


Business Traveler

MEDIA PACK
2022

A full-page photograph of a man in a dark navy suit and light-colored shirt, looking off to the side while holding a smartphone. He has a dark jacket draped over his left arm and is standing next to a silver rolling suitcase. The background is a modern building with large glass windows.

PRINT | DIGITAL | TV | EVENTS



> *Business Traveler* targets an elite readership that appreciates inspiration, information and the best that life has to offer while on the road. Covering top-

ics ranging from industry innovations and hospitality trends to must-visit hotels and in-demand products, our unique mix of content spurs knowledge and engagement with

a discerning audience that values quality. Our features focus on buzz-worthy entrepreneurs and personalities, new directions in travel, and unforgettable places to visit.

An upfront section delivers the latest news about airlines and accommodations, as well as fresh takes on culture, destinations and technology. And *BT*'s signature "Tried &

Tested" department presents expert analyses and recommendations highlighting not only first-class cabins, deluxe hotels and intimate lounges, but also top-flight autos,

watches, fashion and sports accessories. *BT* brings to our readers everything the modern businessperson needs to live a happier, healthier and more interesting life.

Inside

76

Alibaba
The company of 25 million is a force to be reckoned with. Here's how it's shaping the future of e-commerce.

Bright ideas
A look at the latest in tech, from smart homes to self-driving cars.

Tried & Tested
A look at the latest in tech, from smart homes to self-driving cars.

MAKE THE GETAWAY YOU NEED WITH THE PERKS YOU WANT.

LOS CABOS

Among the dreams, fantasies and needs of Los Cabos, you'll find balance again. From something in an award-winning spa to an intimate dinner with complimentary outdoor experiences, it's easy to get more out of your getaway in the place that has it all.

FOR EXCLUSIVE OFFERS AND PACKAGES: loscabos.com/travelers

TO EXPLORE HOTELS, RESORTS AND TRAVEL: loscabos.com/travelers

NORSE
Northern Pacific

FRESH AIR

A pair of start-up airlines is hoping to lure American travelers across the Atlantic and Pacific.

Star Power

How a new movie is offering a future industry glimpse.

Star Power
How a new movie is offering a future industry glimpse.

Star Power

Foreseeable Future

How a new movie is offering a future industry glimpse.

Foreseeable Future
How a new movie is offering a future industry glimpse.

Foreseeable Future

Remora Flamingo Cabin Carry-On

A look at the latest in tech, from smart homes to self-driving cars.

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Tried & Tested

EXPERT TAKES ON THIS MONTH'S ESSENTIAL PLACES AND PRODUCTS

Tried & Tested
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Tried & Tested

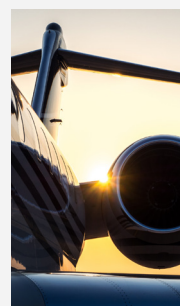
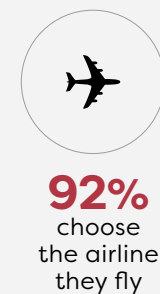
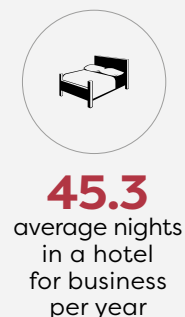
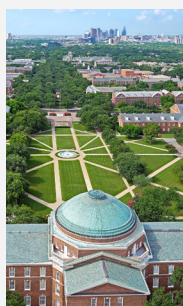
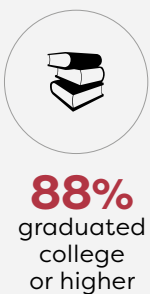
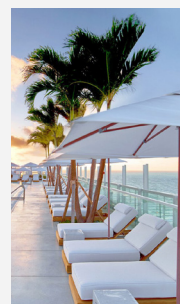
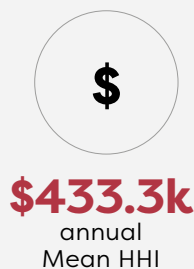
EXPERIENTIAL TRAVEL

Business Traveler readers are **elite global explorers** who relish each journey, and that's especially true of their leisure travels. Their expectations are unique—and unequivocal.

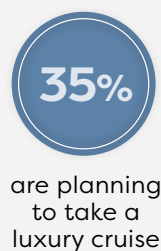
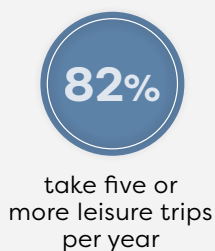
They **desire more meaningful connections**, more personalized pursuits and greater fulfillment. And they truly appreciate products and services that make their leisure time away richer and more rewarding.

Their **experiences refine—and redefine**—individual travel tastes and make them uniquely qualified to be connoisseurs of their own experiences.

