

BUSINESS TRAVELER

MEDIA KIT 2025

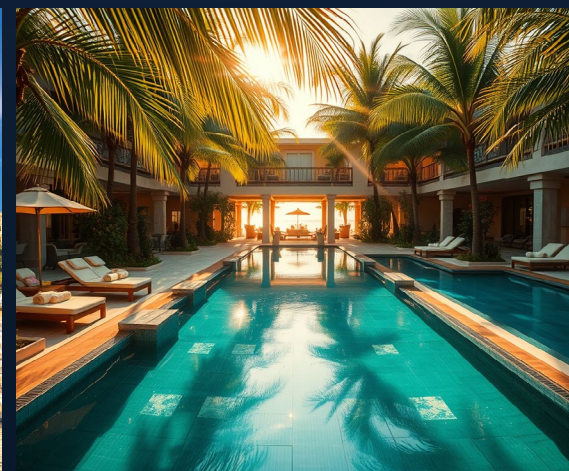


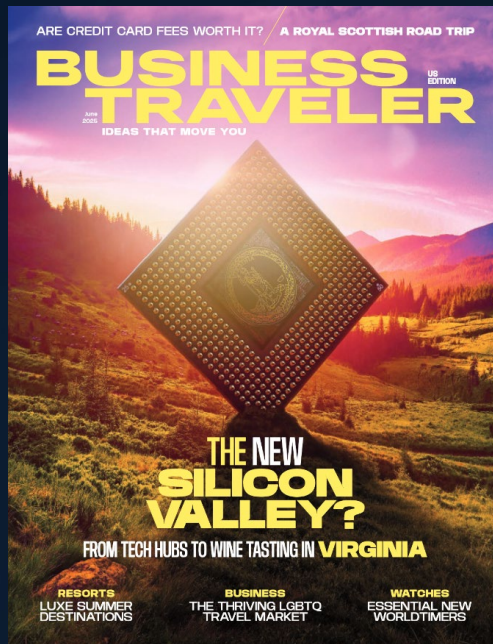
MAGAZINES | ONLINE | SOCIAL | EVENTS | TELEVISION



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

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



\$433.3k
annual
Mean HHI



31.7
average business
trips per year



45.3
average nights in a hotel
for business per year



92%
choose the
airline they fly



19.8
average nights in a hotel
for leisure per year



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 3 times per day in 90 airports across North America

