



ISSUE DATE	AD CLOSING	MATERIAL DUE	FEATURES	EVENT DISTRIBUTION
January 29	January 12	January 17	<ul style="list-style-type: none"> • What to Watch in 2018 • Business Travel Hall of Fame 	
February 12	January 29	January 31	<ul style="list-style-type: none"> • Premium Class Travel • App Analysis * 	
March 5	February 16	February 21	<ul style="list-style-type: none"> • General Data Protection Regulation Update • SME Insiders ** 	
April 9	March 26	March 28	<ul style="list-style-type: none"> • Traveler Engagement • Meetings Mavens *** 	• ACTE Global Corporate Travel Conference (New York)
May 7	April 23	April 25	<ul style="list-style-type: none"> • Women You Should Know • Expense Management Report • App Analysis * 	
June 11	May 25	May 30	<ul style="list-style-type: none"> • 4th Annual Car Rental Survey & Report 	
July 2	June 18	June 20	<ul style="list-style-type: none"> • Innovators You Should Know • Meetings Mavens *** 	
August 13	July 25	July 27	<ul style="list-style-type: none"> • 35th Annual Travel Manager Salary Survey & Report • Industry Hot Topics • App Analysis * 	• GBTA Convention 2018 (San Diego)
September 17	August 31	September 5	<ul style="list-style-type: none"> • Travel Manager of the Year & Best Practitioners • SME Insiders ** 	
October 15	October 1	October 3	<ul style="list-style-type: none"> • 24th Annual Hotel Survey & Report • Meetings Mavens *** 	<ul style="list-style-type: none"> • ACTE Global Corporate Travel Conference (Europe) • 4th Annual Innovate Conference (New York)
November 12	October 29	October 31	<ul style="list-style-type: none"> • 21st Annual Airline Survey & Report • App Analysis * 	
December 17	December 3	December 5	<ul style="list-style-type: none"> • 2018's 25 Most Influential People in Business Travel 	

BTN DEPARTMENTS

On The Horizon • Voices • Lodging • Meetings • Management • Technology • Data Hub • Transportation
 • Payment & Expense • Global • Procurement • Distribution • On The Record

BTN QUARTERLY FEATURES

- * **App Analysis:** 3 apps from a single category reviewed by BTN editors for functions offered/reliability/user experience.
- ** **SME Insiders:** A panel of small and midsize travel program managers discuss issues and strategies specific to the segment.
- *** **Meetings Mavens:** A panel of strategic meetings management experts talk shop and answer questions on the last frontier of unmanaged travel.

The screenshot shows a magazine page with a 'Data Hub' section at the top. The main headline is 'What Will Happen to Corporate Travel Prices in 2018?'. Below this, there are several smaller articles and charts. One article is titled 'Catering to a Moving Target' and another is 'On the Record' featuring a quote from a travel expert. There are also several data visualizations and smaller headlines throughout the page.

The screenshot shows a magazine page with a 'TOP STORY' section. The main headline is 'Hilton & Marriott's 48-Hour Cancellation Policies'. Below this, there are several smaller articles and photos. One article is titled 'What's Inside' and another is 'On the Record' featuring a quote from a travel expert. There are also several data visualizations and smaller headlines throughout the page.



BTN RESEARCH & REFERENCE ISSUES*

ISSUE DATE	AD CLOSING	MATERIAL DUE	TITLE
March 26	March 12	March 14	Corporate Travel Index
April 23	April 9	April 11	Spring Research – Artificial Intelligence
May 21	May 7	May 9	Small & Midsize Travel Management Report
June 25	June 11	June 13	Business Travel Buyer’s Handbook
October 1	September 17	September 19	Corporate Travel 100
October 29	October 15	October 17	Fall Research - Travel Distribution

* Research and reference issues are standard magazine size

Delivered in print and online, these special issues are effective reference tools for travel managers as well as promotion vehicles for travel marketers. They help build a thought leadership position by associating your company in strategic editorial environments, offering extended shelf life for 12-month exposure.

• **CORPORATE TRAVEL INDEX**

BTN’s annual compilation and analysis of per-diem business travel costs in 100 U.S. cities and 100 others around the world.

• **SPRING RESEARCH - ARTIFICIAL INTELLIGENCE:**

BTN explores how the corporate travel industry is leveraging AI to improve the traveler experience and how AI-enabled tools are powering revenue management and pricing intelligence through surveys and interviews of corporate travel managers.

• **SMALL & MIDMARKET TRAVEL MANAGEMENT REPORT**

An annual survey and analysis to help SME travel managers benchmark their own programs against peer programs.

• **BUSINESS TRAVEL BUYER’S HANDBOOK**

An end-to-end guide to managed travel programs, including structure, policy, meetings management, TMCs, payment systems, hotel companies, airlines, car rental firms, chauffeured providers and travel risk management.

