

Business Traveller

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Panacea 

2018

MEDIA KIT

BUSINESS TRAVELLER —
THE MAGAZINE FOR FREQUENT
TRAVELLERS, FOR BOTH WORK
AND LEISURE



We are proud to present the Russian-language version of Business Traveller magazine, the leading publication devoted to the global travel industry

Russian-language Business Traveller

Business Traveller is aimed at those who travel a lot — for both work and leisure. The magazine keeps readers up to date with the latest developments in the travel industry and helps them to make their trips as efficient, comfortable and interesting as possible.

Each issue contains a wealth of information comparing the biggest international airlines, airports, hotels, car rental companies, electronic gadgets and much more. The Russian publication continues the best traditions established by the magazine in the UK over several decades.

The most relevant news stories, events, trends and technology can all be found on the pages of Business Traveller.

Our writers travel the world to inform readers of the best places to stay, restaurants worth visiting, unmissable sights and the rules of etiquette in different countries. We also provide information on loyalty programmes, travel insurance, banking and business services and plenty more useful tips for people on business trips. Our articles and special reports cover a broad range of issues, from health and personal safety to sport, cars, watches, financial services and even buying property. All the information is carefully researched and selected, and all services are tested by our writers.

Every year, Business Traveller magazine holds a vote among its readers to determine the best airlines, airports, loyalty programmes, hotels and car rental services and recognises the winners with the Business Traveller Awards. The rating has been compiled for three decades now, based on the experiences and opinions of tens of thousands of travellers around the world. On September 26, 2016, Business Traveller Russia and CIS Awards ceremony was held in Russia for the first time ever under the auspices of Business Traveller magazine. More than 300 companies participated as nominees.

In addition to the print edition, Business Traveller is available in electronic format via the PressReader platform, while the online magazine businesstraveller.com.ru, featuring daily news stories and some of the most popular articles from the print version, is also highly popular with readers.



Editorial focus



BUSINESS TRAVELLER MAGAZINE

The Russian-language publication comes out six times a year

THREE MAIN SECTIONS: LOCATOR, BUSINESS AND LIFESTYLE

LOCATOR

Opening news section containing useful information for frequent business travellers: new hotels and flight routes, loyalty programmes, various relevant services, life hacks and gadgets

BUSINESS

The magazine's calling card: reviews of hotels, airlines, airports and business lounges, as well as detailed and up-to-date articles about destinations regularly visited by travellers for business purposes

LIFESTYLE

Useful information for people who like to plan their trips in advance: comprehensive guides to cities on all continents, reviews of the world's best resorts, practical tips and advice for planning short trips, as well as other content on a broad range of topics ranging from restaurant reviews to advice from health and psychology professionals

ALSO IN EACH ISSUE

We have added two important components that the British version of the magazine does not have: regular columns and an in-depth interview

COLUMNS

Well-known Russian journalists and public figures relate their personal business and leisure travel experiences and talk about the most interesting countries and cities to visit

DIALOGUES

An extensive interview with the star of the issue — a successful and talented individual who has achieved recognition in their profession

Distribution of the Russian-language Business Traveller

GEOGRAPHY OF DISTRIBUTION

- On board of Emirates' flights (business-class) — **5%**
- On board of S7' flights (business-class) — **16%**
- On board of UTair' flights (business-class; Moscow, St. Petersburg and regions) — **14%**
- On board of Yamal Airlines' flights — **4%**
- On board of private jets — **2%**
- On Aeroexpress' trains — **2%**
- In 5-star hotels in Moscow and St. Petersburg (Hilton, Marriott and etc.) — **9%**
- In offices of famous foreign avia companies, representatives of the foreign tourism board in Moscow and St. Petersburg — **3%**
- In business terminals, VIP-Lounges and CIP- zones of Moscow, St. Petersburg and Novosibirsk airports — **8%**
- On board of the ships Radisson Royal — **2%**
- In restaurant chain Correa's and the following Moscow restaurants: Buono, Siberia, LeRestaurant, Grand Cru, The 45-th parallel — **2%**
- In offices of Sberbank Private Banking — **2%**
- Available on events organized by Russian Business Travel Association or by its partners — **5%**
- Distributed by exclusive mailing in Moscow and St. Petersburg (top managers, board members, members of The State Duma and the Government, the Federation Council of Russia, the Presidential Administration of Russia, industrial entities, banks, corporations, etc.) — **7%**
- Distributed through partners of Russian Business Travel Association — **5%**

