



Business Traveler

MEDIA PACK 2024



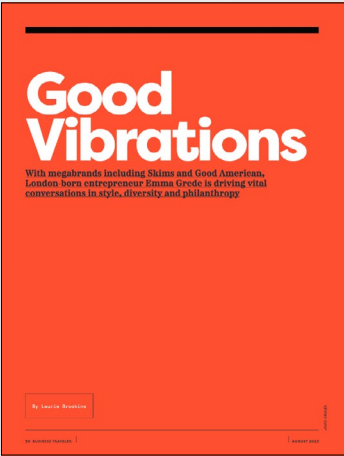
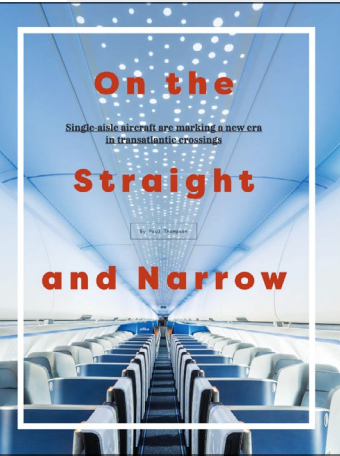
Print | Digital | Social | TV | Events

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

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.



Click here to see current and past issues

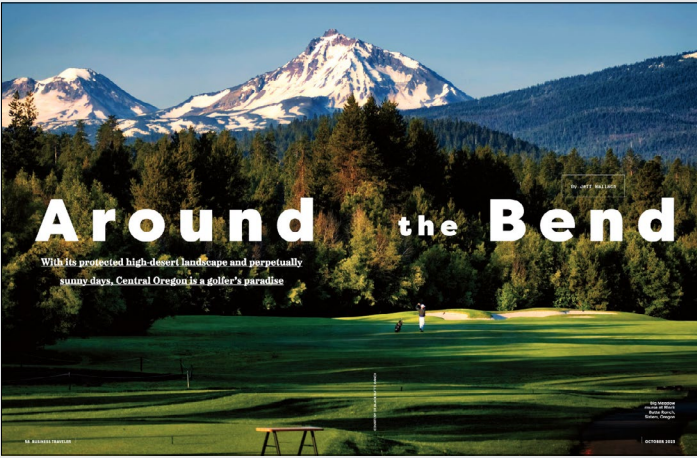


Inside Story
Advanced interior design firm Posh Publishing creates competing interiors for five-star hotels around the world

By Mark C. O'Flaherty • Illustration by Sarah Sowa

PROFILE

When it comes to interior design, there's no one else out there like Posh Publishing. The firm, founded by George Vago and Michael H. Vago, is the only interior design firm in the world that has been named "The Best of the Best" by *Entrepreneur* magazine for 10 years in a row. The firm's work is so exceptional that it has been featured in *Time*, *Forbes*, *Newsweek*, and *Inc.* The firm's work is so exceptional that it has been featured in *Time*, *Forbes*, *Newsweek*, and *Inc.*



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.



CEO/Owner

Elite Business Executive/Decision Maker with high spending power. Top interests include business news, prime investments, and technology.



Road Warrior

Frequent Business Flyer who is an affluent shopper, has high spending power, and actively spends. Enjoys trying new places and learning the latest things each city has to offer.



Bleisure Seeker

Executive with high spending power. They include a vacation as part of their corporate travels making luxury hotels, entertainment, and restaurants of high importance in between closing deals.

take five or more
leisure trips per year

82%



\$433.3k
annual
Mean HHI

stay in premium or luxury
accommodations almost all the time

55%



31.7
average business
trips per year



45.3
average nights in a hotel
for business per year

are planning to take
a luxury cruise

35%



92%
choose the
airline they fly



19.8
average nights in a hotel
for leisure per year



88%
graduated
college or higher

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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

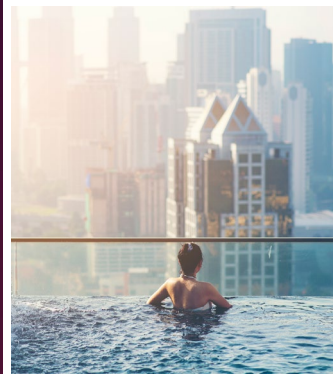
Global Editions of Business Traveler Print/Digital are published in:
UK • Middle East • Asia • Netherlands • India and more...

