

## Tackling the Big Issues in Business Travel in 2022

Issue	Ad Close	Material Deadline	BTN 2022 Editorial Features	Format/Distribution
Jan. 17-31	Jan. 14	Jan. 18	What to Watch - OpEd Features	Online
Mar. 7	Feb. 18	Feb. 23	<b>WINTER RESEARCH: The 2022 Essential Guide to Online Booking Tools</b>	Print / Online
Mar. 14	Feb. 28	Mar. 2	Corporate Travel Index	Online
April 11	Mar. 28	Mar. 30	Two Years In: Business Travel Recovery Update & Developing Best Practices	Print / Online
May 16	April 29	May 3	<b>SPRING RESEARCH: Diversity, Equity, Inclusion</b>	Print / Online
June 6	May 23	May 25	Car Rental Survey & Report	Online
June 20	June 6	June 8	Business Travel Buyer's Handbook	Print / Online
June TBD	June TBD	TBD	Supplier Loyalty & The Managed Travel Experience	Online
June 27	June 10	June 14	Sustainability	Print / Online
July 18	July 1	July 6	Small & Midsize Travel Management Report	Print / Online
Aug. 15	Aug. 1	Aug. 3	<b>SUMMER RESEARCH: Role of the Travel Manager / Salary Survey</b>	Print / Online
Aug. 24	Aug. 10	Aug. 12	Travel Manager of the Year & Best Practitioners	Online
Sept. 12	Aug. 26	Aug. 30	Annual Travel Procurement	Print / Online
Sept. 26	Sept. 12	Sept. 14	Corporate Travel 100	Print / Online
Oct. 24	Oct. 10	Oct. 12	Hotel Brand Survey & Report	Online
Nov. 7	Oct. 24	Oct. 26	<b>FALL RESEARCH: The Future of Meetings - Where People &amp; Tech Intersect</b>	Print / Online
Nov. 14	Oct. 31	Nov. 2	Airline Survey & Report	Online
Dec. 12	Nov. 28	Nov. 30	BTN's 25 Most Influential in Business Travel	Online

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**JAN. 17-31****ONLINE FEATURE****What to Watch 2022 -  
Industry Outlook Opinion Feature***(Original OpEds will appear daily in this two-week series)*

Business Travel News gets the managed travel industry primed for the new year by offering a spectrum of opinion pieces that serve as bellwether remarks on the issues, challenges and opportunities that will define the next 12 months. The industry's leading executives, from travel management companies to technology gurus, from hotel program management experts, airline executives, payment innovators and travel buyers themselves offer their insights, critiques and predictions for 2022. What to Watch is a must-read edition.

**MAR. 7****PRINT ISSUE, ONLINE MICROSITE & WEBINAR****WINTER RESEARCH  
The 2022 Essential Guide to Online Booking Tools**

BTN will profile more than 15 bookings tools currently on the market. Editors will interview technology executives, corporate travel consultants and corporate travel buyers regarding strengths and weaknesses in booking tool functionality and configurability. This booking tool deep dive will explore trends in booking technology, including how they are handling content APIs, New Distribution Capability, carbon emissions data and display, artificial intelligence and machine learning and more. How do companies get the most out of their booking tools and what can they expect from them in 2022? How are new entrants disrupting the market and how can travel managers innovate now? BTN will answer all those questions and more in our 2022 Essential Guide to Online Booking Tools.

**MAR. 14****ONLINE FEATURE & BTN DATA RESOURCE****2022 Corporate Travel Index**

Have you experienced the Corporate Travel Index Calculator? BTN's business travel per diem benchmarking tool calculates per diem costs in 100 U.S. and 100 non-U.S. cities. Now, our online index tool offers more detail and customizable variables for travel managers to estimate costs for their programs. Are they pushing travelers to upscale hotels or cutting costs at quality midscale properties? BTN has those differences covered as well as car rental types and an option to include or exclude specific meal costs. We've also upgraded the index with safety ratings—including a health rating that considers Covid-19 case rates. Hotel, car rental and safety ratings are updated quarterly, accompanied by a quarterly marketing campaign to the BTN audience.