ON SALE — 14%

- Airports Domodedovo, Sheremetevo, Vnukovo (press chain store "Nasha Pressa", "Khoroshie Novosti") — **9%**
- In grocery retailers of premium class "Globus Gurme", "Bakhetle", "Mega Centre Italy", "Tsvetnoy Bazaar" — **5%**

Readership of the Russian edition of Business Traveller

FINANCIAL STATUS

Most readers are the successful people having high incomes — **60%**

Average secured, people often travel — **35%**

Others — **5%**

READERS' AGE

25–35 **35%**

35–50 **60%**

50+ **5%**

SEX AND MARITAL STATUS

Male **60%**

Female **40%**

Married **70%**

SOCIAL STATUS AND FIELD OF BUSINESS

60% — business owners, executive directors, top managers of major Russian and international companies;

10% — statesmen, members of parliament in Russia and CIS;

20% — specialists of travel industry;

10% — other categories.

**RUSSIAN EDITION
OF BUSINESS
TRAVELLER**

CIRCULATION

75 000 copies

ADDITIONAL INFORMATION

Time of distribution —
first week of the
month

**Layout approval
time —**
4 weeks before
publication

**Advertisement
cancellation period —**
8 weeks before
the release

Inserts —
pricing provided
on request

Advertisement Rates in dollars

Valid from the 1st of December, 2016

SIZE	AMOUNT
Page	11 300 \$
1/2 page	9 680 \$
1st page spread	31 220 \$
2nd page spread	28 830 \$
IFC	18 720 \$
IBC	22 800 \$
OBC	28 000 \$

SPECIAL POSITIONING OF AD COLUMN

Words from the editor	18 050 \$
Content	18 050 \$
Editorial team	16 780 \$

All advertising prices do not include VAT (+18%)

DISCOUNTS

3 selections	3%
6 selections	5%
10 selections	10%

Rates for classified ads will be sent upon request.

Rates for special projects are calculated upon individual requests.

AGENCY DISCOUNT: 15%

TERMS AND CONDITIONS

All advertisement orders will only be accepted in written form and must meet the following conditions:

1. Publication of a single module does not entitle you to the same terms for the next publication.
2. The Publisher has the right to increase advertisement rates at any time, or to change the contract conditions regarding the space and the frequency of publication. In this case the Advertiser has the right to terminate the agreement without paying termination fees.
3. The Publisher has the right to refuse order cancellation or transfer, if they were received within 2 months prior to publication.
4. If the Advertiser terminates the contract, except for conditions of Section 2, all added discounts will be cancelled as well. In this case the Publisher has the right to fine the Advertiser for premature termination of the agreement.
5. If needed, the Publisher can include additional special fees and conditions for separated modules and other specialized requirements.
6. Reserved advertising space can only be used to advertise products and services owned by the Advertiser.
7. The Publisher has the right to refuse, change, withdraw or perform any other necessary actions with modules at his own discretion, without providing any explanation.
8. The Publisher is not liable to the Advertiser, if the publication, where advertisement is to be printed, was not issued or was delayed due to a fire, strike, lockout, labor dispute, subcontractor's or supplier's error or any other circumstances beyond the Publisher's control.

PAYMENT SHOULD BE MADE EXACTLY WITHIN 30 DAYS OF THE INVOICE DATE

COMPENSATION

The Advertiser and its Agency, placing the advertisement, is to notify The Publisher about possible expenses or losses that may arise due to legal claims of third parties. In any case, if The Publisher is sued for damages by a third party, the agency or the Advertiser will be held responsible. In that case, the Publisher is to be notified in written form, and the meeting of the two parties is to be held before claims are settled.