DEMOGRAPHICS



PURCHASING POWER





Distribution Print Placement Channels

- All Premiere US domestic airline lounges nationwide
- US international airline lounges
- FBO (Private Jet Terminals) nationwide – Signature Aviation, Atlantic Aviation and more
- High-end business hotels nationwide – Rosewood, Four Seasons, Marriott, Hyatt, Radisson, Hilton, Intercontinental, Ritz-Carlton, W Hotels, Waldorf-Astoria and others
- Corporate Office HQ's in Top US DMAs
- Global event access – luxury and corporate events inc.
- Private Membership & Country Clubs throughout the US

Global Editions of Business Traveler Print/Digital are published in:
UK • Middle East • Asia • Netherlands • India and more...

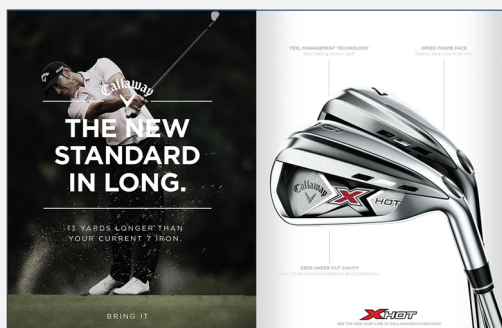
We are expanding our presence regularly,
please check for specific regions

Digital Placement Channels

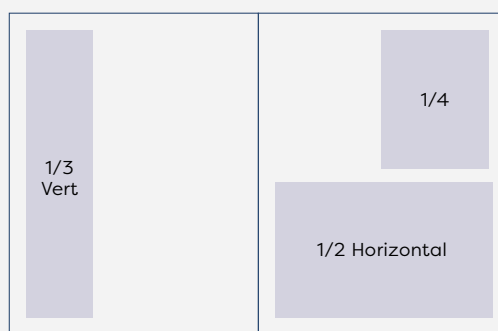
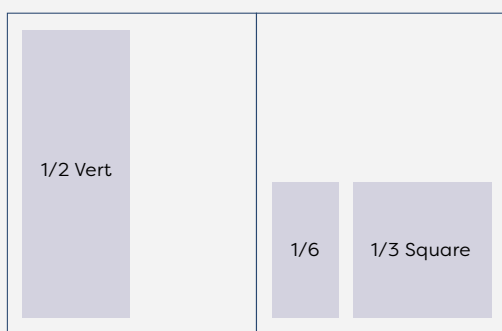
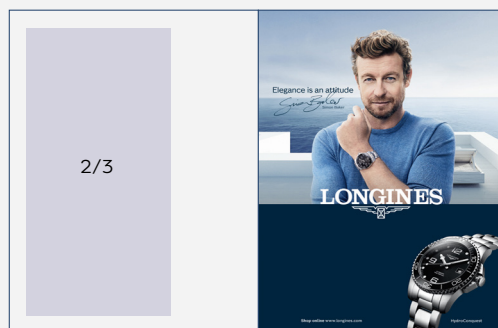
- 23 US Airline Lounges
- Global luxury hotels, spas & resorts
- Global business travel routes (e.g. Heathrow Express)

No matter where in the world you want to reach affluent business travelers, we have the circulation to make sure you connect

2 Page Spread
→



← Full Page



Refer to Page 8 for Size and Print Specifications

US Rate card

Print / Frequency Monthly

AD	1 x	3 x	6 x	11 x
2-Page Spread	\$48,400	\$45,400	\$43,900	\$41,200
Full Page	\$31,800	\$30,300	\$28,800	\$27,100
2/3 Page	\$25,600	\$24,500	\$23,200	\$21,700
1/2 Page	\$20,900	\$19,700	\$18,900	\$17,700
1/3 Page	\$15,500	\$14,700	\$14,000	\$13,200
1/4 Page	\$11,600	\$11,000	\$10,600	\$10,100
1/6 Page	\$8,600	\$8,200	\$7,800	\$7,500

US Rate card

Print / Premium Placements / Frequency Monthly

AD	1 x	3 x	6 x	11 x
Inside Front Cover Spread	\$55,700	\$52,200	\$50,500	\$47,300
Inside Front Cover Page	\$36,600	\$34,800	\$33,100	\$31,200
Inside Back Cover	\$35,000	\$33,300	\$31,700	\$29,800
Outside Back Cover	\$38,200	\$36,300	\$34,500	\$32,500

