



# 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

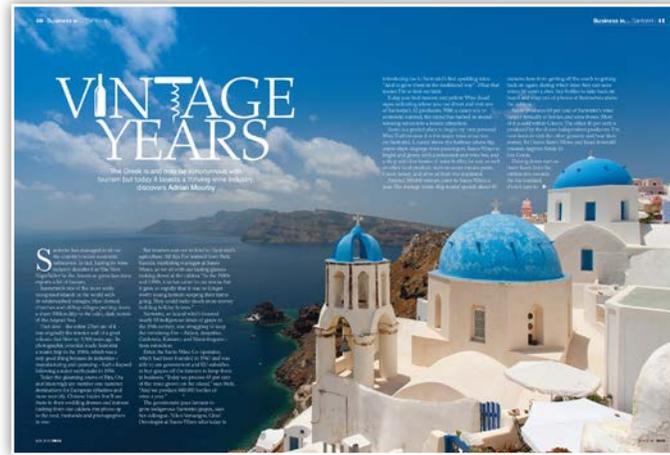
Knowledgeable comment is provided in a whole range of key areas - from dining to gadgets, health to luxury, giving readers all the knowledge they need to make future trips as rewarding as possible.

## ► 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)

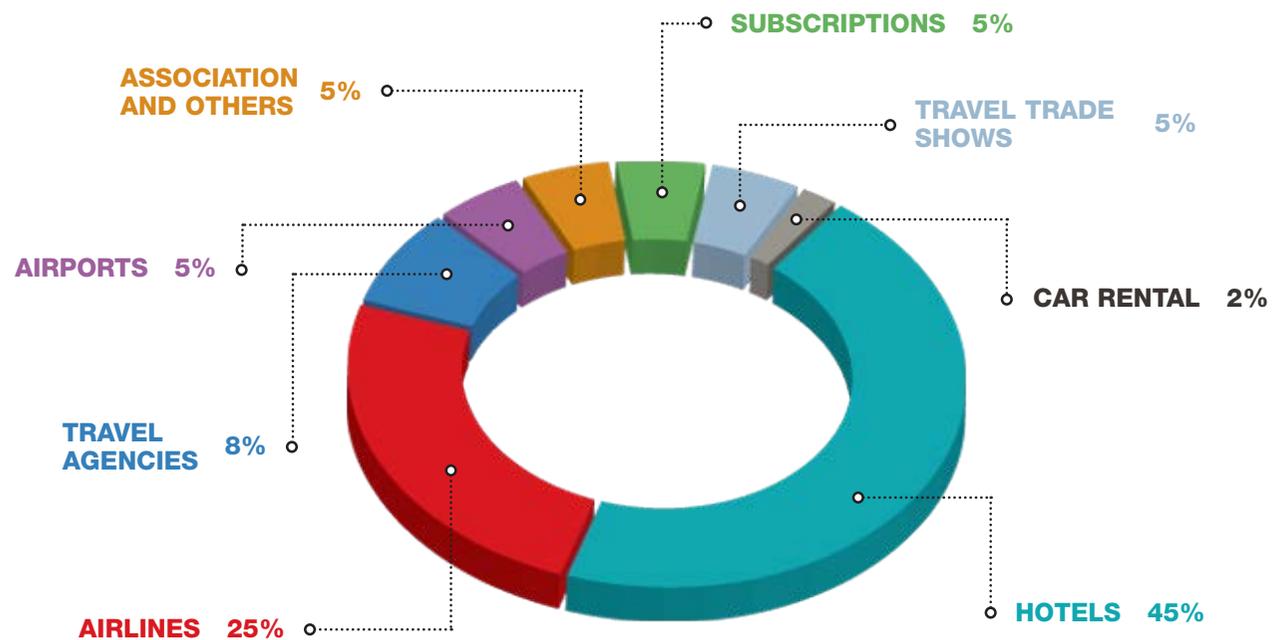
Print-run **30,000 copies\***

### ► 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**

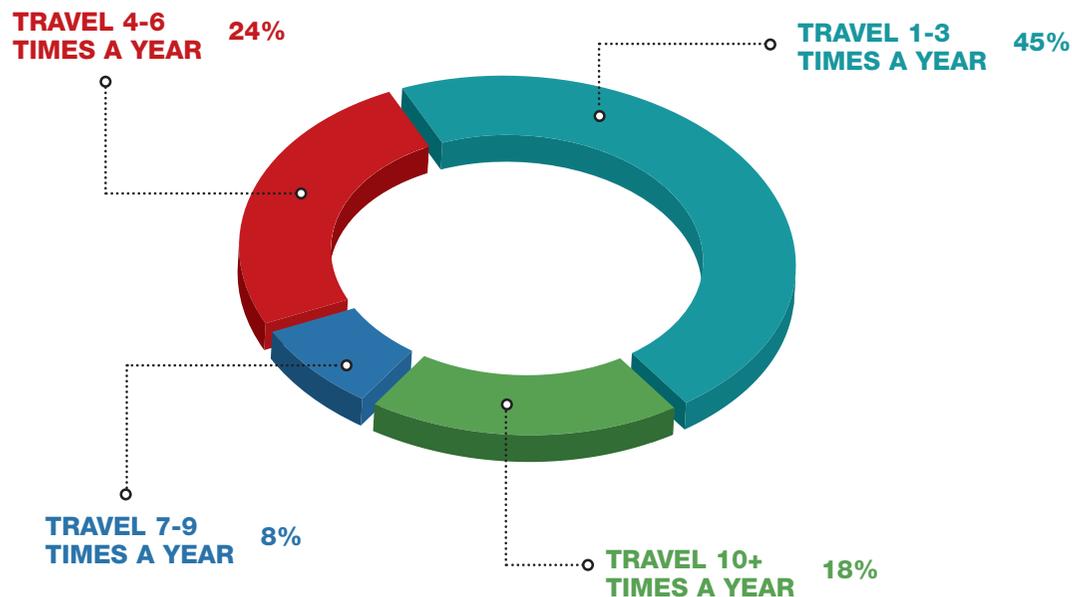
average income  
is \$83,000

## ▶ **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

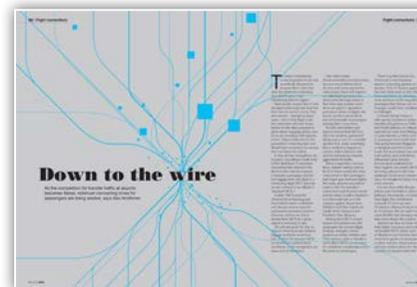
Really valuable airport guides, flight and hotel bookings, live flight and currency information – all key areas are covered in this section, and much more besides.

## ▶ 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

(mm) H X W

### 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



### 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

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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.  
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## 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

ENIGMA

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