

# BUSINESS TRAVELER

MEDIA KIT 2025

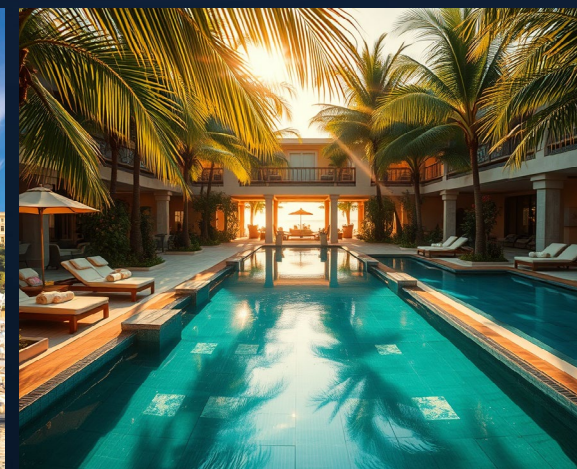


MAGAZINES | ONLINE | SOCIAL | EVENTS | TELEVISION



## AN ICONIC MAGAZINE

The *Business Traveler* ecosystem spans print, digital, social and video. The magazine focuses on travel trends and stories for the modern traveler, with a spotlight on luxury experiences and the finer things. It is a home for aspirational and inspirational content along with thought leadership segments that engage Gen Z, Millennial and traditional C-level business execs, making it an ideal brand awareness channel for consumers interested in top trends, adventure, wellness and luxury escapes.





 [Click here to view current and past issues](#)

## A PREMIUM MEDIA BRAND

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.



## 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. Includes a vacation as part of corporate travels, viewing luxury hotels, entertainment and restaurants as highly important.

**82%**

take five or more leisure trips per year



**\$433.3k**  
annual Mean HHI

**55%**

stay in premium or luxury accommodations almost all the time



**31.7**  
average business trips per year



**45.3**  
average nights in a hotel for business per year



**92%**  
choose the airline they fly

**35%**

are planning to take a luxury cruise



**19.8**  
average nights in a hotel for leisure per year

**31%**

are planning expedition or adventure travel



**88%**  
graduated college or higher

# 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)


**REACH**  
**NORTH AMERICA**  
**1 Million+**  
**per month**



# THE BUSINESS TRAVELER SHOW



The companion *Business Traveler* television show runs across the reachTV network, which boasts 11.5 million impressions per week and has a 2m 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 view the Business Traveler Show media kit](#)



 [Click here to watch travel segment](#)



 [Click here to watch interview segment](#)

The Business Traveler Show plays 6 times per day in 90 airports across North America

Hotel Audience Reach: Over 5 million viewers per month watch reachTV in their hotels.