**APRIL 11****PRINT ISSUE, ONLINE MICROSITE & WEBINAR****Two Years In: Industry Update & Travel  
Management Best Practices Beyond Covid-19**

Two years into the Covid-19 pandemic, how healthy are corporate travel suppliers and what is the new mix of business and leisure travel? Have corporate relationships remained strong and on what basis are they operating now? Have buyers determined new business travel volume levels and has remote working changed the profile of the business traveler? BTN will explore the developing landscape to show how far the business travel industry has come but also knowing it is still finding its way toward best practices.

**MAY 16****PRINT ISSUE & ONLINE MICROSITE****SPRING RESEARCH / The Journey to Diversity,  
Equity & Inclusion in Business Travel**

In 2020, BTN named George Floyd among the year's 25 Most Influential people for business travel. We got complaints. BTN stands by that choice and points to a changed industry that is grappling with a less-than-impressive track record when it comes to reflecting in its upper ranks the diversity of the people it serves on the ground. Travel suppliers are aware of the issues, and corporate clients now are pushing hard on diversity criteria in sourcing exercises. On the program side, more travel managers are looking closely at who the travel program really serves, and how it can do a better, more equitable job. A broad-based online corporate travel buyer survey will support this issue, as will in-depth interviews.

**JUNE 6****ONLINE FEATURE****8th Annual Car Rental & Ground  
Transportation Report**

BTN leverages its travel buyer audience to rate their contracted car rental providers across critical performance areas. They also provide insights on how well chauffeured car and transportation network companies are supporting their programs. BTN follows with supplier and industry consultant interviews, responding to the ratings and outlining new products and strategies for serving the corporate travel market.

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**JUNE 20** PRINT ISSUE & ONLINE DOWNLOADABLE RESOURCE

### Business Travel Buyer's Handbook

An end-to-end guide to managed travel programs, including structure, policy, meetings management, travel management companies, payment systems, hotel companies, airlines, car rental firms, chauffeured providers and travel risk management. Whether companies are looking to build a travel program for the first time, or optimize a program they already have in place, this is the buyer's must-have resource.

**JUNE 27** PRINT ISSUE, ONLINE MICROSITE & WEBINAR

### Sustainability

Travel and environmental sustainability... can the two ever meet? Corporate strategies are pushing hard toward sustainability and the demands they are placing on their travel supplier partners will drive change to the entire travel industry. In BTN's follow up to its 2021 Sustaining the Future issue, the editorial team will expand upon the developing travel management practices, technologies and partnership strategies that are making a difference to the planet.

**JULY TBD** ONLINE FEATURE

### Supplier Loyalty & The Managed Travel Experience

Who owns the corporate traveler? It's a big question that travel managers and travel suppliers have jockeyed to answer. Some companies eschew loyalty program participation as a distraction from preferred supplier programs. Others have leveraged loyalty benefits of preferred suppliers as a perk of booking consistently within the program. As loyalty takes center stage for many hotel companies and airlines--and is also transformed by the impact of Covid-19--will loyalty program configurations still work for travel managers who need to leverage them? Moreover, will suppliers ever share the precious data stored within these customer loyalty profiles? This special BTN report will explore the changing face of travel loyalty and how corporate travel buyers want to innovate around loyalty information and benefits.

**JULY 18** PRINT ISSUE, ONLINE MICROSITE & WEBINAR

### Small & Midsize Travel Management

BTN's annual survey and analysis targeted to small and midsize travel managers to help them benchmark their programs and strategies against peer programs. As more companies realize the critical need to manage travel, this is a must-have resource. Print distribution will be tailored to the SME market.

**AUG. 15** PRINT ISSUE, ONLINE MICROSITE & WEBINAR

### SUMMER RESEARCH The Role of the Travel Manager & Salary Survey

BTN's annual travel manager salary and job satisfaction survey will expand to cover trends in travel management and how the role is changing in a world in which remote work, productivity enablement, talent wars and employee health and safety have become top priorities at the CEO level are cascading down to travel programs.

