY,
HEAD OF ACCOUNT MANAGEMENT,
THETRAINLINE.COM

***Buying Business Travel** is invaluable in helping us connect with the corporate community. Content is consistently topical and provides practical insight into best practices and guidance on how to overcome the challenges facing the industry today. We are confident that advertising and editorial activity with **BBT** reaches a wide audience of well informed decision-makers, ensuring a worthwhile ROI on our marketing investment.*

STEPHEN HOBDAY
DIRECTOR OF SALES, FLYBE