

Business Traveler



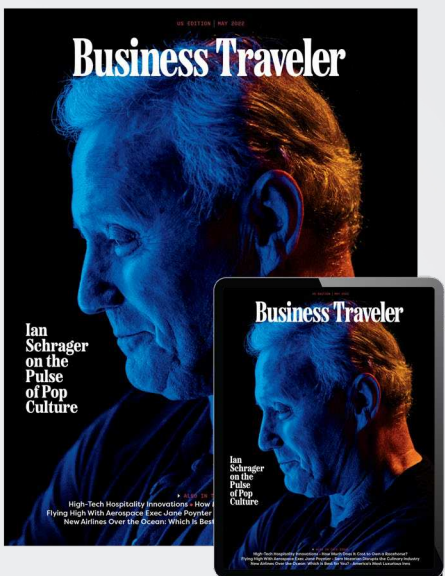
MEDIA PACK 2023
Print | Digital | TV | Events

Ink

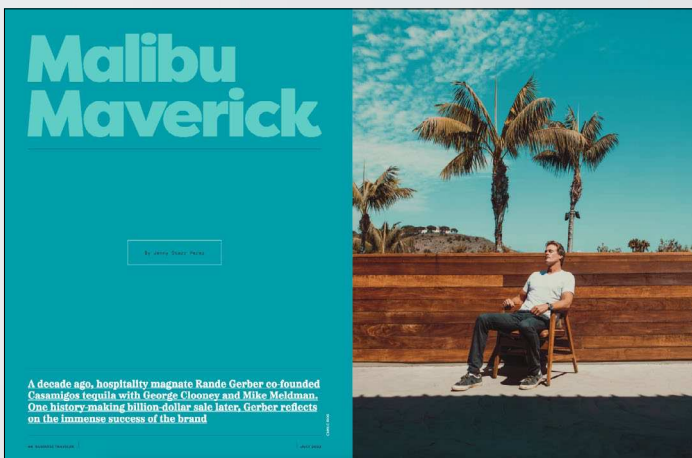
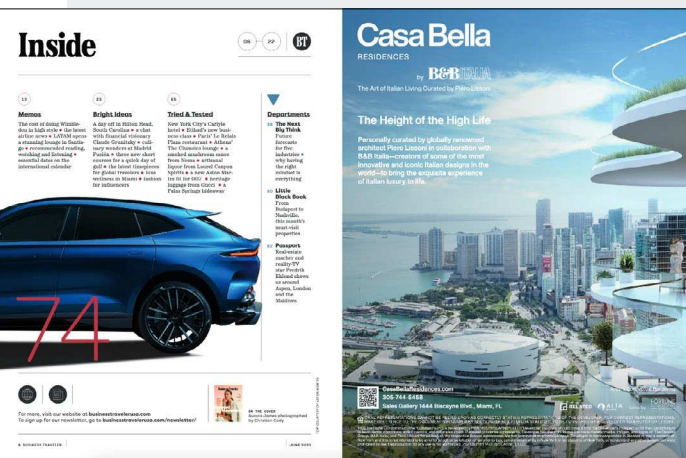


Business Traveler

Content Profile



> *Business Traveler* targets an elite readership that appreciates inspiration, information and the best that life has to offer while on the road. Covering topics 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. *BT* brings to our readers everything the modern businessperson needs with tips and hacks to make traveling smarter. Our features focus on buzz-worthy entrepreneurs and personalities, new directions in travel, and unforgettable places to visit.