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

Special Events 2024

MAY

EBACE: European Business Aviation Convention & Exhibition,
May 28-30, 2024 **magazine distribution and event coverage*

Aviation Festival Americas, Miami, May 15, 2024,
**magazine distribution and event coverage*

Aircraft Interior Expo, Hamburg, May 28, 2024,
**magazine distribution and event coverage*

JUNE

IATA AGM, Dubai, June 2, 2024, **magazine distribution and event coverage*

JULY

International Airshow Farnborough 2024, July 22-26, 2024
**magazine distribution and event coverage*

GBTA, what's next for business, **magazine distribution and event coverage*

AUGUST

Virtuoso Travel Week, the best in hospitality,
**magazine distribution and event coverage*

OCTOBER

NBAA, **magazine distribution and event coverage*

Global Events & Meetings Update:
APEX/IFSA Global EXPO 2024 - Long Beach, CA, October 28, 2024,
**magazine distribution and event coverage*

NOVEMBER

Live Business Traveler U.S. Awards Ceremony in Miami, November 2024

DECEMBER/JANUARY

Celebrating The Business Traveler U.S. Awards Winners



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.



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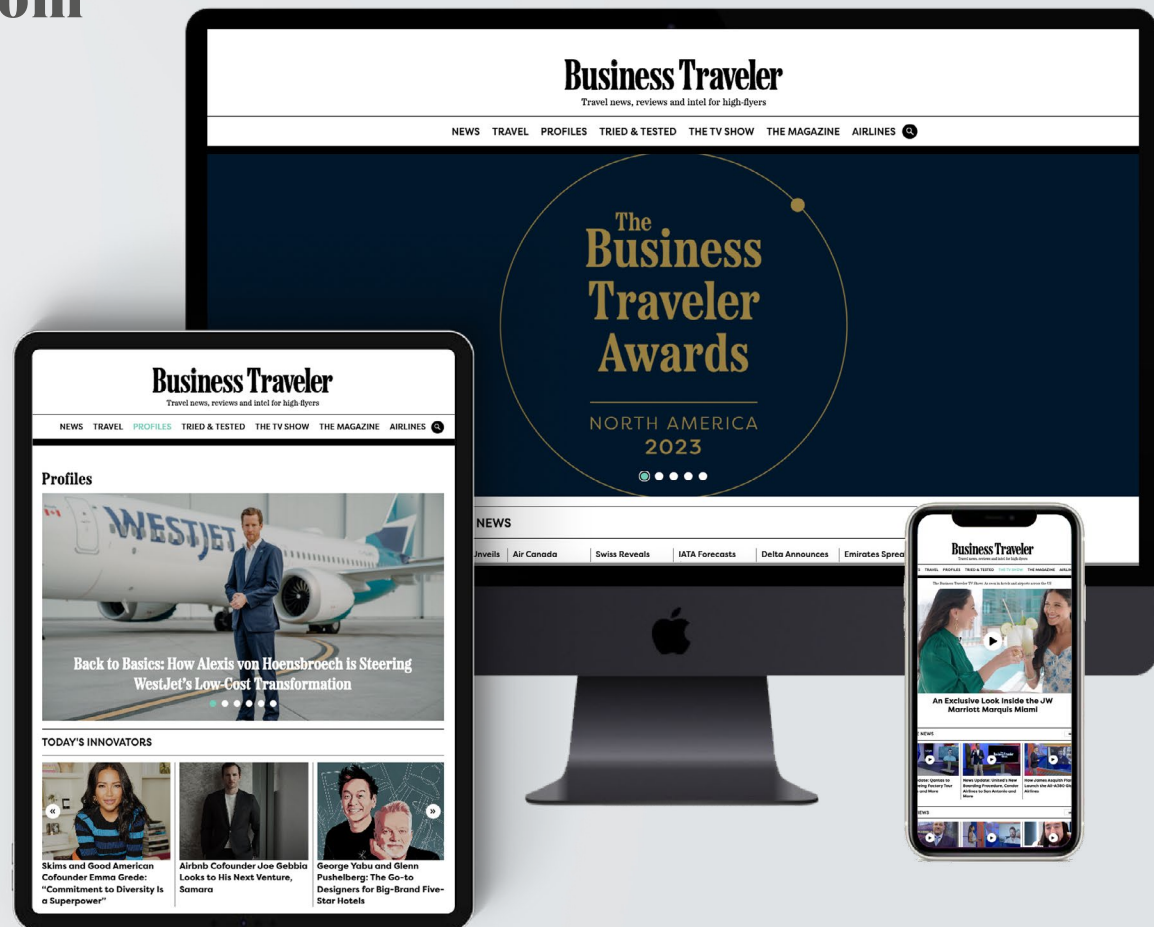
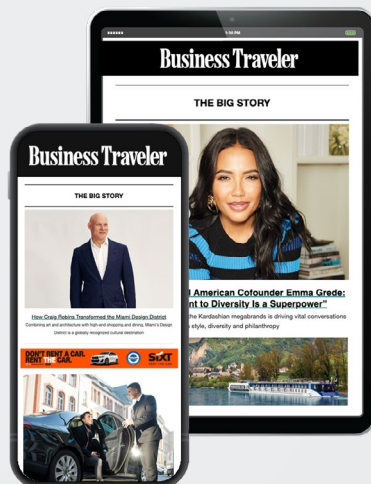
Click here to
visit website

