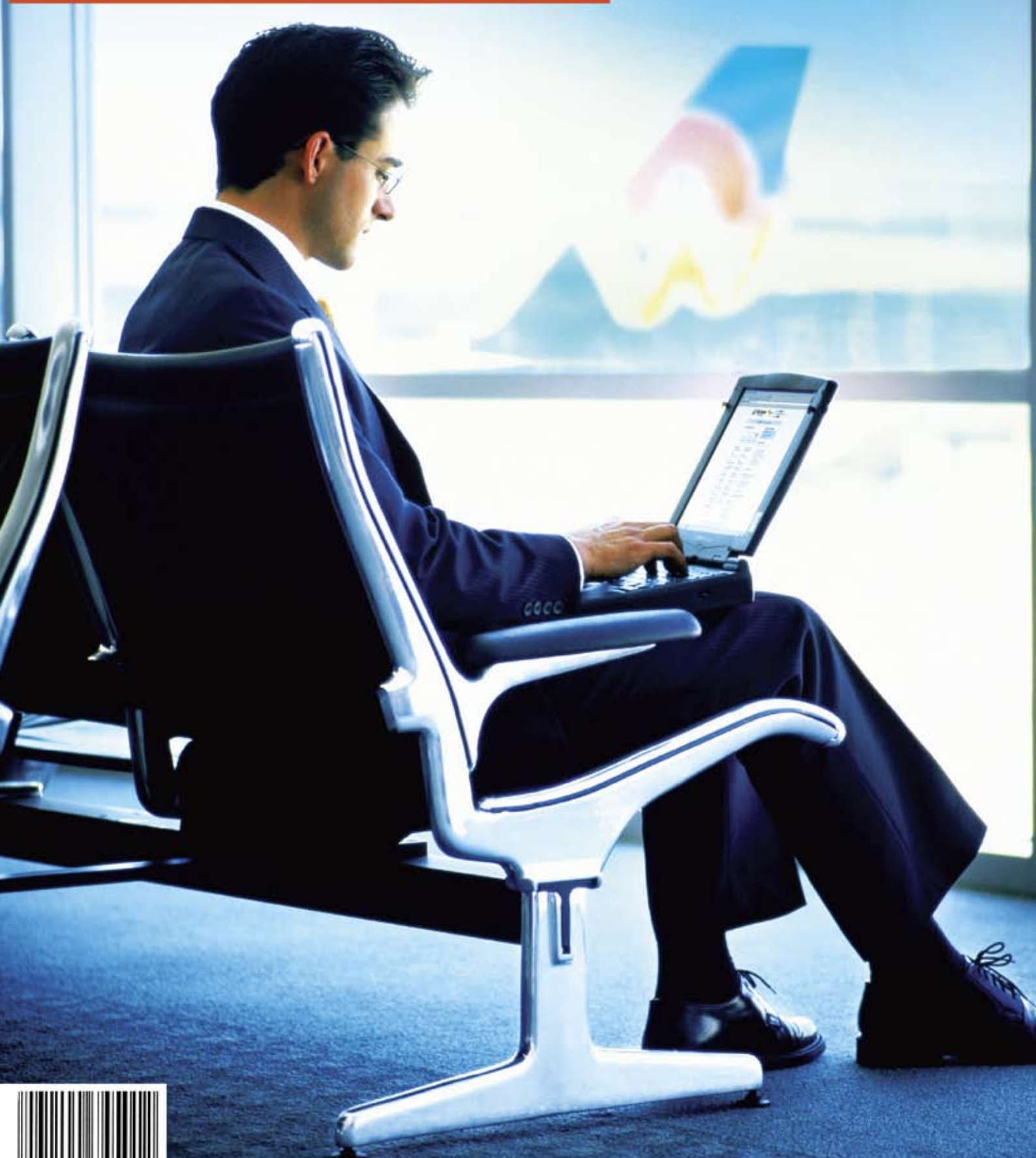


Business Traveller

mpmediakits.com



Content

Business Traveller is a one-stop shop for all those based in the Middle East who regularly travel on business. From airline and hotel updates, to in-depth destination features both regional and international, and special reports on the pressing issues of the day such as deep vein thrombosis or frequent flyer schemes, the magazine keeps travelling executives updated on all the prevailing trends.

Our city guides give you the insider lowdown to making the most of your free time on your next business trip, while our Tried & Tested reviews section takes the guesswork out of finding a good hotel or airline.

We want to hear from you too: write into our letters page to praise a great travel experience, or criticise a shoddy one; or contact our resident guru Alex McWhirter to get the perfect solution to that tricky travel-related query.



In every issue



Destination features

Our destination reports offer an in-depth analysis of the prevailing tourism, commercial and investment trends within each featured location



Special reports

From airline connections to the impact of rising fuel costs, our incisive reports make sure you're kept informed and entertained



Four hours in...

If you can grab a few hours' down time on that next work trip, then these guides are for you, as we round up the cultural, historic and sight-seeing highlights of cities across the world



Great escape

This fascinating series of articles takes you off the beaten track and allows you to discover a hidden corner of even the most familiar destinations



Circulation

Frequency Bi-Monthly

Print-run 30,000 copies*

BPA 26,437 (June 2008)

Distribution

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

Distribution Points

- Trade Shows
- Exhibitions
- Hotels
- Airport Lounges
- Airlines
- Sponsored Copies
- Retail Outlets

*Publishers own data



Target Market

- International Business Travellers
- The Travel Industry

Advertising Benefits

- The most targeted and focused medium through which to present your products/services to the international business travel market – avoiding mass media waste
- Reach decision makers; the average reader is a senior executive responsible in deciding their company's travel arrangements
- Captive audience; in addition to a growing number of subscribers the magazine is placed in key travel positions with leading hotels and airlines



Business Traveller

ADVERTISING RATES

REGULAR POSITIONS US\$

Double Page Spread	12,250
Full Page	6,500
Half Page	3,750
Third Page	2,750
Quarter Page	2,000

PREMIUM POSITIONS US\$

Outside Back Cover	9,750
Inside Front Cover	8,750
Page - 1	8,750
Inside Back Cover	8,000

CREATIVE SOLUTIONS US\$

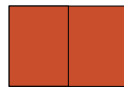
Front Cover Reverse Gatefold (2 pages)	18,750
Inside Front Cover Gatefold (3 pages)	23,500
ROP Gatefold (3 pages)	18,750
Book Mark	6,500
Belly Band	6,000
Advertorial - Full page	7,750
Belly Band - Double page spread	14,250

SERIES DISCOUNT

■ 2 insertions	5%
■ 3 - 4 insertions	7.5%
■ 5+ insertions	10%

TECHNICAL DATA

(mm) H x W



DPS
Trim: 275 x 416
Type: 240 x 388



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



Third Page
Type: 240 x 57



Quarter Page
Solus
Type: 116.5 x 87.5

DIGITAL MEDIA FORMAT

PDF (Portable Document Format)

- The artwork should be a press ready PDF file (1.3 version) 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
- For full page ads 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. However, please note that 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

GENERAL INFORMATION

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

DEADLINES

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

BPA WORLDWIDE **26,437** June 2008

FIPP
International Federation
of the Periodical Press
www.fipp.com



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