



# TRAVELLING FOR BUSINESS

## MEDIA PACK

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[travellingforbusiness.co.uk](http://travellingforbusiness.co.uk)

# AUDIENCE PROFILE

As experts in the travel industry, we understand the unique needs of business travellers. Whether you're an executive, entrepreneur, consultant, PA, or employee, we are here to provide you with the latest news and insights on business travel. Our goal is to equip you with the information, recommendations, tips, and discounts you need to navigate the world of business travel efficiently.

Our team stays up-to-date with industry trends and developments to ensure that our content is always relevant and informative. Whether you're booking a trip yourself or working with a travel arranger or buyer, our resources will help you make informed decisions.

Trust us as your go-to source for all things related to business travel. We are confident in our expertise and aim to provide practical insights that will make your travels smoother and more successful. Stay tuned for regular updates on news, reviews, advice, and features tailored specifically for business travellers like yourself.

## AUDIENCE

WEBSITE	250,000 visitors per month
E-NEWSLETTER	Database 21,000
MAGAZINE	Bi-monthly issue 10,000 readers

Whilst the brand is UK focused currently 21% of our audience are from the US

“ FROM EFFICIENT TRAVEL STRATEGIES TO DESTINATION GUIDES SPECIFIC TO BUSINESS TRAVEL, WE'VE GOT YOU COVERED. WE KNOW THAT TIME IS OF THE ESSENCE FOR BUSY PROFESSIONALS LIKE YOURSELF, SO WE STRIVE TO DELIVER CONCISE AND ACTIONABLE ADVICE.

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TRAVELLING  
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# AREAS WE COVER

Travelling for Business is a comprehensive platform that caters to the needs of business travellers and offers a wide range of products and opportunities for suppliers in the travel industry. Our readership comprises travel consultants, hotel sales managers, and business professionals from a diverse range of backgrounds, including FTSE-100 CEOs to those embarking on their business travel journey.

We pride ourselves on being an authoritative source of information for business travellers. Our team of experts keeps a close eye on industry trends and developments, ensuring that our readers receive accurate and actionable advice. Whether it's tips for maximizing productivity during business trips or recommendations for efficient travel arrangements, we aim to empower our readers with practical knowledge that can enhance their overall travel experience.

## NEWS

Stay informed with the latest updates from the travel industry, alongside important announcements from the foreign office.

## REVIEWS

Discover unbiased evaluations of airlines, hotels, and various products relevant to business travelers. Our reviews are based on hands-on experiences and performance metrics, ensuring you get authentic insights. We do not compare products against each other but focus on individual usage and performance.

## TRAVEL TECHNOLOGY

Explore reviews and recommendations for travel-related gadgets, apps, and tools designed to enhance productivity, connectivity, and convenience while on the move.

## FEATURES

Dive into business travel-related features, including wellness spas and resorts, travel concierge services, destination guides, and other general travel features that can enrich your travel experience.

## TRAVEL SAFETY AND ADVICE

Access essential tips, tricks, and advice on staying safe and secure during business trips. Learn how to handle travel emergencies, navigate unfamiliar locations, and stay updated with the latest advice from the foreign office.

## BLEISURE

Discover the growing trend of combining business and leisure travel. Post-pandemic, the demand for 'bleisure' travel has surged. Find tips on balancing work and relaxation, top destinations for bleisure trips, and insights into making the most of your business travels by adding a touch of leisure.

Features and In-depth stories on business travel and soon to include interviews and a short destination guide together with an expert traveller column.

# TRAVELLING FOR BUSINESS



# ONLINE ADVERTISING, NEWSLETTER & EMAIL MARKETING

At Travelling for Business, we strive to provide our readers with up-to-date news and insights from the travel industry.

We cover the latest developments in the industry, features and reviews of destinations, locations and tried and tested to ensure travellers are well-informed before their trips.