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





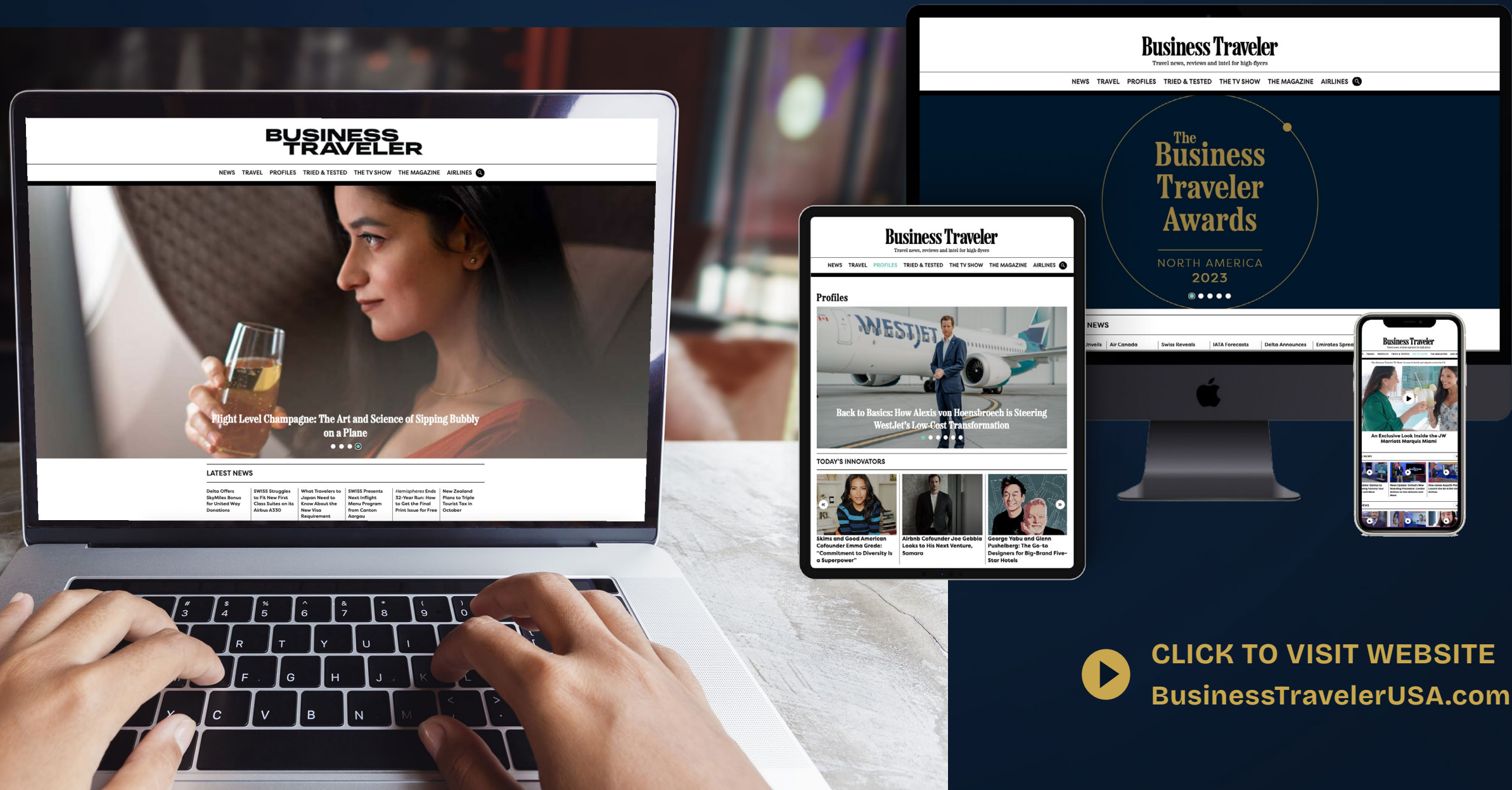
BUSINESS TRAVELER ONLINE

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

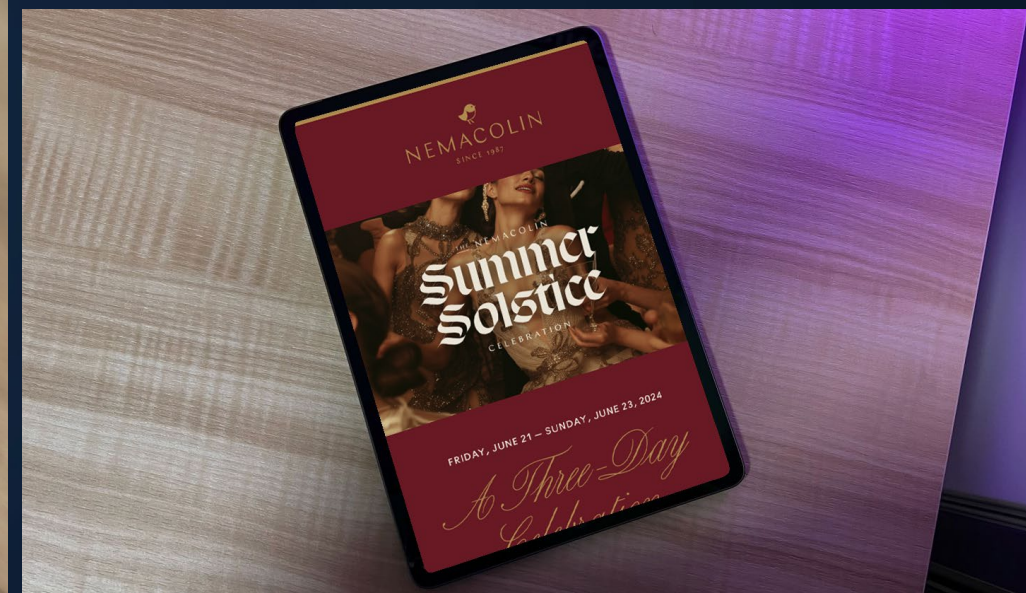
Unlock direct access to *Business Traveler's* engaged readers by sponsoring its weekly newsletter.

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.