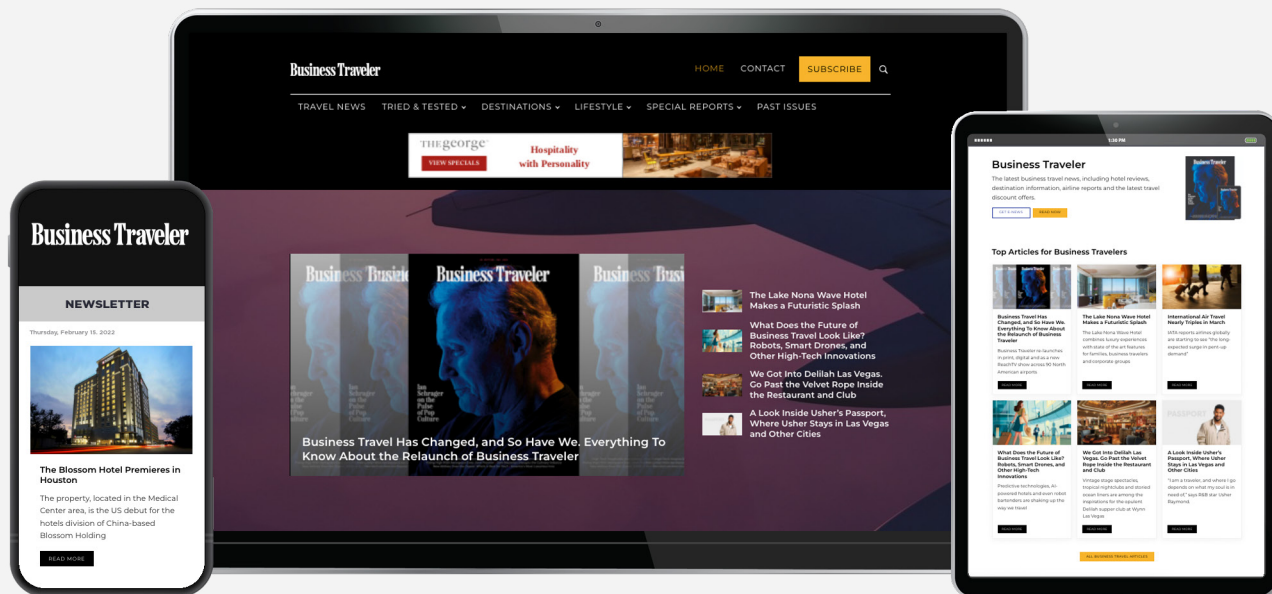


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The companion *Business Traveler* television show runs across the reachTV network, which airs in 90 North American airports and 2,000,000 hotel bedrooms.

This custom show comes from our Miami studio and brings to life favorite elements of the print magazine and much more besides - business and celebrity interviews, expert opinion from industry leaders, Tried & Tested product reviews and key travel news.

Our content is perfectly suited to the reachTV audience, who watch on 2,500 prime location screens by departure gates, in concourses, in airline bars and restaurants, as well as leading airline lounges. reachTV boasts 11.5 million impressions per week and has a 2.5m social following.



Advertorials

A Powerful Marketing Opportunity

An advertorial takes the form of a branded feature that promotes the benefits, products and services of your company. Available both online and in print, it can be used as a part of your existing campaign or as a stand-alone marketing message. The advertorial will be designed in-house by a professional team to clients' requirements, including links to clients' digital platforms. Combine both print and online to maximize and extend your marketing message.

E Newsletter

Regular Updates

Sponsorship of the Tuesday weekly newsletter; an ideal way to promote marketing messages, time-sensitive products and services, or simply reach our readers/ subscribers in a direct manner.

Online Advertising Rates

Leader Board	\$5,620/month	728 x 90 25kb
MPU 1	\$3,620 / month	300 x 250 25kb
MPU 2	\$3,620 / month	300 x 250 25kb

Digital specifications

Maximum file size 50KB

Leaderboard 728 x 90 pixels

MPU 300 x 250 pixels

Billboard 970 x 250 pixels

Mobile Leaderboard 300 x 50 pixels

DMPU 300 x 600 pixels

Newsletter



	Bleed (width x height) full page ads only		Trim (width x height)	
	Millimeters (W x H)	Inches (W x H)	Millimeters (W x H)	Inches (W x H)
Double Page Spread	431.8 x 282.58	17" x 11.125"	425.45 x 276.23	16.75" x 10.875"
Full Page	219.08 x 282.58	8.625" x 11.125"	212.73 x 276.23	8.375" x 10.875"
2/3 Page Vertical Only			123.83 x 257.18	4.875" x 10.125"
1/2 Page Vertical			90.15 x 257.18	3.5492" x 10.125"
1/2 Page Horizontal			190.5 x 124.73	7.5" x 4.9108"
1/3 Page Square			125.07 x 125.07	4.9242" x 4.9242"
1/3 Page Vertical			59.16 x 257.18	2.3292" x 10.125"
1/4 Page Vertical Only			91.57 x 124.73	3.605" x 4.9108"
1/6 Page Vertical Only			59.16 x 125.07	2.3292" x 4.9242"

Full page type area: 7.625" x 10.125" (193.68 x 257.18) | Spread type area: 16" x 10.125" (406.4 x 257.18)

Bleed dimensions include 1/8" (3.8mm) allowance beyond trim on all four sides. Type areas should be 3/8" (9.53mm) from all sides of trim dimensions (noted directly above). All logos, text must appear inside this area.