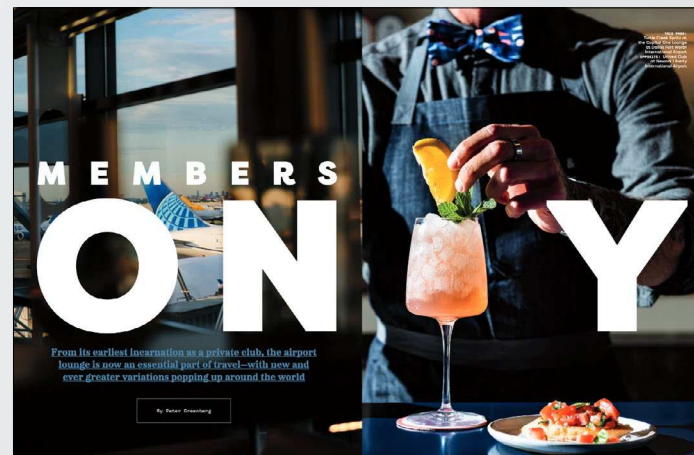
Business Traveler

Click here to see current and past issues

Ink

Content Profile

The upfront “Memos” section delivers the latest news about airlines, routes, airports and hotels, as well as tips and advice for the savvy traveler. And *BT*’s signature “Tried & Tested” department presents expert analyses and recommendations highlighting business-class cabins, in-demand hotels and new products ranging from luggage to autos to watches. *BT* brings to our readers everything the modern businessperson needs to travel better and smarter throughout the world.



Business Traveler

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Readership

In the Hands of ELITE GLOBAL EXPLORERS

Readers 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.

PURCHASING POWER

82%

take five or more leisure trips per year

55%

stay in premium or luxury accommodations almost all the time

35%

are planning to take a luxury cruise

31%

are planning expedition or adventure travel

DEMOGRAPHICS

\$

\$433.3k

annual
Mean
HHI



31.7

average
business
trips per year



19.8

average nights
in a hotel for
leisure per year



88%

graduated
college
or higher



45.3

average nights
in a hotel for
business per year



92%

choose
the airline
they fly

Business Traveler

Magazine Distribution

Distribution

Print Placement Channels

- Premier US domestic airline lounges nationwide, including United and Delta Lounges
- Select 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
- Key federal government buildings in Washington, D.C.
- Luxury residences in the Hamptons
- Global event access – luxury and corporate events
- 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



Business Traveler

Travel TV Show



> The companion *Business Traveler* television show runs across the reachTV network, which boasts 11.5 million impressions per week and has a 2.5m social following. Airing in 90 North American airports and hotel guest rooms throughout the country, this custom show brings to life favorite elements of the print magazine and much more, including business and celebrity interviews, expert opinions 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, and in leading airline lounges.



[Click here to watch](#)