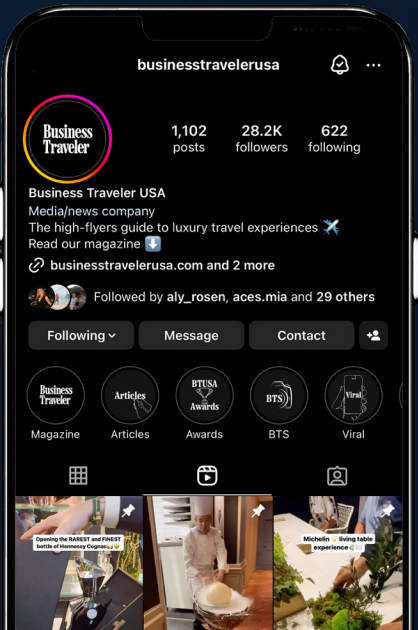
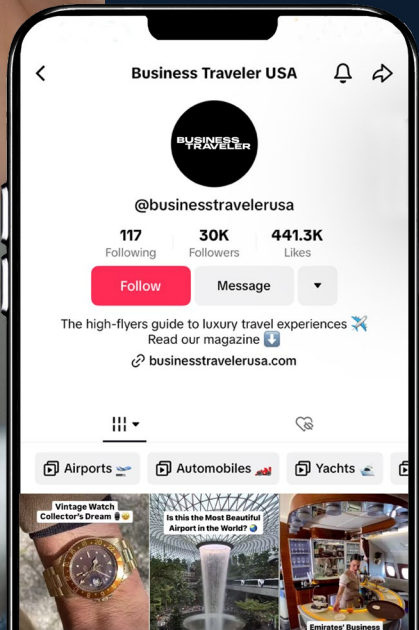


36.5k+ followers

Reach

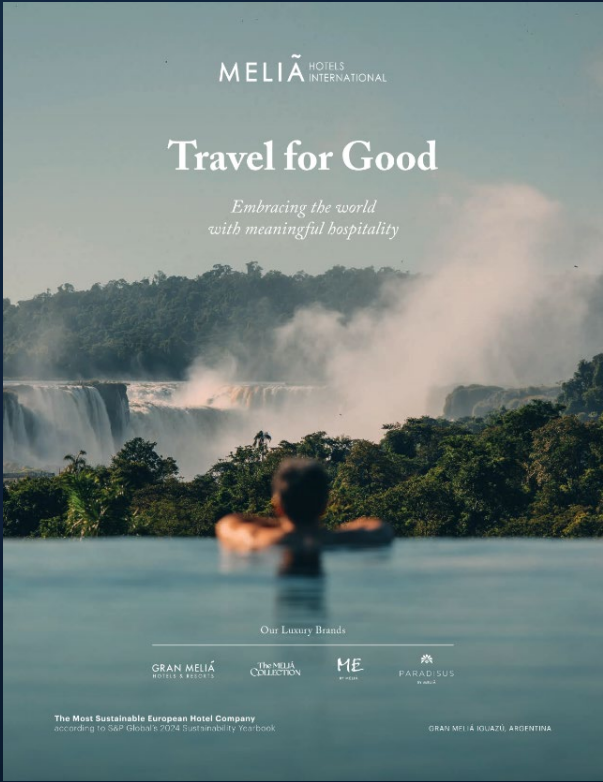
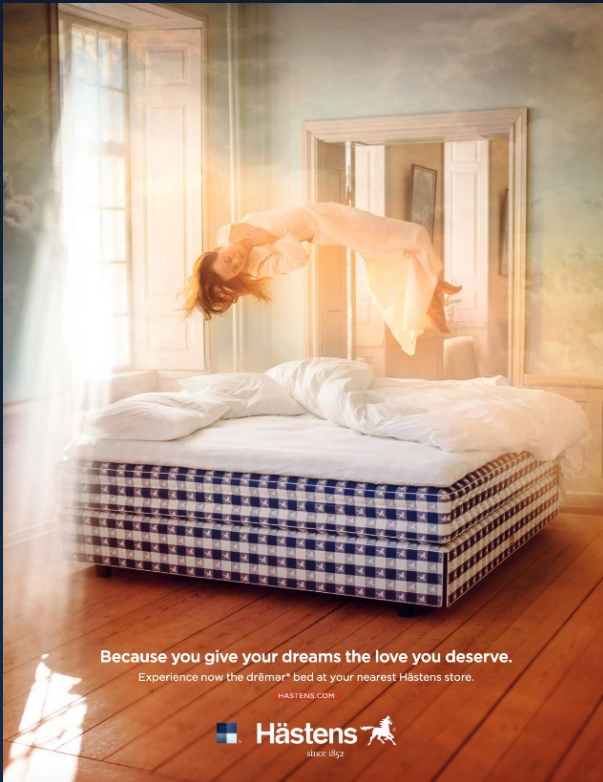
Avg. 7k+ organic per reel
(can be boosted)