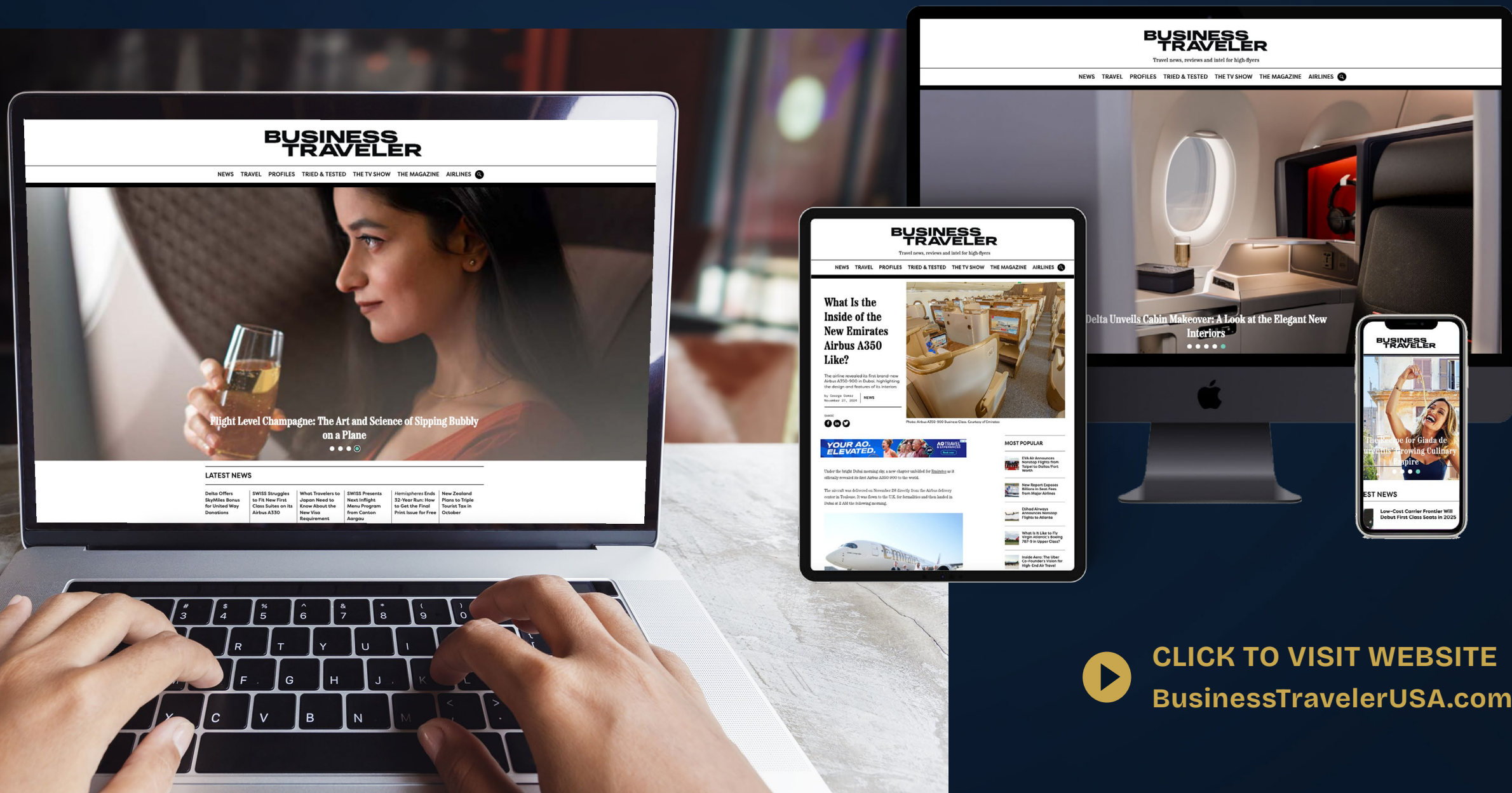
## BUSINESS TRAVELER ONLINE

**Business Traveler online is the ultimate destination for premium travel insights and updates.**

Offering a wealth of expert content and award-winning storytelling, it serves the needs of business travelers seeking the latest news, trends, and reviews. From in-depth articles to flight, hotel, and dining and product reviews, *Business Traveler* online is a one-stop shop for up-to-the-minute information and exclusive travel tips.

### Digital Banners/Online Articles

Average of 107k pageviews and 81k users per month



**CLICK TO VISIT WEBSITE**  
**BusinessTravelerUSA.com**



## WEEKLY NEWSLETTER SPONSORSHIP

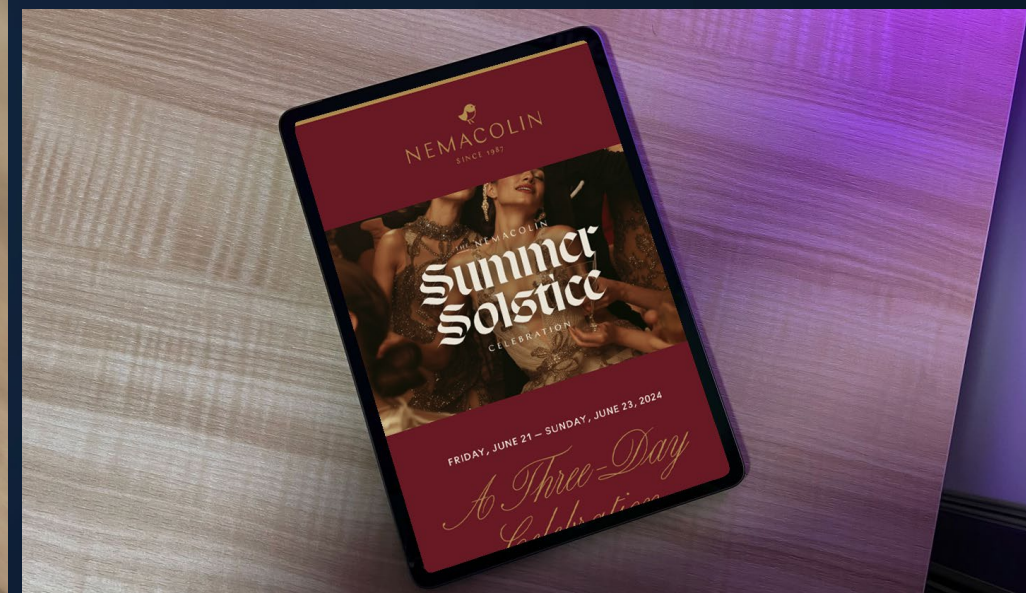
Unlock direct access to *Business Traveler's* engaged readers by sponsoring its weekly newsletter.

