



# Business Traveller

Middle East

## 2017

MEDIA INFORMATION

*Business Traveller Middle East* is now recognised as the market-leading publication for frequent flyers and corporate travellers in the Gulf region.

The magazine is part of the global series of *Business Traveller* publications – and has established itself in the last decade, as a must-read for individuals who need to be regularly informed about the latest news and trends in the travel sector.

# EDITORIAL FOCUS

## ► OVERVIEW

Published ten times a year, *Business Traveller Middle East* is written in English and distributed to key decision makers in the travel and leisure sector, including corporate travellers right across the Gulf region.

## ► SPECIAL REPORTS

Every issue contains a special report on a hot industry topic - and our reporters cover a wide spectrum of business travel developments in a colourful and accessible way.

## ► DESTINATIONS

Specific destination tips and advice are regular features of the magazine and readers can enjoy in-depth overviews of interesting locations all around the world.

## ► LIFESTYLE

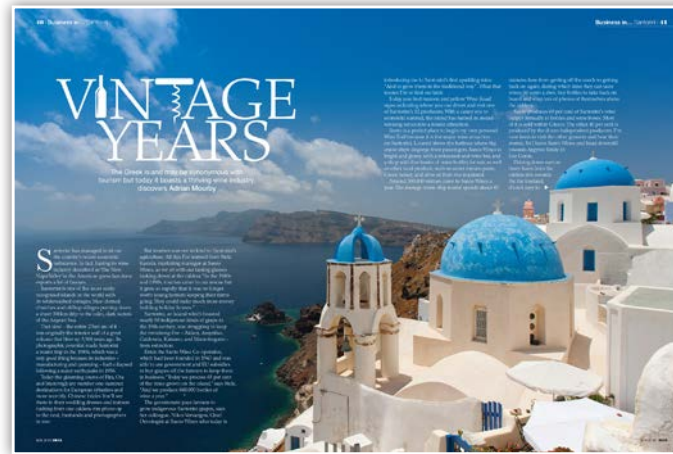
Knowledgeable comment is provided in a whole range of key areas - from dining to gadgets, health to luxury, giving readers all the knowledge they need to make future trips as rewarding as possible.

## ► IN EVERY ISSUE

A wide variety of interesting and relevant sections, including: Letters to the editor; upfront news; tried and tested airline, hotel and restaurant reviews; 4 hour city guides; competition prizes; frequent traveller comment.

## ► ADVERTISING FEATURES

There is a special section giving advertisers the opportunity to showcase their latest products and services.



# CIRCULATION & DISTRIBUTION

## BUSINESS TRAVELLER MIDDLE EAST – essential reading for everyone in business travel

### ► CIRCULATION

Frequency **10 issues per year**  
(Jan, Feb, Mar, Apr, May/June,  
July/Aug, Sept, Oct, Nov, Dec)