COSTS OF LAYOUT PREPARATION

The Advertiser is ready to bear additional expenses, if the original layout needs to be resized, redone, improved with added special effects or provided in several copies. General Conditions Despite all Publisher's efforts to provide timely publication of the advertisement, The Publisher is not responsible for any errors in materials positioning or publication. Also, The Publisher will not be held responsible for publishing errors within modules (disappeared image layers, text, etc.) or other advertising materials. Original layout must be provided in PDF format. Any additional changes to advertised content will be billed separately. The Publisher is in no circumstances liable for any errors occurred during the production or printing of that content. The Publisher is also not responsible for print quality or technical errors made by its subcontractors. If the Advertiser does not provide required content within agreed period of time, the Publisher has the right to cancel services and will not refund payment made for advertising space. Order placement means agreement to all abovementioned conditions. Any other conditions set by advertising agencies are considered non valid, as they disagree with the statement above.

Advertisement Rates in dollars

Valid from the 1st of December, 2016

SIZE	AMOUNT
Page	10 000 €
1/2 page	8 560 €
1st page spread	27 590 €
2nd page spread	25 480 €
IFC	16 540 €
IBC	20 150 €
OBC	24 750 €

SPECIAL POSITIONING OF AD COLUMN

Words from the editor	15 950 €
Content	15 950 €
Editorial team	14 830 €

All advertising prices do not include VAT (+18%)

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RUSSIAN EDITION
OF BUSINESS
TRAVELLER

CIRCULATION

75 000 copies

ADDITIONAL INFORMATION

Time of distribution —
first week of the
month

Layout approval
time —
4 weeks before
publication

Advertisement
cancellation period —
8 weeks before
the release

Inserts —
pricing provided
on request

Ad copy deadlines

Issue	Release date	Copy deadline
December, 2017 – January, 2018	December 1, 2017	November 15, 2018
February – March, 2018	February 1, 2018	January 15, 2018
April – May, 2018	April, 1, 2018	March 15, 2018
June – July, 2018	June 1, 2018	May 15, 2018
August – September, 2018	August 1, 2018	July 15, 2018
October – November, 2018	October 1, 2018	September 15, 2018
December, 2018 – January, 2019	December 1, 2018	November 15, 2018

International editions of Business Traveller

	First published in	Frequency, times per year	Total circulation
Great Britain	1976	10	64 489
USA	1988	10	175 760
Germany	1992	6	53 150
China	2002	6	44 300
Hungary	2003	10	10 000
Denmark	2006	8	12 000
Poland	2009	12	20 000
Middle East	2000	6	45 221
Asia-Pacific	1982	10	30 463
Africa	2007	12	8 000
India	2015	10	20 000

Business Traveller was first launched in Great Britain in 1976. Not only has Business Traveller become a platform for expressing views and opinions of travellers, it has also become an indicator of the industry's growth, with hundreds of billions of dollars in circulation.

Advertisement Rates Business Traveller UK

**UK EDITION
OF BUSINESS
TRAVELLER**

CIRCULATION
64 489 copies

SUPPLEMENTS
MICE

Airline Survey
Destinations

**ADDITIONAL
DATA**

Time of distribution —
first week of the
month

**Layout approval
time** —
4 weeks before
publication
advertisement

**Cancellation
period** —
8 weeks before the
release

Inserts —
pricing provided
on request

Valid from the 1st of December, 2017

SIZE	AMOUNT
Page	£6,500
2/3 page	£4,787
1/2 page	£4,018
1/3 page	£3,034
1/4 page	£2,432
DPS	£13,000
Covers	£8,056
Advertorials	£7,300

Assured positioning of an ad layout: 10%

DISCOUNTS

3 selections	3%
6 selections	5%
10 selections	10%

Rates for classified ads will be sent upon request.

Rates for special projects are calculated upon individual requests.

AGENCY DISCOUNT: 10%

Issue	Copy deadline
February	Friday 10th January
March Cellars in the sky results announced	Monday 10th February
April May	Monday 10th March Friday 11th April
June	Friday 9th May
July-August	Wednesday 11th June
September Where to meet supplement	Monday 11th August Tuesday 5th August
October Destinations supplement	Wednesday 10th September Friday 5th September
November Airline survey supplement Business traveller award winners announced	Friday 10th October Tuesday 7th October
December-January Business traveller award event pictures	Thursday 13th November

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