@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.



EDITORIAL CALENDAR 2025

▼
August

THE LUXURY SUMMER ESCAPES ISSUE

THEMES: The Latest Products, Trends & Innovations

Executive Productivity: business information tech & advice that enhances efficiency and performance

World Cup Preview: billion dollar business impact on host cities

World's Greatest Business Hotel Suites: a look inside lavish luxury in hospitality

Airline Amenity Kits & Premium Travel Gear: luxury in-flight experiences and high-end travel accessories

BT Awards Polling Concludes: final opportunity to vote

▼
September

THE STYLE ISSUE

THEMES: Executive Style | Luxury Timepieces & Accessories | Premium Travel Gear

Executive Style: curated travel wardrobes for the modern business traveler

Luxury Timepieces & Accessories: premium watches, leather goods, and executive essentials

▼
October

THE FLORIDA ISSUE

THEMES: The 4th Annual Florida Issue
Luxury Private Jets | Personalized Aviation Experiences

Florida's Premier FBOs & Private Terminals: exclusive access and ultra-luxury services

Jet Set Lifestyle: latest industry insights

BT Awards Gala Live: premium experiential sponsorship opportunities

▼
November

THE AWARDS ISSUE

Themes: Celebrating Global Travel Excellence

Award-Winning Brands Showcase: feature celebrating the industry's most prestigious names

Global Culinary Excellence: Michelin-starred airport dining, premium in-flight cuisine, and celebrity chef collaborations

Holiday Travel Forecast: expert-driven outlook on peak season trends, premium routes, and how the industry is preparing

Industry Leaders Roundtable: exclusive insights from travel industry visionaries

▼
December/January

THE WINTER LUXURY ISSUE

Themes: Alpine Luxury | Winter Escapes

Ski Season: luxury destinations and high-end mountain retreats

Special Section (Corporate Philanthropy): travel industry giving and responsible travel initiatives