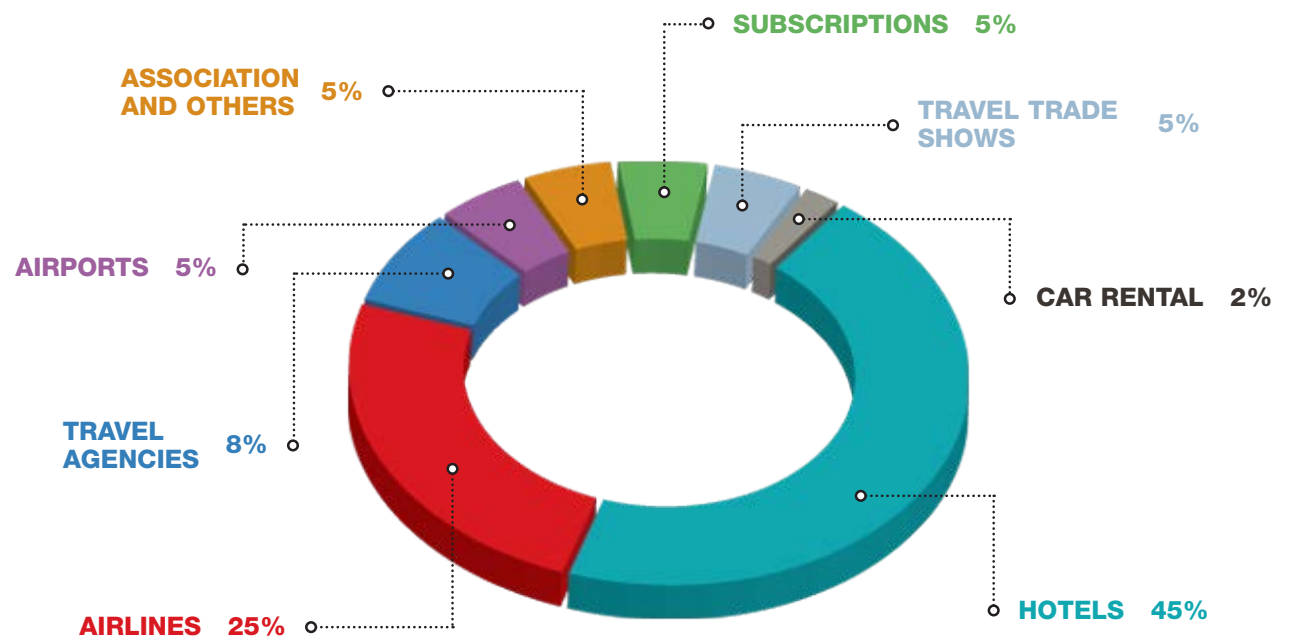
Print-run **30,000 copies\***

### ► DISTRIBUTION

- United Arab Emirates
- Bahrain
- Kingdom of Saudi Arabia
- Kuwait
- Qatar
- Egypt
- Syria
- Lebanon
- Yemen
- Oman
- Jordan

### ► BUSINESS TRAVELLER MIDDLE EAST DISTRIBUTION

▪ Hotels	14,000
▪ Airlines	7,500
▪ Travel Agencies	1,500
▪ Airports	1,520
▪ Association And Others	1,680
▪ Subscriptions	926
▪ Travel Trade Shows	2,000
▪ Car Rental	874
<b>TOTAL</b>	<b>30,000</b>



# DEMOGRAPHICAL HIGHLIGHTS

The approx 100,000 readers\* of **BUSINESS TRAVELLER MIDDLE EAST** are...

## ▶ **MALE DOMINATED**

84% male,  
16% female

## ▶ **AVERAGE AGE 44+**

84% between  
30 and 50 years

## ▶ **WELL EDUCATED**

80% high-school  
diploma and/or study

## ▶ **DECISION MAKERS IN THE COMPANY**

20% are owners/managers  
of their own company

## ▶ **WILLING TO SPEND MONEY**

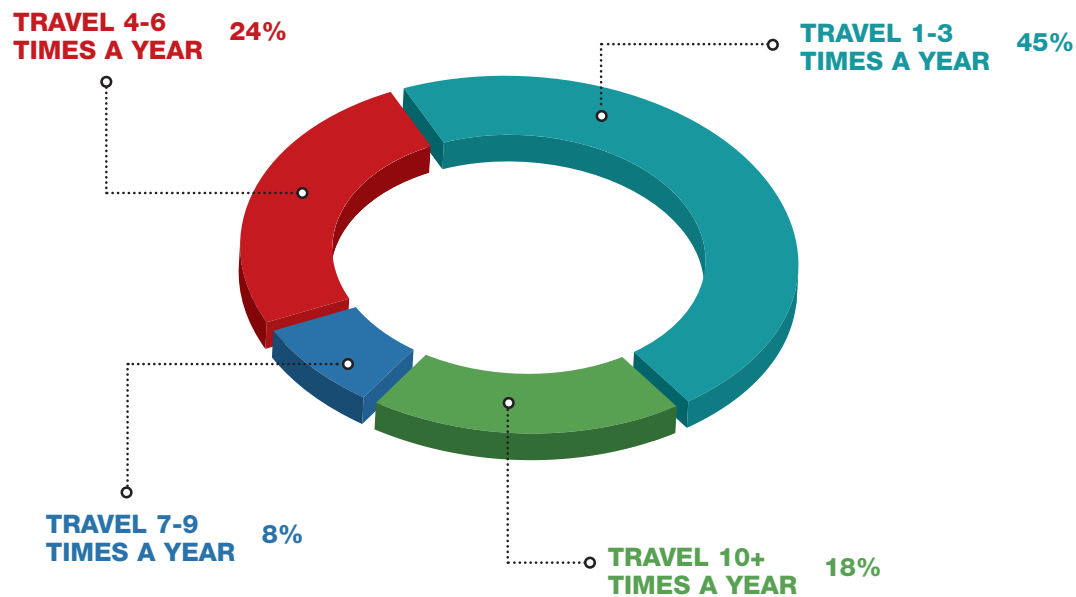
average income  
is \$83,000

## ▶ **IN BIG COMPANIES**

over half work in companies  
with more than 500 employees

# READER INSIGHTS

## HOW OFTEN DO YOU TRAVEL FOR BUSINESS PURPOSES?



▶ **72.98%** mix business and leisure purpose travel

▶ **23.2%** domestic travellers

**76.8%** international travellers

# EVENTS



## ▶ THE BUSINESS TRAVELLER MIDDLE EAST AWARDS

Voted by subscribers through an annual readers' poll distributed in print and online from January to April.