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BusinessTravelerUSA.com

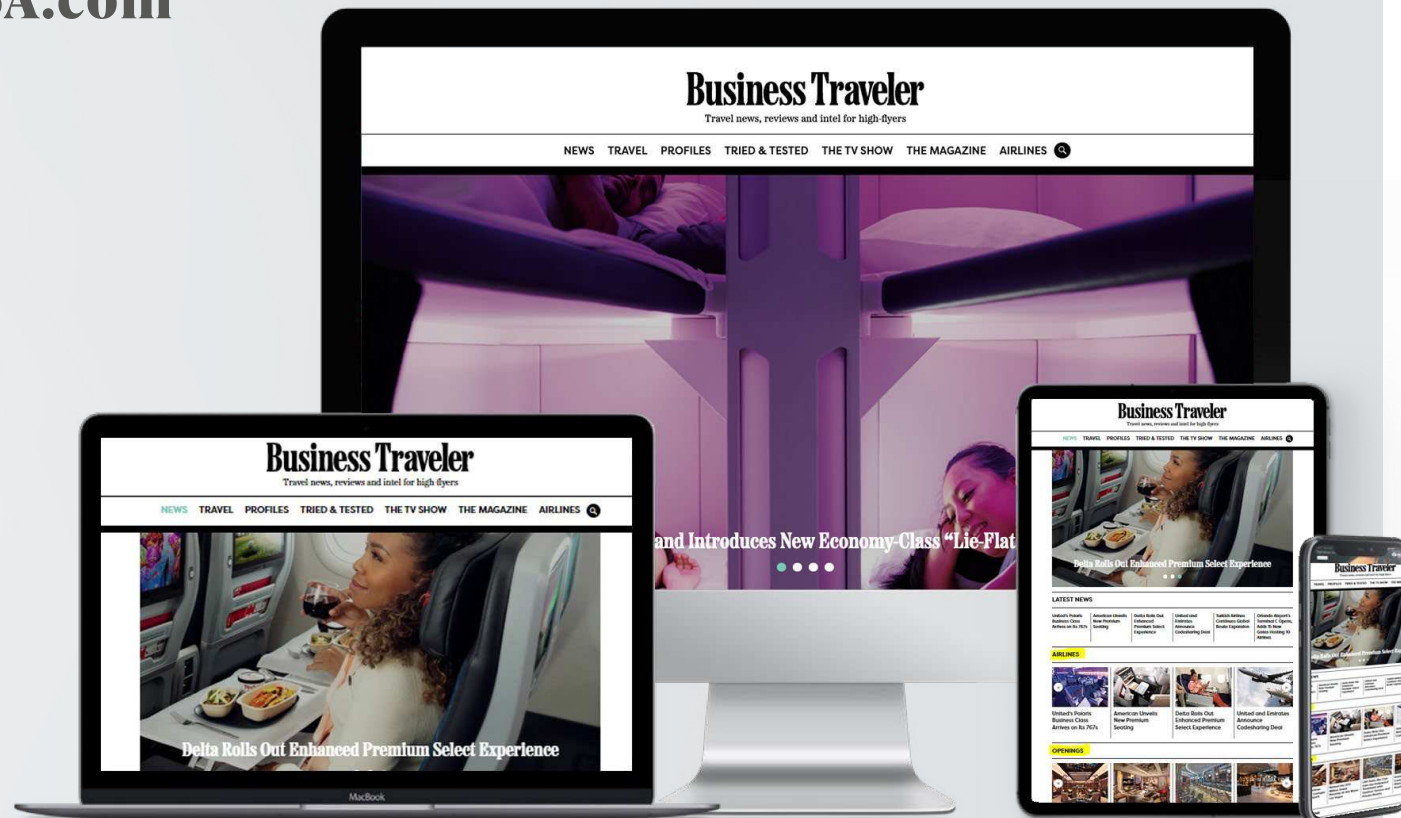
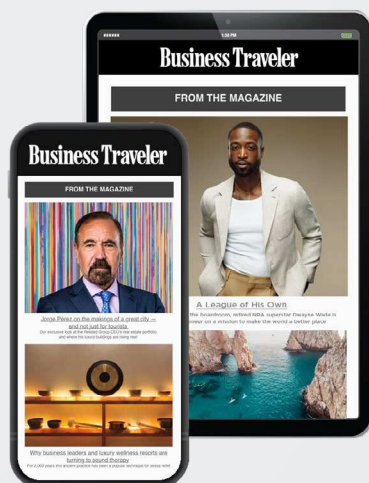
Click here to
visit website

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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.



Refer to Page 13 for Online
and E-Newsletter Specifications

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Advertise in Business Traveler Magazine

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"Are we there yet?"
One charge in the all-electric ID.4 SUV can take them farther than they'll ever want to go

ID.4 inventory and reservations are limited. Visit www.vwusa.com for more information. 2023 ID.4 AWD Pro S EPA estimated total range is 265 miles. Actual mileage and range will vary and depend on several factors including driving and charging habits, accessory use, temperature and topography, battery age, load, and vehicle condition. Battery capacity decreases with time and use. See Owner's Manual for details.

READY TO BREAK FREE?
LET'S GO WILD IN ALASKA

Book your unforgettable Alaska cruise in 2022 with Norwegian Cruise Line

It's time to get away to a place where you can truly be free. Free to roam past majestic blue ice glaciers on the only real tracks at sea. Free to dine out, but stay in. Escape the sea and under the stars on The Monarch, our sister ship's stargazing experience. And free to explore authentic Native Alaskan culture and enjoy wildlife in unspoiled fjord landscapes. With award-winning crew offering intimate 1:122 experiences, you can leave your routine from now to embrace with Norwegian Cruise Line.