Promote your marketing messages, time-sensitive products, and special offers effectively.

Ensures your brand stands out to frequent travelers and business decision-makers, maximizing visibility and engagement in a highly influential and timely format.

### Newsletter Takeover

Brands have the ability to do a newsletter which will be sent out to all active subscribers with Business Traveler.







## SOCIAL MEDIA: PUT YOUR BRAND IN THE SPOTLIGHT

Reach elite travelers through targeted social media. This is a unique opportunity to engage an influential audience of affluent professionals and global executives. Your brand will connect directly with *Business Traveler's* dedicated readership of industry trendsetters.

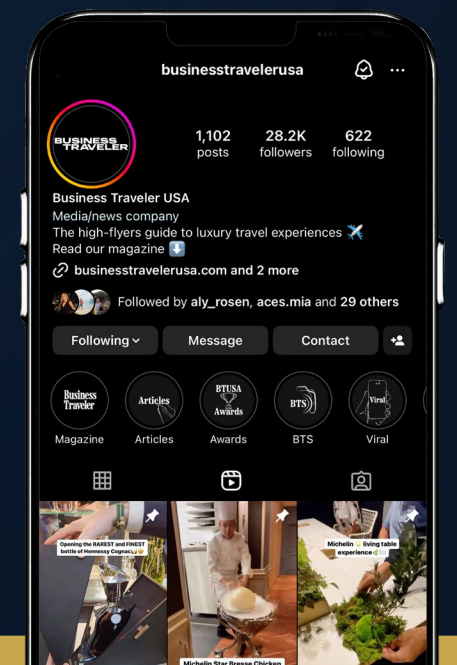
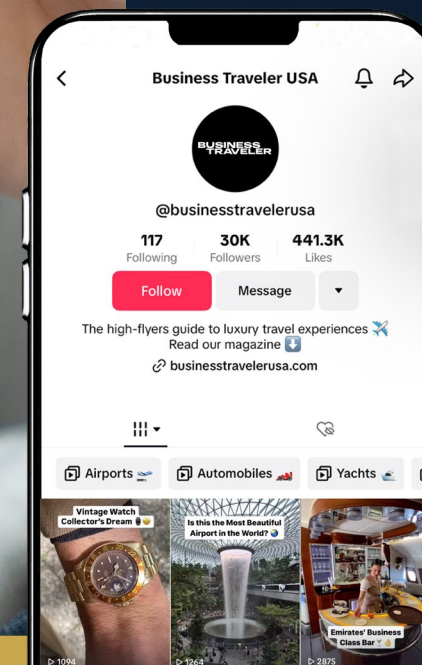


**36.5k+ followers**

### Reach

Avg. 7k+ organic per reel  
(can be boosted)

**@BusinessTravelerUSA**  
(Instagram/TikTok)



# GET IN THE HANDS OF ELITE TRAVELERS

Engage *Business Traveler* magazine's sophisticated audience through strategic promotional placements such as eye-catching display ads, compelling advertorial features, and premium sponsored content.

**BOVET**  
CELEBRATING ART AND INNOVATION.  
SINCE 1822.

WELCOME TO THE GOOD LIFE

A luxury Bovet watch with a blue dial and metal bracelet is shown against a background of a calm blue sea under a clear sky.

Because you give your dreams the love you deserve.  
Experience now the drömar\* bed at your nearest Hästens store.  
HASTENS.COM

**Hästens**  
since 1852

A woman is shown floating in the air above a bed in a bright, airy room, symbolizing the comfort and quality of Hästens beds.

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 —  
lacompagnie.com

A woman is shown sitting in a business class airplane seat, reading a tablet, with a circular highlight around her.