• **CORPORATE TRAVEL 100**

BTN identifies the biggest corporate travel spenders in the U.S. and how they manage their programs.

• **FALL RESEARCH - TRAVEL DISTRIBUTION & CORPORATE PROGRAMS – WHAT TRAVEL MANAGERS NEED TO KNOW NOW**

The trickle-down effects of distribution on the travel program are much stronger than they may appear to travel managers at first glance. BTN’s fall research issue will offer a deep-dive into distribution to educate travel managers about the current transformation in the distribution space and strategies that are coming down the pike. We’ll look at who the current players are in distribution technology, IATA’s new distribution capability standard, aggregator technologies, airline distribution strategies, hotel distribution strategies and TMC content strategies. The issue will analyze how changes in distribution will impact travel programs now and into the future.



Travel Procurement

ISSUE DATE	AD CLOSING	MATERIAL DUE	EVENT DISTRIBUTION
February	January 29	February 1	
June	May 9	May 14	
September	July 9	July 12	<ul style="list-style-type: none"> • GBTA Convention 2018 (San Diego) • 4th Annual Innovate Conference (New York)
November	October 30	November 5	

TRAVEL PROCUREMENT DEPARTMENTS

News • Business Travel by the Numbers • Case Study • Q&A • Column

BUSINESS TRAVEL BY THE NUMBERS

North American hotel outlook for May 2017 through April 2018: year-over-year changes in average daily rate & occupancy around the world in March, April & May; frequency with which travel buyers audit their hotel rates & the discrepancies now set of corporate air travel metrics compiled & analyzed by ICTA's South column

ADR YOY FORECAST: 5/2017 - 4/2018
 NORTH AMERICA Business forecast is **UP 2.4%**
 Group is **UP 1.8%**

BOOKINGS YOY FORECAST: 5/2017 - 4/2018
 NORTH AMERICA Business forecast is **DOWN 1.8%**
 Group is **DOWN 0.2%**

ADR: YOY CHANGE

Region	Month	YoY Change
AMERICAS	March	2.8%
	April	2.7%
	May	2.2%
EUROPE	March	2.8%
	April	2.9%
	May	4.8%
ASIA/PACIFIC	March	-0.2%
	April	0.8%
	May	2.4%
MIDDLE EAST & AFRICA	March	-6.6%
	April	6.7%
	May	1.2%

OCCUPANCY: YOY CHANGE

Region	Month	YoY Change
AMERICAS	March	2.7%
	April	-0.6%
	May	1.7%
EUROPE	March	4.3%
	April	2%
	May	3.8%
ASIA/PACIFIC	March	3.6%
	April	3.5%
	May	2.7%
MIDDLE EAST & AFRICA	March	-0.4%
	April	6.9%
	May	-3.8%

TRAFFIC: Q1 YOY CHANGE

Region	Airline	YoY Change
UNITED STATES	Alaska	4.7%
	American	4.5%
	Delta	0.5%
	JetBlue	3.3%
	Southwest	3.2%
United	2.2%	
LATIN AMERICA	Aeromexico	10.3%
	Avianca	10.7%
	Copa	3.9%
	Latam	1.0%
	Gol	-4.6%
EUROPE	Air France	10.6%
	IAG	3.3%
	KLM	5.9%
	Lufthansa	11.3%
	SAS	10.7%
ASIA/PACIFIC	Air China	7.7%
	ANA	12.8%
	Cathay P	-0.2%
	China S	12.8%
	EVA	14.1%

CAPACITY: Q1 YOY CHANGE

Region	Airline	YoY Change
UNITED STATES	Alaska	4.9%
	American	3.1%
	Delta	4.5%
	JetBlue	4.2%
	Southwest	4.1%
United	2.6%	
LATIN AMERICA	Aeromexico	7.9%
	Avianca	5.9%
	Copa	4.2%
	Latam	0%
	Gol	-5.9%
EUROPE	Air France	1.0%
	IAG	3.3%
	KLM	4.7%
	Lufthansa	9.5%
	SAS	15.1%
ASIA/PACIFIC	Air China	4.7%
	ANA	8.2%
	Cathay P	-0.4%
	China S	8.6%
	EVA	17.4%

LOAD FACTOR: Q1

Region	Airline	Load Factor
UNITED STATES	Alaska	81.2%
	American	79.2%
	Delta	82.9%
	JetBlue	83.9%
	Southwest	79.9%
United	79.6%	
LATIN AMERICA	Aeromexico	76%
	Avianca	81.9%
	Copa	81.5%
	Latam	84.7%
	Gol	78.5%
EUROPE	Air France	84.3%
	IAG	79.1%
	KLM	86.7%
	Lufthansa	76.1%
	SAS	71.6%
ASIA/PACIFIC	Air China	82%
	ANA	75.9%
	Cathay P	84.3%
	China S	82.6%
	EVA	79.6%

