BUYING BUSINESS TRAVEL is the UK’s leading publication for corporate travel and meetings buyers. It has a highly targeted circulation of 17,059, 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**

<table>
<thead>
<tr>
<th>Region</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>38.2%</td>
</tr>
<tr>
<td>Americas - North</td>
<td>54.1%</td>
</tr>
<tr>
<td>Americas - Latin America</td>
<td>31.2%</td>
</tr>
<tr>
<td>Asia - Central</td>
<td>52.7%</td>
</tr>
<tr>
<td>Asia - South Eastern</td>
<td>60.8%</td>
</tr>
<tr>
<td>Australasia</td>
<td>36.2%</td>
</tr>
<tr>
<td>China &amp; Northern Asia</td>
<td>60.9%</td>
</tr>
<tr>
<td>Europe - Central and Eastern</td>
<td>76.2%</td>
</tr>
<tr>
<td>Europe Western</td>
<td>81.5%</td>
</tr>
<tr>
<td>India</td>
<td>54.9%</td>
</tr>
<tr>
<td>Middle East</td>
<td>59.2%</td>
</tr>
<tr>
<td>Russia and CIS</td>
<td>37.3%</td>
</tr>
<tr>
<td>UK and Ireland</td>
<td>83.7%</td>
</tr>
</tbody>
</table>

**TARGETED CIRCULATION BY JOB FUNCTION**

- Procurement/Purchasing/Buyer/Manager: 7,047
- 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: 17,059*  
*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></th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Double Page Spread bleed</td>
<td>£8,750</td>
</tr>
<tr>
<td>Full Page bleed</td>
<td>£4,500</td>
</tr>
<tr>
<td>Full Page Trim size</td>
<td>£4,500</td>
</tr>
<tr>
<td>Half Page</td>
<td>£2,850</td>
</tr>
<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>
</tr>
<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>
</tr>
</tbody>
</table>

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

AD COPY DEADLINES 2019

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>COPY DEADLINE</th>
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</thead>
<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>

CONTACT

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buyingbusinesstravel.com
**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.

**AMADEUS UK**

**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*

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 on and offline) is consistently first-rate. The supplements produced (Corporate Card Supplement and 50 Leading TMCs) are also invaluable to us.

**AIRPLUS**

**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.

**NEAL POOLE**  
*Head of Marketing, Capita Travel and Events*

**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*
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 resource 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.

BESPOKE SUPPLEMENTS
We can also offer bespoke supplements on a range of subjects, exclusively sponsored by a single client.

IN EVERY ISSUE

● 4SIGHT
Four experts provide at-a-glance insight into industry talking points

● LIFE ON THE OTHER SIDE
A glimpse into the lives of business travellers and how they organise their travel and their experiences on the road

● LOUD & CLEAR
In each issue, an industry leader shares their back story, opinions and ambitions.

● NEWS ROUND-UP
A digest of news from airlines, airports, rail, hotels, TMCs, car rental and ground transport, technology providers and more.

● MOVERS & SHAKERS
Who’s on the move? Stay informed about the important industry personnel changes.

● THE BIGGER PICTURE
A focus on corporate social responsibility, and best practice tips

● REPORT BACK
Regular analysis of industry white papers and major pieces of research, and their implications on the sector

● 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.

● SAVE THE DATE
Key events in the business travel sector, around the world.

● 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.

● MEETINGS & EVENTS
Feature-led section exploring the latest developments and innovations in managing meetings and events.

● DESTINATION REPORTS & PRODUCT REVIEWS
First-hand reports on key global business and MICE destinations, plus reviews of airline and hotel products and services.

● LEGAL ADVICE
BBT’s resident lawyer Ian Skuse advises on the complex legal and regulatory issues that affect buyers.

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

ONLINE ADVERTISING

12,000 email subscribers

70,000 page impressions per month

33,000 unique visitors per month

EMAIL NEWSLETTER

Every Tuesday and Thursday all requested 12,000 email subscribers receive an email newsletter. As a sponsor of the newsletter you will be given the leaderboard plus up to 50 words of text. The newsletters include all the latest news and features affecting travel buyers and managers, as well as interviews and latest events.

COST PER WEEK | 1 WEEK | 4 WEEKS | 12 WEEKS | 24 WEEKS
Newsletter | £2000 | £1750 | £1500 | £1350

BBT DIGITAL ADVERTISING RATES

POSITION | RUN OF SITE
Leaderboard | £30 per 1000 impressions
Skyscraper | £30 per 1000 impressions
MPU | £30 per 1000 impressions

WHITE PAPER SPONSORSHIP

For the white paper, a company supplies us with a white paper which we then put on the homepage of our website www.buyingbusinesstravel.com under the White Paper & Sponsored Content section. This will remain on the homepage for at least 4 months and we then help drive traffic to the white paper by promoting it at least 6 times in our bi-weekly e-mail newsletters, which are sent out to our 12,000 registered subscribers every Tuesday and Thursday. To be able to access the white paper, companies have to put their contact details down, which in turn are then passed onto the sponsor every month. You therefore get data capture with this option.

The price for this is £4,000.

SPONSORED CONTENT SPONSORSHIP

For Sponsored Content, a company will supply us with up to 750 words and a couple of photos, which again would be placed on the homepage of our website under the White Paper & Sponsored Content. It will remain on the home page for at least 2 months and we help drive traffic to this by promoting it in at least 3 e-mail newsletters.

The price for this option is £2,000.

BBT VIDEO

In January 2019 BBT will be launching its new website. Whilst the website will retain all the key features of the old website, it will also introduce video content for the first time.

BBT is offering a limited number of partners the opportunity to produce video content that will be shown on buyingbusinesstravel.com and promoted online, through email newsletters, social media and print.

BBT Video is the ideal opportunity for a company that has published a study, report or research and is looking for a fresh and unique way to promote the key findings or contents.

The price for this option is £5,000.

Note: Video embed codes will also be provided to the sponsor for use in their own online activity.

THE PACKAGE

- A BBT editor will visit the sponsor and conduct an interview with an individual on camera about the chosen subject.
- The video will be edited into a number of shorter 1.5-2.5 minute video segments featuring title cards
- The video segments will be published online at buyingbusinesstravel.com
- Selected video segments will also be uploaded to YouTube
- The video segments will be promoted in at least 4 BBT email newsletters
- The video segments will be promoted at least twice on BBT’s social media channels