A STAR ALLIANCE MEMBER

WORLD AIRLINE SKYTRAX AWARDS 2024  
WINNER  
Best Airline in Europe

WORLD AIRLINE SKYTRAX AWARDS 2024  
WINNER  
Best Business Class Catering

WORLD AIRLINE SKYTRAX AWARDS 2024  
WINNER  
Best Economy Class Catering

WORLD AIRLINE SKYTRAX AWARDS 2024  
WINNER  
Best Airline in Southern Europe

WORLD AIRLINE SKYTRAX AWARDS 2024  
WINNER  
Best Economy Class Seat in Europe

**KEEP FLYING WITH THE BEST**  
Thanks for honouring us on five categories at Skytrax Passengers Choice Awards.

**TURKISH AIRLINES**

Two Turkish Airlines pilots are shown in uniform, standing in front of an airplane cockpit.

**Hertz**

Take back your time with Hertz

Premium rides. Faster pickups. Let's Go!  
Thank you for voting Hertz Best Car Rental Company of the year.

Book your rental now

Skytrax Best Car Rental Company of the Year 2024

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A woman is shown driving a car, looking out the window with a smile.

MELIÁ HOTELS INTERNATIONAL

Travel for Good  
*Embracing the world with meaningful hospitality*

Our Luxury Brands

GRAN MELIÁ HOTELS & RESORTS | THE MELIÁ COLLECTION | ME | PARADISUS

The Most Sustainable European Hotel Company according to SAP Global's 2024 Sustainability Yearbook

GRAN MELIÁ IGUAZU, ARGENTINA

A scenic view of a waterfall and a person swimming in a pool, with a person's silhouette in the foreground.

BUILDING ON EXCELLENCE  
YOU ASKED FOR MORE - WE DELIVERED.  
CORPORATECARE® ENHANCED.

Rolls-Royce engine

Rolls-Royce airplane

**ROLLS-ROYCE**

Building on excellence. Rolls-Royce.  
Rolls-Royce.com/enhanced

A close-up of a Rolls-Royce jet engine and a Rolls-Royce airplane flying over a landscape.

## EDITORIAL CALENDAR 2025

- ▼ **February**  
Celebrating Black History Month  
**Winter in the Caribbean**
- ▼ **March**  
Honoring Women's History Month:  
Women in aviation, travel leaders and more  
**Elevated golf for the business traveler**
- ▼ **April**  
Annual Green Issue: Sustainability  
in travel, in the air, on land and at sea  
**Real Estate: The latest trends**
- ▼ **May**  
The Design Issue: Covering everything  
from architecture and décor to products  
**Summer Travel Update:  
What to know before you go**  
Formula 1
- ▼ **June**  
**Luxury Retreats:  
Spend your vacation in style**  
LGBTQ month
- ▼ **July**  
Made in America: From manufacturing  
to finance, the best of the U.S.  
**GBTA, what's next for business**

- ▼ **August**  
Tech Focus:  
The Latest Products,  
Trends, and Innovations
- ▼ **September**  
Announcement of Business Traveler  
U.S. Awards Nominees  
**Best Business Travel Fashion**  
The Seasons Top New Watches
- ▼ **October**  
The 4th Annual South Florida issue  
**Luxury Private Jets**
- ▼ **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**  
Live Business Traveler USA  
Awards Ceremony  
**Holiday Travel Forecast:  
Airline and Airport Insights**
- ▼ **December/January**  
Celebrating The Business Traveler  
U.S. Awards Winners  
**Season of Giving:  
Philanthropy**