**AUG. 24** ONLINE FEATURE

### BTN's Travel Manager of the Year & Best Practitioners

BTN's annual Travel Manager of the Year & Best Practitioners Awards are a highlight of the corporate travel calendar of events. After the winners are announced, BTN profiles their achievements in this special editorial feature and shows how their work is changing the travel management practice—and, in some cases, the industry.

**SEPT. 12**

*PRINT ISSUE & ONLINE MICROSITE*

## SPECIAL ANNUAL TRAVEL PROCUREMENT ISSUE

Now an annual issue, Travel Procurement will explore pricing trends going into 2023 and take a category-by-category strategy to explore the buyer-supplier relationship. Do buyers have a better handle on their volumes and how are they leveraging that with their preferred partners? What else matters besides costs in the new world of procuring travel? We'll look at Diversity, Equity & Inclusion, sustainability, health and safety—and how all these are impacting travel procurement practice.

**SEPT. 26**

*PRINT ISSUE & ONLINE MICROSITE*

## Corporate Travel 100

BTN identifies the biggest corporate travel spenders in the U.S. and how they manage their programs. Follow the money and follow the trends to understand how corporate travel priorities are changing.

**OCT. 24**

*ONLINE FEATURE*

## 28th Annual Hotel Brand Survey & Report

BTN leverages its travel buyer audience to rate their hotel partners across critical performance areas. Survey respondents also provide insights on how well hotel brands and sales organizations are supporting their programs and what the category could do overall to improve when it comes to working with managed corporate travel programs. BTN follows with supplier and industry consultant interviews, responding to the ratings and outlining new products and strategies for serving the corporate travel market.

**NOV. 7**

*PRINT ISSUE, ONLINE MICROSITE & WEBINAR*

## FALL RESEARCH The Future of Meetings - Where People & Tech Intersect

Perhaps more than any other type of business travel, meetings and events were transformed by the Covid-19 pandemic. Much of that transformation appears to be permanent, with the idea that in-person meetings may always now need to offer a remote or hybrid opportunity in what is now a profoundly digitized category. This in-depth research issue will explore how meeting organizers' strategies have changed and how those new strategies have altered what they need from suppliers. A broad-based online survey will support this issue, along with interviews of industry consultants and meetings professionals.

**NOV. 14**

*ONLINE FEATURE*

## 25th Annual Airline Survey & Report

BTN leverages its travel buyer audience to rate their airline partners across critical performance areas. Survey respondents also provide insights on how well joint venture partnerships and alliance networks support their programs and where they think the category could improve overall when it comes to business travel. BTN follows with supplier and industry consultant interviews, responding to the ratings and outlining new products and strategies for serving the corporate travel market.

**DEC. 12**

*ONLINE FEATURE*

## BTN'S Annual 25 Most Influential People in Corporate Travel

BTN editor's annual pick of the individual who are driving change, enabling programs and determining trends in the business travel industry. Who will make the list in 2022?

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## Print Issue Advertising

Rates include 4/Color

Full Page Ad .....	\$22,500 net
Covers 2, 3 and 4 .....	\$25,875/per Cover
Half Page Ad .....	\$11,250 net
Full Page Spread .....	\$43,500 net
3-Page Gatefold* .....	\$79,500 net

\*includes inside front cover and two foldout pages

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## Online Microsite Advertising\*

- **Top & Bottom Rotating Leaderboard (728x90)**  
on the microsite landing page and on each article page ..... **\$15,000 net**  
- Mobile requirement differs: 320x100 to be provided by advertiser as well
- **Rotating Fabric Ad (1500x270)** on each article page ..... **\$10,000 net**  
- Mobile requirement differs: 320x415 to be provided by advertiser as well
- **Half Page Ad (300x600)** on the microsite landing page ..... **\$8,000**

(Max of six advertisers per ad type; 2-month duration)

