BUYING BUSINESS TRAVEL is the UK’s leading publication for corporate travel and meetings buyers. It has a highly targeted circulation of over 17,250, with more than 41,000 readers, responsible for over £18 billion annual travel and meetings spend.

BBT offers readers a wealth of information, from the latest news and analysis to interviews, expert advice and special reports from the major industry events. Our team of respected senior journalists write in-depth features on all the key topics including air, rail, hotels, distribution, technology, MICE, travel policy and compliance, security, data analytics, cost control, expense management and much more.

Multi award-winning BUYING BUSINESS TRAVEL is the industry’s ultimate one-stop resource for information – via print magazines, live events and 24/7 online news channel. BBT hosts and partners with key industry conferences, shows and networking events throughout the year.
BUYING BUSINESS TRAVEL PROFILE

TRAVEL AND MEETINGS RESPONSIBILITY
(readers may have multiple roles)

- Buy or manage travel for company: 74.6%
- Buy or arrange meetings and conferences: 37%
- Set company travel budgets: 38.7%
- Set company travel policy: 45.2%
- Make travel bookings: 46.4%
- Buy/manage fleet: 10.7%
- Other travel industry: 3.4%
- Other: 3.4%

COMPANY ANNUAL TRAVEL SPEND

- Up to £250,000: 9%
- £250,001 - £500,000: 13.6%
- £500,001 - £1,000,000: 21.1%
- £1,000,001 - £5,000,000: 28.9%
- £5,000,000 plus: 27.4%

COMPANY EMPLOYEE NUMBERS

- 1 – 100: 3.6%
- 101 – 250: 12.9%
- 251 – 500: 20.9%
- 501 – 1,000: 33.2%
- 1,000 plus: 29.4%

COMPANY TRAVEL DESTINATIONS

- Africa: 38.2%
- Americas - North: 54.1%
- Americas - Latin America: 31.2%
- Asia - Central: 52.7%
- Asia - South Eastern: 60.8%
- Australasia: 36.2%
- China & Northern Asia: 60.9%
- Europe - Central and Eastern: 76.2%
- Europe Western: 81.5%
- India: 54.9%
- Middle East: 59.2%
- Russia and CIS: 37.3%
- UK and Ireland: 83.7%

TARGETED CIRCULATION BY JOB FUNCTION

- Procurement/Purchasing/Buyer/Manager: 7,238
- Owner/Director/Finance: 3,527
- Travel Agents: 1,605
- Human Resources/Facilities/Operations: 1,507
- PA/EA: 1,952
- Sales/Marketing: 680
- Events: 741

Total Circulation: *17,250

*In addition we have an average 2,000 digital subscribers
### Advertising Rates – Print

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

<table>
<thead>
<tr>
<th>Type</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Double Page Spread bleed</td>
<td>£8,750</td>
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<tr>
<td>Full Page bleed</td>
<td>£4,500</td>
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<tr>
<td>Full Page Trim size</td>
<td>£4,500</td>
</tr>
<tr>
<td>Half Page</td>
<td>£2,850</td>
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<tr>
<td>Half Page Vertical</td>
<td>£2,850</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>£1,650</td>
</tr>
<tr>
<td>Strip Ad</td>
<td>£1,350</td>
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<tr>
<td>Inside Front Cover (bleed)</td>
<td>£5,250</td>
</tr>
<tr>
<td>Inside Back Cover (bleed)</td>
<td>£5,040</td>
</tr>
<tr>
<td>Outside Back Cover (bleed)</td>
<td>£5,040</td>
</tr>
<tr>
<td>Inserts</td>
<td>£POA</td>
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Other advertising/sponsorship opportunities are available and can be quoted on request.

### Ad Copy Deadlines 2018

<table>
<thead>
<tr>
<th>Issue</th>
<th>Copy Deadline</th>
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<tbody>
<tr>
<td>JANUARY / FEBRUARY</td>
<td>12th December 2018</td>
</tr>
<tr>
<td>MARCH / APRIL</td>
<td>18th February 2019</td>
</tr>
<tr>
<td>MAY / JUNE</td>
<td>18th April 2019</td>
</tr>
<tr>
<td>JULY-AUGUST</td>
<td>19th June 2019</td>
</tr>
<tr>
<td>SEPTEMBER / OCTOBER</td>
<td>19th August 2019</td>
</tr>
<tr>
<td>NOVEMBER / DECEMBER</td>
<td>18th October 2019</td>
</tr>
<tr>
<td>JANUARY / FEBRUARY 2020</td>
<td>13th December 2020</td>
</tr>
</tbody>
</table>

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**Contact**

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**Jamie Halling**  
Production Manager  
production@buyingbusinesstravel.com  
Tel: +44(0)20 7821 2742
“BBT helps Amadeus get in front of the ‘A-team’ of decision-makers who procure and manage corporate travel. Providing insight and analysis on current events along with expert opinion from the industry’s movers and shakers, BBT has established itself as a must-read in print and online, and a strategic partner in reaching this target audience.”