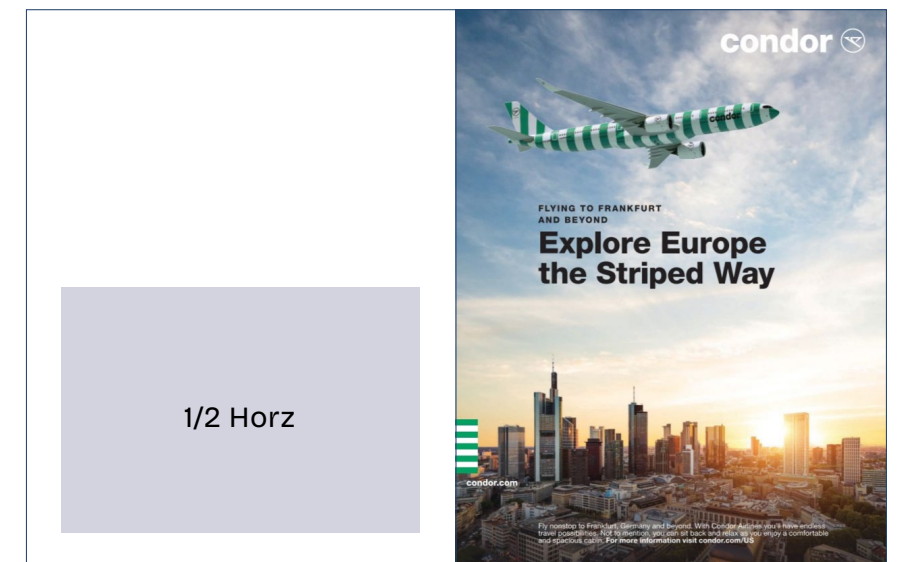
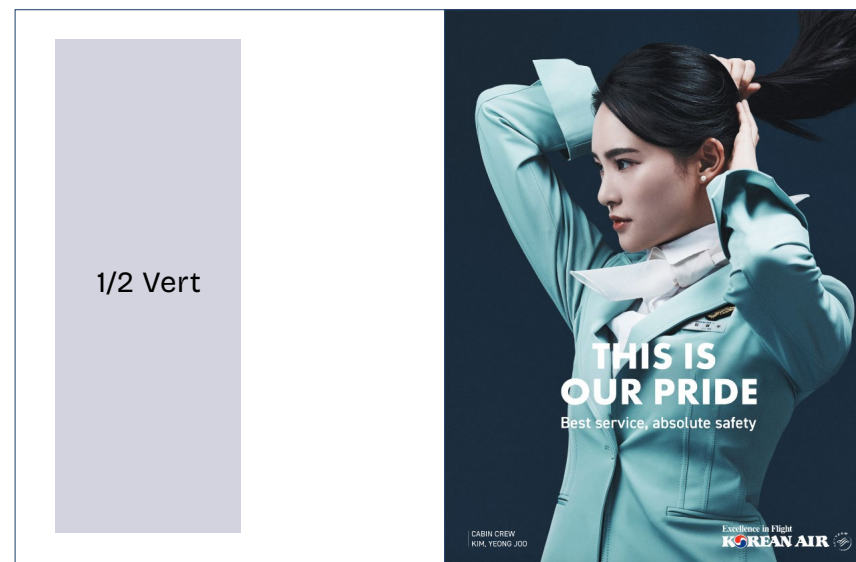
\*Subject to change

## US RATE CARD

2 Page Spread



Full Page



Refer to Page 16 for Size and Print Specifications

Ad	1x	3x	5x	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

## CLOSING DATES 2025

ISSUE	SPACE DEADLINE	MATERIALS DUE	CIRCULATION DATE
Feb 2025	12/23/2024	12/30/2024	02/01/2025
Mar 2025	01/22/2025	01/31/2025	03/01/2025
Apr 2025	02/21/2025	02/28/2025	04/01/2025
May 2025	03/21/2025	03/31/2025	05/01/2025
June 2025	04/21/2025	05/01/2025	06/01/2025
July 2025	05/21/2025	06/02/2025	07/01/2025
Aug 2025	06/23/2025	07/01/2025	08/01/2025
Sept 20245	07/22/2025	07/31/2025	09/01/2025
Oct 2025	08/22/2025	09/02/2025	10/01/2025
Nov 2025	09/23/2025	09/30/2025	11/01/2025
Dec/Jan 2025/26	10/22/2025	11/03/2025	12/01/2025



# 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.



## 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 high-res images, logos, and your ad message. Please supply brand style guide if available. Supply previous branding examples if available. Please note that this will incur additional charges. Inquire with your media sales representative.

	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)
<b>Double Page Spread</b>	<b>431.8 x 282.58</b>	<b>17" x 11.125"</b>	<b>425.45 x 276.23</b>	<b>16.75" x 10.875"</b>
<b>Full Page</b>	<b>219.08 x 282.58</b>	<b>8.625" x 11.125"</b>	<b>212.73 x 276.23</b>	<b>8.375" x 10.875"</b>
<b>1/2 Page Vertical</b>			<b>90.15 x 257.18</b>	<b>3.5492" x 10.125"</b>
<b>1/2 Page Horizontal</b>			<b>190.5 x 124.73</b>	<b>7.5" x 4.9108"</b>

**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.



## 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](mailto: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.



## 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:**



▶ **CLICK TO VISIT WEBSITE**

### HOMEPAGE SPECS

#### 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)

▼ **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.

### POSTPAGE SPECS

#### 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)

# BUSINESS TRAVELER

## GET IN TOUCH

**SHANNON DOBROW**  
VP of Sales and Publisher

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