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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 Friday 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 14 for Online
and E-Newsletter Specifications

Business Traveler

Advertise in Business Traveler Magazine



BOVET
CRAFTING THE FUTURE.
SINCE 1822.

Crafted by BOVET.
Designed by *pininfarina*

THE APERTO 1

Open-Worked Manufacture Movement
219 Hand-Finished Components
Sand-Blasted Grade 5 Titanium Case
Versatile Interchangeable Strap System
Comes with Two Different-Colored Straps

NEW YORK ✈️ PARIS

HERE,
EVERY SEAT IS THE BEST SEAT.

La Compagnie sets the gold standard for Business Class.

Book your 100% Smart Business Class flight to Paris with each seat serving as starting point for French cuisine, on-board memories, and scenic sights.

LA COMPAGNIE
100% SMART BUSINESS CLASS
lacompany.com

THE
XM

ULTIMATE POWER.
ULTIMATE LUXURY.

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ACTIVE ALLIANCE MEMBER

KEEP FLYING WITH THE BEST

Thanks for honouring us on five categories at Skytrax Passengers Choice Awards.

TURKISH AIRLINES

AMAWATERWAYS

Heart
OF THE RIVER

Join us on a journey through the heart of Europe along the Rhine River in Switzerland with speed-creeping AmaWaterways. Marvel at more than 40 fairytale castles that line the riverbanks in Germany's Rhine Gorge, soar high above sun-kissed vineyards by gondola, and pedal past storybook architecture in fascinating cities like Strasbourg and Cologne. From romantic Heidelberg to the enchanting Black Forest, discover your "once upon a time" on the Rhine River with AmaWaterways.

Save 20% on select 2023 and 2024 sailings when you reserve by December 31, 2023.
CALL YOUR PREFERRED TRAVEL ADVISOR OR VISIT AMAWATERWAYS.COM

streamsong

FIND YOUR WAY TO STREAMSONG, AND FIND OUT JUST HOW INCREDIBLE GOLF CAN BE.

Three masterpieces in the country's Top 30. Three gems from Coore/Crenshaw, Doak and Hansen/Wagner — with a fourth, The Chain short course, opened in November 2023. You've never seen or played, anything like them.

Book your Streamsong getaway today!

streamsonggolf.com | 866-373-1547 | A membership required resort in central Florida.

BUILDING ON EXCELLENCE

YOU ASKED FOR MORE - WE DELIVERED.
CORPORATECARE™ ENHANCED.

Rolls Royce

Building on excellence. Rolls Royce

Rolls-Royce.com/enhanced

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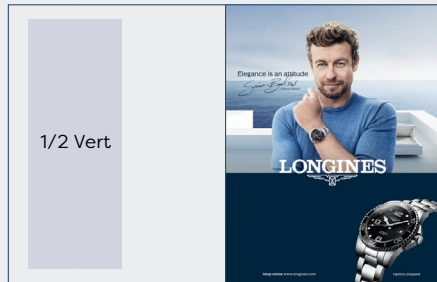
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US Rate Card

2 Page Spread



Full Page



Refer to Page 13 for Size and Print Specifications

US Rate card

Print / Frequency: 11x / All Rates are Net

AD	1 x	3 x	5 x	11x
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
2-Page Spread	\$48,400	\$45,400	\$43,900	\$41,200
Full Page	\$31,800	\$30,300	\$28,800	\$27,100
1/2 Page Horizontal or Vertical	\$20,900	\$19,700	\$18,900	\$17,700



