

2017 FEATURES LIST

The Business Travel Magazine underwent a comprehensive re-design at the end of 2016 to mark its tenth anniversary. As well as a new look and change of distribution schedule, the content of the magazine has also been tweaked for the better



Each issue now includes an extended feature that focuses on one particular area of business travel and ranges in size from 20 to 30 pages. It is found in the latter half of the publication and will be an invaluable reference guide.

Content is sub-divided into numerous sections, including: Introduction, What's New?, Supplier Interview, Five Reasons to..., Technology, Beginner's Guide, Trending, Reader's Rant, Back to the Future, Data and The Directory.

Additionally, every issue will include two or three shorter features covering more specific subjects, developments and destinations, as well as one feature that will be decided closer to the time of publication to ensure timeliness and relevance.

December/January 2016/17 (plus *The 2017 Guide to Serviced Apartments*)

Extended feature: Travel management companies

Regular features: Rail booking technology; Traveller wellbeing; United Arab Emirates

February/March 2017 (additional distribution at *Business Travel Show & Office events*)

Extended feature: Air travel

Regular features: Corporate cards; East Coast USA

April/May 2017 (additional distribution at *ITM Conference*)

Extended feature: Ground transport

Regular features: Booking Tools; South America

June/July 2017

Extended feature: Accommodation

Regular features: Airports and ancillaries; China

August/September 2017

Extended feature: The SME sector

Regular features: Car hire; West Coast USA

October/November 2017

Extended feature: Travel technology

Regular features: Regional airlines; Rail; Australia & New Zealand

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IN EVERY ISSUE

ARRIVALS

Opening Shots A visual guide to what's new

Everyone's Talking About... Vox pops on a current issue

Six of the Best... Latest products/launches

Spotlight – News analysis

Knowledge – Top tips for client/supplier procedures

Speaking Out – Industry personnel step on the soapbox to make their point

Show reports – Reports from the industry's latest conferences and events

REGULARS

The Conversation – An interview with a senior business travel industry figure

The Debate – Two experts put forward their opinions on a hot topic

Meet the buyer – A travel manager or PA discusses their travel programme

Technology – Examining emerging trends in travel technology

Sustainability – The latest news in sustainable travel developments

Picture This – One image; one great news story

Talking Travel – A well-known personality discusses their travel experiences

THE REVIEW

Only the news that matters. 12 pages of the latest developments divided into The Lowdown, In the Air, The Room Report, On the Ground, The Meeting Place and On the Move

DEPARTURES

On business in... Useful city profiles from around the world

Meeting in... A selection of meeting and event venues in a UK city

On the Road... The pain-points and preferences of a regular business traveller

New Kid on the Block – A closer look at a new hotel opening

Reality Check – Hotel and flight reviews by those in the know

The Final Word – The quirky side of travel