Q1 YOY RIDE-HAILING CORPORATE MARKET SHARE

Company	Market Share	YoY Change
Uber	77.4%	+0.19 percentage points
Taxi	77.3%	-2.15 percentage points
Lyft	6.2%	+1.96 percentage points
Other	6.3%	-0.01 percentage points



1X 4X 8X 12X 18X 24X

Tabloid Ad Sizes

Tabloid Page	\$35,070	\$34,020	\$33,000	\$31,990	\$31,055	\$30,110
Tabloid Spread	\$68,775	\$66,715	\$64,720	\$62,775	\$60,885	\$59,065
½ Page Tabloid	\$21,745	\$20,445	\$19,845	\$19,845	\$19,250	\$18,670
1/3 Page Tabloid	\$14,725	\$14,290	\$13,865	\$13,460	\$13,055	\$12,665
¼ Page Tabloid	\$11,920	\$11,575	\$11,225	\$10,890	\$10,555	\$10,245

Junior Page Ad Sizes

Junior Page	\$31,460	\$30,515	\$29,590	\$28,700	\$28,070	\$27,010
Junior Spread	\$61,560	\$59,710	\$57,920	\$56,170	\$54,490	\$52,850
½ Junior Page	\$20,480	\$19,865	\$19,270	\$18,690	\$18,140	\$17,600
1/3 Junior Page	\$13,220	\$12,815	\$12,430	\$12,055	\$11,700	\$11,360
¼ Junior Page	\$12,095	\$11,720	\$11,380	\$9,850	\$10,640	\$10,320

Covers 2,3 or 4	\$42,445	\$41,195	\$39,970	\$38,740	\$37,590
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Front Page Box	\$12,075	\$11,470	\$10,900	\$10,360	\$9,840
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Travel Procurement

1X 4X 8X 12X 18X

Full Page	\$21,515	\$20,865	\$20,250	\$19,635	\$19,065
Spread	\$43,045	\$41,715	\$40,510	\$39,280	\$38,115
1/2 Page	\$13,280	\$12,885	\$12,490	\$12,125	\$11,760

Covers 2,3 or 4	\$27,515	\$26,865	\$26,250	\$25,635	\$25,065
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BLEEDS, PREFERRED POSITIONS, SHORT RATES & REBATES

- A. Bleed or oversized ads—subject to 10% surcharge on space rate.
Exceptions: (1) covers, (2) spread which may bleed into gutter without surcharge.
- B. Preferred positions — Page 5, 7, 9, 11 and Centerspread +10%; Covers 2, 3, 4 +20%
- C. Guaranteed positioning — +10%
- D. Short rates will be billed upon cancellation of contract or failure to fulfill minimum requirements.
- E. Rebates earned within a 12-month period can be used to purchase additional space within the same 12 month timeframe.

(All rates are quoted gross and include 4/color charge. Effective January 1, 2018)

WEBSITES



Leaderboard (728x90) – ROS rotating upper and lower positions	\$9,955/month
Pushdown – one advertiser appears on all pages of the site	\$16,580/week
Rectangle (300x250) – ROS rotating upper and lower positions	\$9,950/month
Homepage Takeover — own all positions on the homepage for a full week	\$13,260/week
Mobile (300x50) — ROS rotating upper position	\$4,195/month

Travel Procurement WEBSITE CONTENT SECTION

Leaderboard (728x90) – ROS rotating upper and lower positions	\$8,625/month
Rectangle (300x250) – ROS rotating upper and lower positions	\$8,625/month



Leaderboard (728x90) – ROS rotating upper and lower positions	\$3,980/month
Pulldown	\$6,630/week

E-NEWSLETTERS

BTN DAILY NEWSLETTER

Top Leaderboard (600x100)	\$11,280/week
Top Rectangle (300x250)	\$11,280/week
Lower Rectangle (300x250)	\$11,280/week
Lower Leaderboard (600x100)	\$11,280/week

TRAVEL PROCUREMENT NEWSLETTER (published monthly)

Top Leaderboard (600x100)	\$8,625/month
Top Rectangle (300x250)	\$8,625/month
Lower Rectangle (300x250)	\$8,625/month
Lower Leaderboard (600x100)	\$8,625/month

BTN TRAVEL MANAGEMENT SPONSORSHIP (includes e-newsletter and website) \$16,590/month

E-Newsletter — One 600x100 <u>or</u> 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 Travel Management content section of the BTN website for one month corresponding with the e-newsletter.

BTN GLOBAL SPONSORSHIP (includes e-newsletter and website) \$16,590/month

E-Newsletter — One 600x100 <u>or</u> 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 corresponding with the e-newsletter.