The Travelling for Business website, which is updated daily, serves as an invaluable resource for business travel enthusiasts. With its comprehensive portfolio of

products and opportunities, it provides a platform for suppliers seeking to connect with the ever-growing community of Business Travellers. Drawing in a 40k unique monthly visitors, the website caters to a diverse range of individuals within the travel industry. Visitors are seeking up-to-date news, insightful reviews, or practical advice for your next business trip, Travelling for Business is your go-to destination.

## NEWSLETTER BENEFITS INCLUDE:

- Up to 100% Share of Voice
- Two Display Ad Units (IMU and Leaderboard)

## SOLUS BROADCAST BENEFITS INCLUDE:

- Connection with Travelling For Business in a trusted environment
- Full reporting to quantify the ROI of all activity
- Geographic, Sector, gender targeting options available

## WEEKLY EMAIL UPDATE

From seasoned travel consultants to hotel sales managers, and from esteemed FTSE-100 CEOs to ambitious entrepreneurs embarking on their maiden business travel journey stay informed and make the most out of your travels with our expert insights and industry knowledge.

# TRAVELLING FOR BUSINESS



# ONLINE ADVERTISING, NEWSLETTER & EMAIL MARKETING

## FORMAT

<b>BILLBOARD</b>	970x250	£900
<b>DOUBLESKY</b>	300x600	£800
<b>LEADERBOARD</b>	728x90	£800
<b>MPU</b>	300x250	£900
<b>SIDE-WIDE MID CONTENT MPU</b>	728x90	£1200 per month
<b>SPONSORED WEEKLY NEWSLETTER</b> (20,516 subscribers)	728x90	£850
<b>SOLUS HTML EMAIL</b> (19,865)		£1450

## BRANDED CONTENT

**NATIVE ARTICLES** From £450

## SPONSORSHIP

<b>HOMEPAGE TAKEOVER</b>	£1200
<b>NEWS</b>	£800
<b>REVIEWS</b>	£600
<b>ADVICE</b>	£450
<b>DESTINATIONS</b>	£600
<b>TRIED &amp; TESTED</b>	£450
<b>OPINION</b>	£450
<b>GET AWAY</b>	£450 per month

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**BUSINESS**

# MAGAZINE BI-MONTHLY



Travelling For Business is the essential companion for today's business traveller, offering insightful, high-quality content tailored to the unique needs and interests of professionals on the move. Published bi-monthly, our magazine delves into the latest trends, innovations, and strategies in business travel, providing readers with practical advice, in-depth reviews, and inspiring stories from the field.

Our readership comprises top-level executives, entrepreneurs, PAs and decision-makers who rely on "Travelling For Business" to stay informed and ahead of the curve. Each issue features exclusive interviews with industry leaders, comprehensive destination guides, cutting-edge technology reviews, and essential tips for maximizing productivity and well-being on the road.

By advertising in "Travelling For Business," companies gain access to a highly engaged and affluent audience with significant purchasing power and a keen interest in travel-related products and services. Our carefully curated content ensures that advertisements are seen in a context that resonates with readers, enhancing brand perception and driving actionable results.

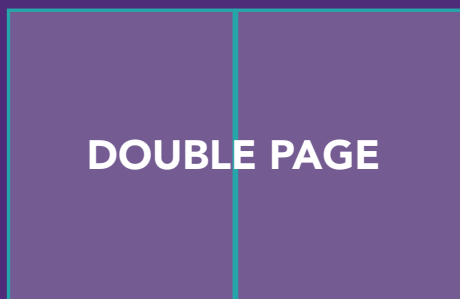
With a robust distribution network and direct subscriptions, Travelling For Business offers unparalleled visibility and impact. Partner with us to reach the pinnacle of business travel audiences and elevate your brand to new heights.