**Subject to change*

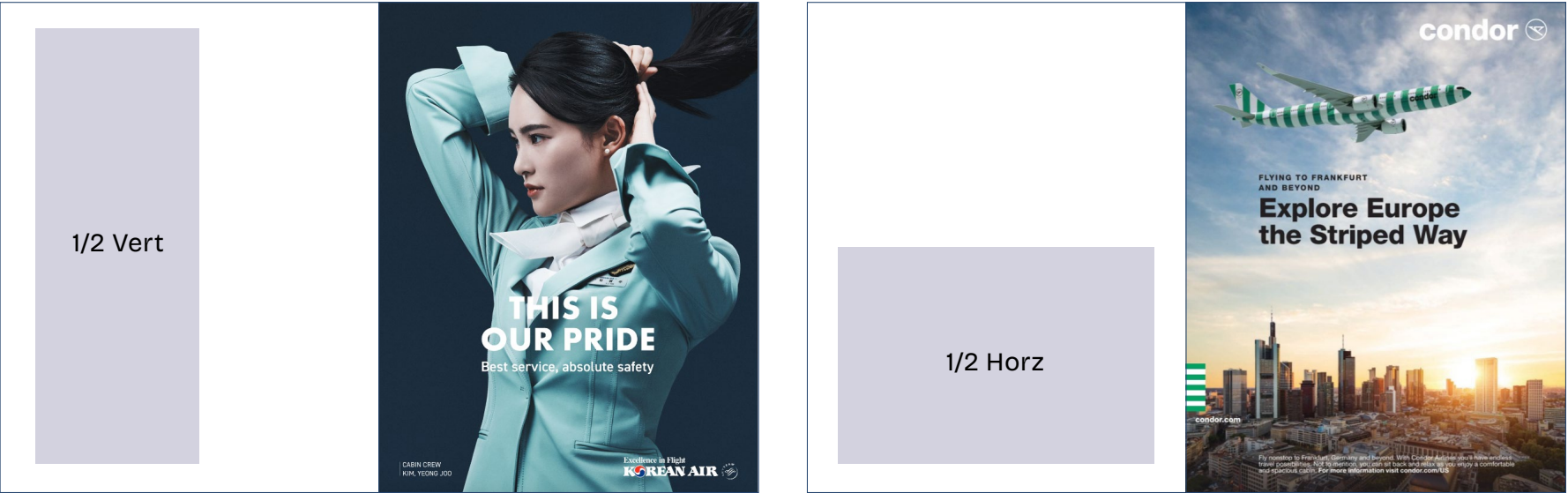


US RATE CARD

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 2024	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)
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.



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.



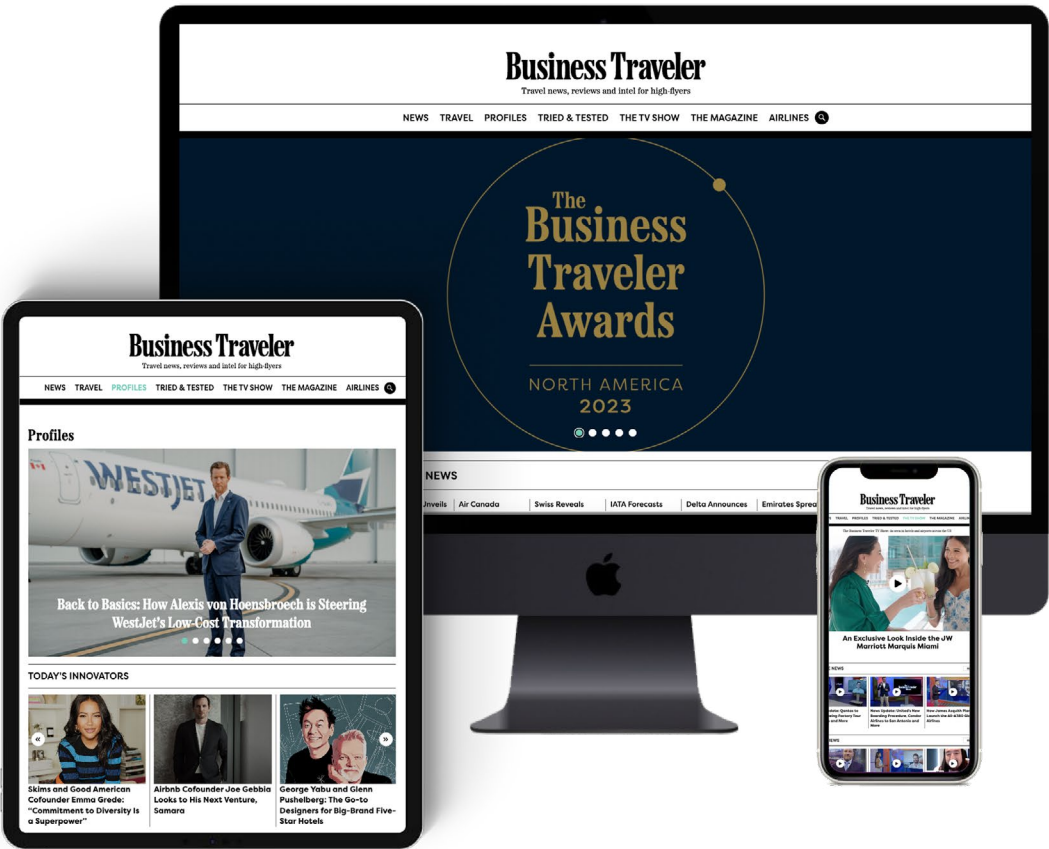
ONLINE SPECS

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:
michelle.cameron@businesstravelerusa.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)
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INLINE RECTANGLE

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

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

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

BUSINESS TRAVELER

GET IN TOUCH

MARK N. KUBATOV
SVP, Publisher

Mark.Kubatov@ink-global.com

+ 1 786-627-3022 (direct)

+ 1 305-339-7258 (mobile)

