

# Business Traveller

The leading magazine  
for the frequent business traveller

## Media Kit

[www.businesstraveller.com.ru](http://www.businesstraveller.com.ru)

BusinessTraveller.com.ru is a website for travellers who want to keep track of events even from distant corners of the world. We write about occasions relating to travel industry whether there is toughening of visa regime in Thailand or statistics on summer fling of the Russians.

We provide recommendations on where it is worth to go first when you have only four leisure hours between a business meeting and a flight back. With our website you can learn about a hidden street in the interior of London full of thrift and vintage stores where tourists are rare or a fancy district in Amsterdam fully occupied with modern artists. On this webpage

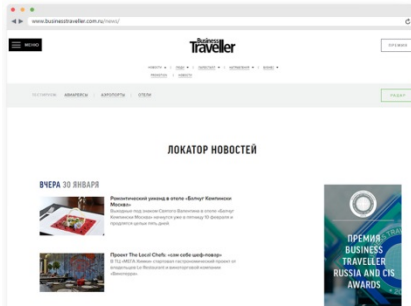
you will find our hotel reviews and opinions about new services provided by airlines.

BusinessTraveller.com.ru publishes articles from the paper version of the magazine and other exclusive information. In 2017 we've launched a brand new platform called RADAR – a very useful tool for travel journalists and travel bloggers. After getting an accreditation from Business Traveller team they may publish their tests of hotels, flights and airports direct on [businesstraveller.com.ru/radar](http://businesstraveller.com.ru/radar). We plan to upgrade that platform – soon it will also have personal blogs.

Besides on the website you will find columns of our sharp-tongued and witty authors as well as exclusive interviews with celebrities.

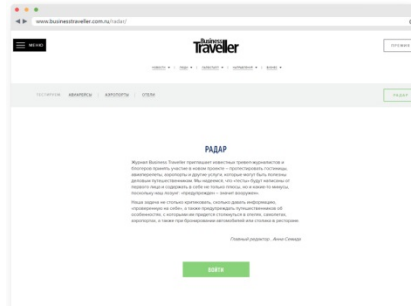
Our authors are journalists from all over the world who create articles based on their own experience.

BusinessTraveller.com.ru has  
**25 000**  
unique visitors monthly



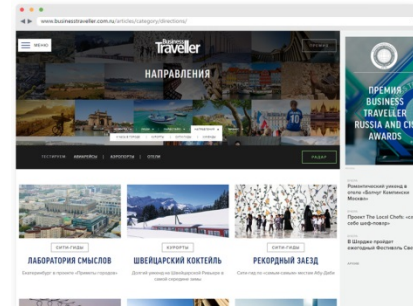
## News

Daily updated news feed contains latest information from the leading carriers, hotel and railway operators. We write about events involving the whole travel industry. Besides that we post advices on how to save your time and money.



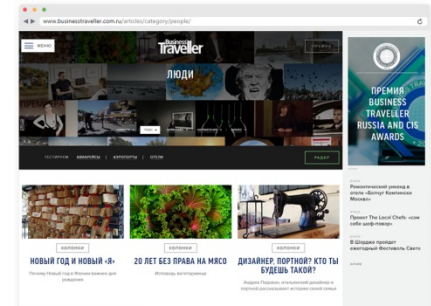
## Test Drive

In this section we tell about own experience of exploring one or another product whether there are business class flight from one city to another or a road trip by a new car.



## City Guides

You have only four hours before the flight? We will tell you how to use them profitably for your pleasure in any city around the world. Just click on this section and follow the instructions.



## Columns

Our authors tell about their personal trips and experiences which left mark in their life. Journalists tell about unexpected encounter of Steven Seagal in a Thai hotel, continuous tour through India which turns into trip to Switzerland and about the most awkward things they find in their hotel rooms.

## Reader' age

9% 18-25  
68% 25-35  
23% 35-60

## Financial status

Upper class 46%  
Middle class 41%  
Lower middle class 13%

## Sex

64% Male  
36% Female

## Social status and field of business

Business owners, executive directors, top managers of major Russian and International companies.....	<b>73%</b>
Statesmen, members of parliament in Russia and CIS.....	<b>17%</b>
Representatives of show business, scientific community, fashion and arts industry.....	<b>10%</b>

General sponsor of the web portal

7 760€\*

- Logo in the header of the web portal main page
- 670x74 banner in weekly newsletter
- Publishing of advertisement articles (one article per month)
- Publishing of company`s business news in the news feed (2 news items)

\* - Prices are per month and good through 31.12.2017, VAT is not included.

## Business Traveller advertising opportunities

# Banners

On the main page, 3 banners in rotation

Size	1 week	4 weeks and more, € per week	12 weeks and more, € per week	24 weeks and more, € per week
240x400	2200	1850	1550	1400
990x90	1250	1100	950	750
300x500	2500	2200	1850	1650

Prices are good through 31.12.2017, VAT is not included.

20 thousand addresses of corporate buyers and service providers of tourism industry in Russia and CIS in exclusive mailing . The eNewsletter contains the most interesting and useful selection of news, interviews and articles prepared by our editorial team and published on the website, plus latest information from the travel industry of the week.

**Price of 670\*74 banner in the eNewsletter — 930€\***

\* - Price is per month and good through 31.12.2017, VAT is not included.

# Business Traveller

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