BOOK ONLINE AT NCL.COM | CALL US AT 1.888.NCL.CRUISE | OR CONTACT YOUR TRAVEL ADVISOR



Norwegian Cruises, Master Key
NORWEGIAN *Feel Free*
CRUISE LINE



CORPORATE TRAVELERS CAN MODIFY THEIR BOOKINGS AT NO EXTRA COST.

Turkish Airlines Corporate Club members can cancel or change their tickets without penalty. Therefore, any work-related compulsory travel changes will not financially affect our members.




TURKISH AIRLINES
CORPORATE CLUB

virgin atlantic

Feel like the business
Travel shouldn't feel like work

From onboard WiFi and lie-flat beds, to seamless connections with our partner Delta Air Lines from more than 200 US destinations, business travel with us is always a pleasure.

AIRPORT TRANSFER \$K Y 15.00 2022

Step into your own private space with Qsuite

Qsuite is a new standard of Business Class, offering award-winning service, fully lie-flat beds and high-speed Super WiFi in a luxurious private suite. Fly with the World's Best Airline and experience the exceptional.

qatarairways.com

GOING PLACES TOGETHER

UNCORK EXTRAORDINARY™



Santa Margherita
Pinot Grigio


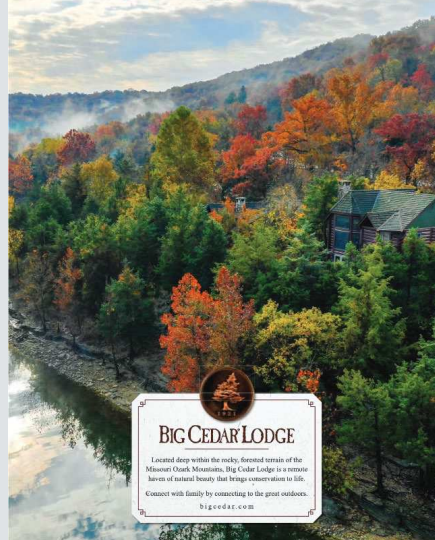
Uncork EXTRAORDINARY™ Imported by Santa Margherita USA, Atlanta, GA, FL

NOMAD
RESIDENCES
WYNWOOD

Designed for living artfully

THE FIRST-EVER NOMAD RESIDENCES:
NOW AT HOME IN MIAMI'S VIBRANT WYNWOOD

Residences starting from mid-\$500s
Call for an appointment: +1 786 437 3374 NoMadWynwood.com
2700 NW 2nd Avenue, Miami, Florida 33137

BIG CEDAR LODGE

Located deep within the rocky, forested terrain of the Mount Oark Mountains, Big Cedar Lodge is a remote haven of natural beauty that brings customers to life. Connect with family by connecting to the great outdoors.