Format

Our preferred format is high-resolution PDF files which should be supplied to the correct ad size as CMYK with fonts embedded and all elements set to 300dpi. Without complete color proof the publisher declines responsibility for color accuracy. *Ads without a defined border are not accepted. Ink reserves the right to apply a thin black border to any ad submitted with a faint or white background without a border applied.*

We only accept artwork generated in the following design programs; Adobe InDesign, Photoshop, Illustrator and Acrobat. We do not accept responsibility for any unwanted results from artwork originally generated in any other software package.

Bleed

Artwork for all Full Page ads must include a .125" (3.8mm) bleed on all sides. All text and images should be at least a further .375" (9.53mm) from the trim size.

Color

Artwork should be completed and saved in CMYK process. We recommend that black is created with 100% Black, 40% Cyan. Any thin text or artwork will not print clearly if ink coverage is supplied too high. We recommend clients to supply a chromaline proof.

Re-Supplying Artwork

We check and prepare for print all artwork as soon as it is received. If you need to amend your artwork and re-supply it, you must notify us. We will not accept any responsibility if incorrect versions are printed when multiple versions have been supplied and no instructions have been given.

Ad Design

We offer design services and can create an advertisement for you if you provide us with images, logos, and text of what the advertisement should say. Please note that this will incur additional charges. Inquire with your media sales representative.

Delivery Methods/Production Contact

Email: Artwork may only be emailed if the file size is less than 10 MB.

Please email to: jeniffer.corea@ink-global.com. Include client name, publication, issue date in the file name and notify us when the files have been uploaded.

Files greater than 10 MB can be sent via the following: WeTransfer or Dropbox

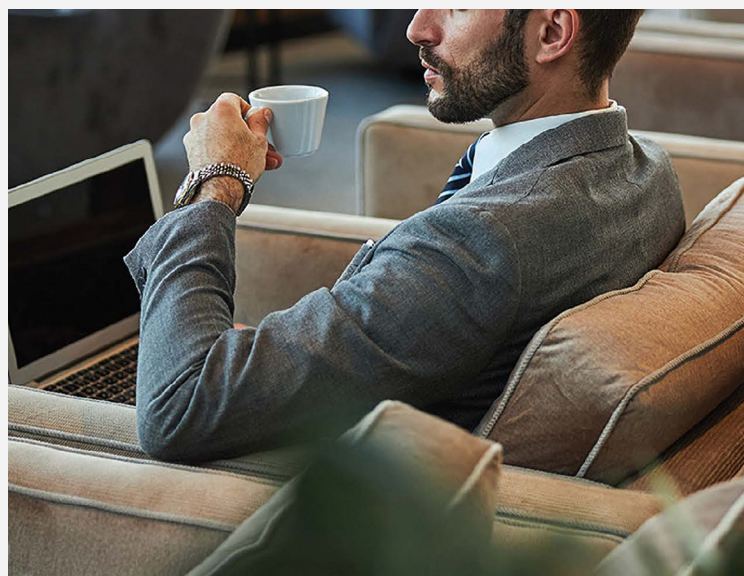
Artwork that fails to meet these specifications may be subject to amendment charges. We will not accept responsibility for printing errors if artwork has been supplied incorrectly.



Closing Dates

May-April 2022/23

ISSUE	SPACE DEADLINE	MATERIALS DUE	CIRCULATION DATE
May	03/22/2022	04/01/2022	05/01/2022
Jun	04/22/2022	05/01/2022	06/01/2022
July	05/22/2022	06/01/2022	07/01/2022
Aug	06/22/2022	07/01/2022	08/01/2022
Sept	07/22/2022	08/01/2022	09/01/2022
Oct	08/22/2022	09/01/2022	10/01/2022
Nov	09/22/2022	10/01/2022	11/01/2022
Dec/Jan	10/22/2022	11/01/2022	12/01/2022
Feb	12/22/2022	01/01/2023	02/01/2023
Mar	01/22/2023	02/01/2023	03/01/2023
Apr	02/22/2023	03/01/2023	04/01/2023



▼
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