Business Traveler

Editorial Calendar 2024



February

Celebrating Black History Month

Spring Travel Update: Do's and don'ts this spring

The Future of Travel: Where we are and where we are headed

Winter in the Caribbean



March

Honoring Women's History Month: Women in aviation, travel leaders and more

Cruising: What's next on the high seas



April

The Second Annual Green Issue: Sustainability in travel, in the air, on land and at sea

Real Estate: The latest trends in housing



May

Design and Interiors: Covering everything from architecture and décor to products

Summer Travel Update: What to know before you go

Preview of the World's 50 Best Restaurants List Event

Education: In-depth information about higher education



June

Luxury Retreats: Spend your vacation in style

Cigars: The big smoke



July

Made in America: From manufacturing to finance, the best of the U.S.

Luxury Private Jets: Exclusive travel in the sky

GBTA, what's next for business



August

Virtuoso Travel Week, the best in hospitality



September

Announcement of Business Traveler U.S. Awards Nominees

Back to Business: Update on North American Business Travel

Falling for your Favorites Watches this Season



October

The Miami Issue: Moguls, real estate, hotspots and the latest finds
NBAA



November

The Culinary Issue: Featuring world-renowned chefs, aviation menus, airport offerings, wine and spirits, and culinary delights from around the world

Luxury Ski: The best resorts, slopes and gear



December/January

Celebrating The Business Traveler U.S. Awards Winners

Island Dreaming: This year's Caribbean resorts to know

Season of Giving:

Philanthropy, gift guide

Ink



Business Traveler

Closing Dates 2024



ISSUE	SPACE DEADLINE	MATERIALS DUE	CIRCULATION DATE
Feb 2024	12/22/2023	12/28/2023	02/01/2024
Mar 2024	01/22/2024	02/01/2024	03/01/2024
Apr 2024	02/22/2024	03/01/2024	04/01/2024
May 2024	03/22/2024	04/01/2024	05/01/2024
June 2024	04/22/2024	05/01/2024	06/01/2024
July 2024	05/21/2024	06/03/2024	07/01/2024
Aug 2024	06/21/2024	07/01/2024	08/01/2024
Sept 2024	07/22/2024	08/01/2024	09/01/2024
Oct 2024	08/22/2024	09/02/2024	10/01/2024
Nov 2024	09/23/2024	10/01/2024	11/01/2024
Dec/Jan 2024/25	10/22/2024	11/01/2024	12/01/2024



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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"
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"

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.



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Online Specs BusinessTravelerUSA.com

▼
All files must be supplied as:

JPEG, PNG or GIF

Maximum Size: 150kb

Color: RGB

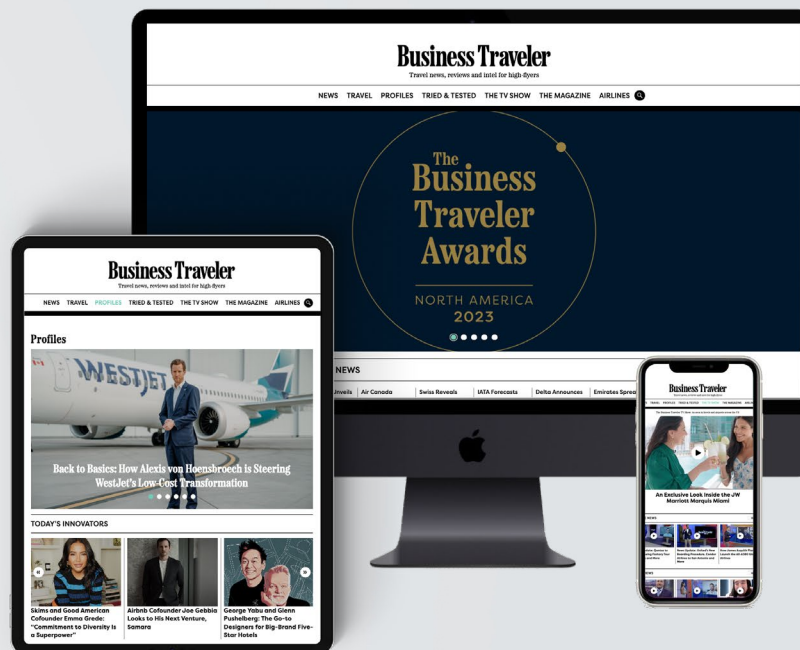
Screen Resolution: 72 dpi

▼
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.



ink

▼
Click here to
visit website

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)

Get In Touch

Business Traveler

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