Winners are presented with the awards at a special Business Traveller Middle East Awards event in May in Dubai.



# IMPORTANT FEATURES

## ▶ NEWS

Delivering breaking news ahead of the competition - with full analysis of key industry stories, always written with corporate travellers in mind.

## ▶ TRIED & TESTED

One of the magazine's most popular sections, the top writers tell it how it is – no gloss, no glitter, just the truth, whether good, bad, or plain indifferent.

## ▶ CITY GUIDES

Very valuable and practical guides to the sights and sounds travellers will find in many key business cities around the world.

## ▶ GOLF

For the golfer who might be looking to relax after work or to network with clients and contacts, the useful golf section outlines where to play during your stay.

## ▶ AWARDS

Useful section to revisit this year's awards ceremony and find out the competitors to beat next time around.

## ▶ FORUM

Entertaining and useful forum to raise a point, or obtain particular travel advice. This page links the reader to a global network of informed, fellow travellers.

## ▶ PLAN & BOOK

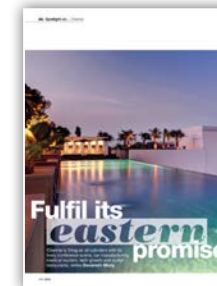
Really valuable airport guides, flight and hotel bookings, live flight and currency information – all key areas are covered in this section, and much more besides.

## ▶ SEAT PLANS

Find out instantly about aircraft configurations and read user reviews.

## ▶ WIN

Regular competitions to win attractive prizes, such as free meals, flights and hotel stays are always part of the magazine.



# RATES AND SPECIFICATIONS

## ADVERTISING RATES

REGULAR POSITIONS	US\$
ROP Double Page Spread	12,350
Full Page (ROP)	6,500
Half Page Solus	4,900
Half Page Non-solus	4,550
Strip Ad	2,300
PREMIUM POSITIONS	US\$
Outside Back Cover	14,300
Inside Front Cover	11,700
Inside Back Cover	11,050
SPECIAL REQUEST	US\$
Opposite Contents	7,500
CREATIVE SOLUTIONS	US\$
Front Cover Gatefold	24,500
Book Mark	19,500
Belly Band	15,700
Advertorial - Full page	7,750
Advertorial - Double page spread	14,250

## TECHNICAL DATA

### DPS

Trim: 275 x 416  
 Type: 240 x 388  
 DPS ads need to be supplied as 2 separate pages after 7mm tiling is done on both sides of the spine

## (mm) H X W



### FULL PAGE

Trim: 275 x 208  
 Type: 240 x 180



### HALF PAGE HORIZONTAL

Type: 116.5 x 180



### HALF PAGE VERTICAL

Type: 240 x 88



## SERIES DISCOUNT

- 2 - 4 insertions 5%
- 5 - 8 insertions 10%
- 9+ insertions 15%

## GENERAL INFORMATION

- 10 issues per year
- Standard agency commission rates apply
- Additional creative solutions available on request

## DIGITAL MEDIA FORMAT

### PDF (Portable Document Format)

- The artwork should be a press ready PDF file (version 1.3) generated through Illustrator, Quark Xpress or InDesign, saved on maximum resolution (300 dpi) in actual size with bleed and crop marks
- All files must be CMYK format and all black text as over print
- For bleed size add 3mm extra on all four sides after trim marks
- Image loss in the gutter 3mm either side
- Please ensure that text is at least 10mm inside from the crop marks
- If text runs across a DPS please ensure that the text is 10mm away from the gutter on either side
- A colour printout of the saved artwork should be sent for reference along with the CD. Colour prints/digital proofs supplied will be used only as a guideline and the advertisements will be reproduced as per the data/specifics supplied on the CD

All invoice amounts are exclusive of VAT and shall be paid in full, free of any deductions, withholding taxes, and any other charges including but not limited to bank charges.

## DEADLINES

- Booking:** 16th of the month prior to publication
- Material:** 18th of the month prior to publication
- Cancellation:** 18th of the month prior to publication

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