# TRAVELLING FOR

## BUSINESS

# DISPLAY ADVERTISING & MECHANICAL DATA

## DIMENSIONS



**DOUBLE PAGE**

**BLEED**

W418 x H306mm

**TRIM**

W408 x H296mm

**TYPE**

W386 x H265mm



**HALF PAGE DPS**

**BLEED**

W418 x H151mm

**TRIM**

W408 x H146mm

**TYPE**

W386 x H138mm



**FULL  
PAGE**

**BLEED**

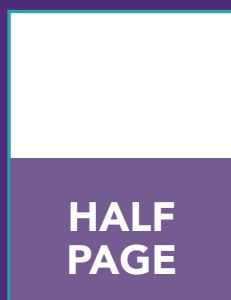
W213 x H306mm

**TRIM**

W203 x H296mm

**TYPE**

W182 x H265mm



**HALF  
PAGE**

**BLEED**

W213 x H151mm

**TRIM**

W203 x H146mm

**TYPE**

W182 x H138mm

## ADVERTISING RATES

<b>DOUBLE PAGE SPREAD</b>	£5,320
<b>HALF PAGE SPREAD</b>	£3,750
<b>FULL PAGE</b>	£2,680
<b>HALF PAGE</b>	£1,880
<b>QUARTER PAGE</b>	£900

## SPECIAL POSITIONS

<b>OUTSIDE BACK COVER</b>	£3,600
<b>FIRST DOUBLE PAGE SPREAD</b>	+15%
<b>FIRST RIGHT HAND PAGE</b>	+15%

## CREATIVE SOLUTIONS

**INSERTS** Loose, bound-in and stick-on cards accepted, subject to availability

### PRICES START FROM £95 PER '000

<b>SPONSORSHIP ENVELOPE WRAP</b>	£1,900
<b>CARRIER SHEET ADVERTISING</b>	£70 per 000'
<b>TIP ON + SPACE COST</b>	£160 per 000'
<b>GATEFOLD</b>	£11,950 (x3pp)
<b>DOUBLE GATEFOLD</b>	£18,950 (x6pp)

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**TRAVELLING  
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# TRAVELLING FOR BUSINESS AWARDS

## Elevate Your Brand with Travelling For Business Awards Sponsorship

Sponsoring the Travelling For Business Awards is more than just brand visibility—it's about positioning your company as a leader in the business travel space. Our awards celebrate excellence across a wide range of categories, including airlines, hotels, transportation services, and more. By aligning your brand with this prestigious event, you showcase your commitment to quality, innovation, and customer satisfaction.

### Here's why your company should sponsor the Travelling For Business Awards:

**Target a High-Value Audience:** With an audience that includes FTSE-100 CEOs, top executives, entrepreneurs, and industry professionals, the Travelling For Business Awards attract a global community of decision-makers and high-net-worth individuals. This is your chance to engage directly with influencers who shape the future of business travel.

**Strengthen Brand Credibility:** Being associated with an award that celebrates excellence reinforces

your brand's reputation as a trusted and influential player in the travel industry. Gain recognition and trust from a discerning audience that values premium services and products.

**Unparalleled Media Exposure:** Our comprehensive media coverage, including the Travelling For Business magazine, website, and newsletters, ensures maximum exposure for sponsors. Your brand will be featured across multiple touchpoints, reaching an affluent and influential readership.

**Create Lasting Connections:** As a sponsor, you'll have the opportunity to network with industry leaders and build meaningful relationships with key stakeholders. These connections can lead to future partnerships, collaborations, and increased business opportunities.

Sponsoring the Travelling For Business Awards is not just an investment in your brand—it's an investment in the future of business travel. Join us in celebrating excellence and set your company apart as a leader in the industry.

### AWARD CATEGORIES

- The Best Short Haul Airline Award
- The Best Long Haul Airline Award
- The Best Business Class Airline Award
- The Best UK Hotel Award
- The Best Sustainable Hotel (Europe) Award
- The Best Sustainable Hotel (Rest of the World) Award
- The Best Chauffeur/Taxi Provider Award
- The Hotel Brand Award
- The Travel Rewards Programme
- The Diversity Equity And Inclusion Award
- The Best Airport Lounge (UK) Award
- The Independant Airport Lounge (UK) Award
- The Best Luggage Award