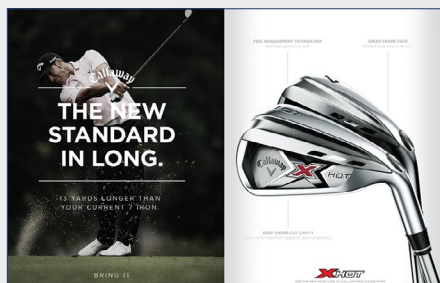
bigcedar.com

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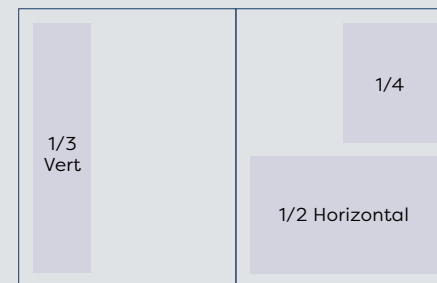
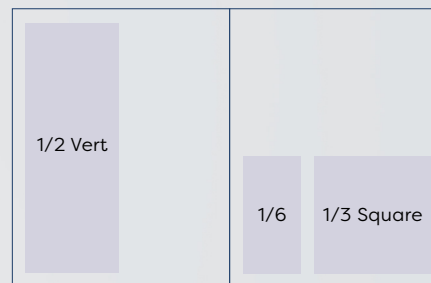
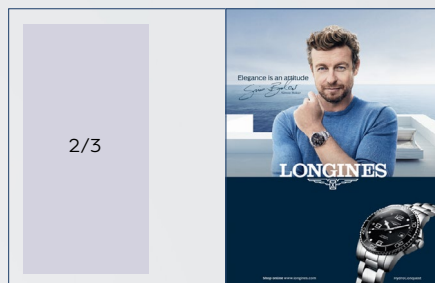
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US Rate Card

2 Page Spread



Full Page



Refer to Page 12 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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Editorial Calendar 2023

December/January

BTUSA Awards Announced; Art Focus; Gift Guide

February

Black History Month; Valentines; Jewelry/Accessories

March

Women's Month; Spring Travel Update

April

Earth Day; Sustainability in Travel

May

Mother's Day;
Business Aviation Focus - EBACE

June

Pride Month; Summer Travel Update

July

Health & Wellness;
North American Business Travel

August

BTUSA Awards Nominees Announced;
Global Business Travel Focus - GBTA

September

Fall Preview; Hispanic Heritage Month;
Back to Everything Business

October

Breast Cancer Awareness; Cyber Security;
Global Meetings/Events Focus - IMEX America

November

Culinary Focus



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Closing Dates



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ISSUE	SPACE DEADLINE	MATERIALS DUE	CIRCULATION DATE
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
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



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Print Specs

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. *Fractional 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.

	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.

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.

Business Traveler

Online Specs BusinessTravelerUSA.com

▼
All files must be supplied as:

JPEG, PNG or GIF

Maximum Size: 150kb

Color: RGB

Screen Resolution: 72 dpi

▼
Please supply both sizes
for your booking unless
otherwise informed:

▼
Delivery Methods/
Production Contact

Please email to: jeniffer.corea@ink-global.com

Include client name, publication, and notify us when the files have been uploaded.



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HOMEPAGE

BILLBOARD

Desktop 970px (w) x 250px (h)

Mobile 320px (w) x 100px (h)

LARGE LEADERBOARD

Desktop 970px (w) x 90px (h)

Mobile 320px (w) x 50px (h)

LEADERBOARD

Desktop 728px (w) x 90px (h)

Mobile 300px (w) x 50px (h)

POSTPAGE

BILLBOARD

Desktop 970px (w) x 250px (h)

Mobile 320px (w) x 100px (h)

LARGE LEADERBOARD

Desktop 970px (w) x 90px (h)

Mobile 320px (w) x 50px (h)

LEADERBOARD

Desktop 728px (w) x 90px (h)

Mobile 300px (w) x 50px (h)

HALF PAGE

Desktop 300px (w) x 600px (h)

INLINE RECTANGLE

Desktop 300px (w) x 250px (h)

Newsletter Specs

▼
All files must be supplied as:

JPEG Only | Maximum Size: 100kb

Color: RGB | Screen Resolution: 72 dpi

Font size should be a minimum of 10 pts depending on the font family. Avoid using serif fonts. Advertiser supplies URL ad should link to. Third Party Javascript/iFrame tags are not accepted because ads are delivered through email. Click-thru tags are accepted, such as UTM codes. NO ANIMATION ALLOWED. (No Flash or .GIF files.)

LARGE RECTANGLE 300px (w) x 250px (h)

MEDIUM RECTANGLE 300px (w) x 100px (h)

LEADERBOARD 728px (w) x 90px (h)

HORIZONTAL BANNER 970px (w) x 250px (h)

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Get In Touch

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▼
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V.P., Publisher

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