ROB GOLLEDGE
Head of Marketing & Communications, Amadeus UK

At AirPlus we advertise in print and online with Buying Business Travel, they provide a great platform that allows us to engage with our busy and often difficult-to-reach target audience. We have a long-standing relationship with Buying Business Travel and find the content they produce (both online and offline) is consistently first-rate. The supplements produced (Corporate Card Supplement and 50 Leading TMCs) are also invaluable to us.

AIRPLUS

“BBT’s insightful print and online editorial is a great read and because of this we know that when we advertise our rail products we will be reaching key decision-makers in the corporate travel industry.”

KEN CAMERON, MD, Evolvi Rail Systems

“Buying Business Travel Magazine is a key publication for the business travel market, they have great features including in-depth information about relevant topics of the industry. We advertise regularly with them as it is a great way to announce our new hotel openings both in the UK and the ones abroad that are relevant to the UK market. The readership profile is also varied and targets a great audience of travel buyers and high profile business travellers. This magazine is a must when doing your advertising budgets for business travel.”

GIANNI SALVADORI
Head of Business Travel UK, Ireland and Scandinavia, Meliá Hotels International

Buying Business Travel is an insightful publication and invaluable media channel to showcase our company, brand, products and services we offer. The feature lists are highly relevant and provide useful ‘hot topics of the day’ along with offering a balanced view of the industry. The readership profile, specifically with regard to travel spend, corporate procurement and travel buyers is key to our target audiences.

.BOBBY POOLE
Head of Marketing, Capita Travel and Events

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.

ANDY PARKER
Head of corporate Sales, FLYBE

“Buying Business Travel Magazine is

buyingbusinesstravel.com
BBT SPONSORSHIP, SUPPLEMENTS, EVENTS AND FEATURES

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 23rd 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.

BUYING BUSINESS TRAVEL FORUM
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.

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.

SUPPLEMENTS

CORPORATE CARD AND PAYMENTS SUPPLEMENT
This award-winning supplement is an annual must-read for the industry. Our specialist writers provide in-depth analysis on the latest developments in the corporate card, payments and expense management sectors.

50 LEADING TMCS
The essential guide to the UK’s top travel management companies is a valuable reference for travel professionals. Updated every year, it lists the leading TMCs in order of UK sales, and provides a wealth of detail including key contacts, client retention rates, specialist services and technology offerings.

IN EVERY ISSUE

NEWS ROUND-UP
A digest of news from airlines, airports, rail, hotels, TMCs, car rental and ground transport, technology providers and more. Plus updates on global economic, political and regulatory developments.

DESTINATION REPORTS & PRODUCT REVIEWS
First-hand reports on key global business and MICE destinations, including expert local advice and essential venue information. Plus reviews of airline and hotel products and services.

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 topical issues that are vital to corporate travel buyers, by our experienced specialist 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 personalities. Our journalists ask the questions that matter about the big issues.

MEETINGS & EVENTS
Extensive MICE coverage includes a feature-lead section exploring procurement, strategies and processes, plus the latest developments and innovations in managing meetings and events.

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

LEGAL ADVICE
BBT’s 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 about the important industry personnel changes.

DIARY OF EVENTS
Key events in the business travel sector, around the world.

FOR THE FEATURES LIST, VISIT buyingbusinesstravel.com
ADVERTISING RATES - DIGITAL AND PROMOTIONS

ONLINE ADVERTISING
BBT has 6 news channels plus a personalised home page.

13,000
email subscribers

70,000
page impressions per month

30,000
unique visitors per month

ADDITIONAL DATA
• Copy date 1 week preceding online activity
• Cancelation date 4 weeks before online activity
• Agency commission 10%

BUYINGBUSINESSTRAVEL.COM

BBT DIGITAL ADVERTISING RATES

<table>
<thead>
<tr>
<th>POSITION</th>
<th>RUN OF SITE</th>
<th>SECTIONS</th>
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</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>£30 per 1000 impressions</td>
<td>£40 per 1000 impressions</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>£30 per 1000 impressions</td>
<td>£40 per 1000 impressions</td>
</tr>
<tr>
<td>MPU</td>
<td>£30 per 1000 impressions</td>
<td>£40 per 1000 impressions</td>
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</tbody>
</table>

EMAIL NEWSLETTER
Every Tuesday, Thursday and Saturday the entire registered subscriber database (13,000) of buyingbusinesstravel.com receives an email newsletter. As a sponsor of the newsletter you will be given the leaderboard plus up to 50 words of text. The weekday newsletters include all the latest news and features affecting travel buyers and managers, as well as interviews, latest events and industry jobs, with Saturday’s Weekender giving a more in-depth look into managed travel.

COST PER WEEK

<table>
<thead>
<tr>
<th>POSITION</th>
<th>1 WEEK</th>
<th>4 WEEKS</th>
<th>12 WEEKS</th>
<th>24 WEEKS</th>
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</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>£2000</td>
<td>£1750</td>
<td>£1500</td>
<td>£1350</td>
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DIGITAL SPECIFICATIONS

<table>
<thead>
<tr>
<th>POSITION</th>
<th>(pixels)</th>
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<tbody>
<tr>
<td>Leaderboard</td>
<td>728x90</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160x600</td>
</tr>
<tr>
<td>MPU (large button)</td>
<td>300x250</td>
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</tbody>
</table>

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 jogs.