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## \*BTN's 25 Most Influential Online Microsite Advertising:

- **Half Page Ad Package (300x600)** ..... **\$15,000**
  - One (1) 300x600 to be placed on BTN's 25 Most Influential site page of your choice and on the microsite landing page
  - Mobile requirement differs: 320x100 to be provided by advertiser as well
  - Top and bottom rotating leaderboard (728x90) on each page of the microsite and on the landing page

(Max of six advertisers; 2-month duration)

**BTN Issue and Webinar Sponsorships Available: Inquire Today**

## BTN Websites

<b>Homepage Takeover:</b> (1) 970x90 Pushdown, expands to 970x415, (2) 728x90, (3) 300x250, (2) 320x100 Mobile	<b>\$16,125/week</b>
<b>Premium Homepage Takeover:</b> (1) 15 Eclipse Video Unit, which is a Fullscreen video, (1) 970x90 leave behind unit, (2) 728x90, (3) 300x250, (2) 320x100 Mobile	<b>\$19,300/week</b>
<b>Pushdown</b> (970x90 expands to 970x415): One advertiser appears in the top position on all non-sponsored pages	<b>\$20,150/week</b>
<b>Leaderboard</b> (728x90): ROS rotating upper and lower positions	<b>\$12,115/month</b>
<b>Medium Rectangle</b> (300x250): ROS rotating upper and lower positions	<b>\$12,115/month</b>
<b>Mobile</b> (320x100): ROS sticky unit	<b>\$5,100/month</b>

### SPONSORED CONTENT-NEW FOR 2022

Article supplied by Advertiser showcased on BTN.com Homepage, all article pages and the BTN Daily newsletter (1 week). Remains live on website for minimum 3 months	<b>\$9,000</b>
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### The Beat

<b>Leaderboard</b> (728x90): ROS rotating upper and lower positions	<b>\$4,900/month</b>
<b>Pushdown</b> (970x90 expands to 970x415)	<b>\$8,000/month</b>
<b>Rectangle</b> (300x250)	<b>\$4,900/month</b>

### E-Newsletters

#### BTN DAILY (published 5x/week)

<b>Horizontal Banner</b> (600x100): Top or Bottom position	<b>\$13,700/week</b>
<b>Medium Rectangle</b> (300x250): Top or Bottom position	<b>\$13,700/week</b>

#### BTN TRAVEL PROCUREMENT SPONSORSHIP

(includes e-newsletter and website)

**Newsletter:** One 600x100 **or** 300x250 banner ad in monthly newsletter.

**Website:** Rotating top and lower 728x90 Leaderboard banner ad and rotating top and lower 300x250 banner ad in the Travel Procurement content section of the BTN website for one month.

**\$17,500/month**

#### BTN TRAVEL MANAGEMENT SPONSORSHIP

(includes e-newsletter and website)

**Newsletter:** One 600x100 **or** 300x250 banner ad in each of the two newsletters.

**Website:** Rotating top and lower 728x90 Leaderboard banner ad and rotating top and lower 300x250 banner ad in the Travel Management content section of the BTN website for one month.

**\$20,165/month**

#### BTN TRAVEL GLOBAL SPONSORSHIP

(includes e-newsletter and website)

**Newsletter:** One 600x100 **or** 300x250 banner ad in each of the two issues.

**Website:** Rotating top and lower 728x90 Leaderboard banner ad and rotating top and lower 300x250 banner ad in The Global content section of the BTN website for one month.

**\$20,165/month**

### E-Blasts

Send your customized email message to BTN's qualified subscribers. 100% SOV and all client-supplied creative. Target by BTN's audience and available attributes. Rates starting at \$895 CPM with 10,000 minimum audience size.

### Social Media Advertising

Facebook: 100% SOV on sponsored ads sent directly to our qualified audience. Includes 5,000 impressions/week.

<b>Image Ad</b>	<b>\$2,315/week</b>
<b>Video Ad</b>	<b>\$3,500/week</b>