

2019 EDITORIAL CONTENT

The Business Travel Magazine is the multi-award-winning publication for bookers, buyers, arrangers and managers of business travel and meetings



Every issue of *The Business Travel Magazine* includes an extended feature that focuses on one broad area of business travel and ranges in size from 20 to 30 pages. It is found in the latter half of the publication and is an invaluable reference guide.

The content of the extended feature is sub-divided into numerous sections including: Introduction, Trending, What's New?, Supplier Interview, Five Reasons, Technology, Beginner's Guide, Reader's Rant, Data, The Directory and more.

Additionally, every issue includes 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.

February/March 2019

(additional distribution at Business Travel Show)

Extended feature: Travel technology
Features: Business class travel; Car hire; plus one feature TBC
Regional focus: Latin America

April/May 2019

(additional distribution at ITM Conference)

Extended feature: Rail travel for business
Features: Long-stay accommodation;

Traveller wellbeing; plus one feature TBC
Regional focus: Russia & CIS

June/July 2019

Extended feature: Air travel
Features: Global hotel groups; Travel policy; plus one feature TBC
Regional focus: Far East

August/September 2019

(additional distribution at The Business Travel Conference)

Extended feature: Ground transport
Features: UK hotel groups; Payments and expenses; plus one feature TBC
Regional focus: Africa

October/November 2019

Extended feature: Travel management for SMEs
Features: Rail travel; Premium economy cabins; plus one feature TBC
Regional focus: Middle East

December/January 2019/20

(plus The 2020 Guide to Serviced Apartments)

Extended feature: Travel management companies – the annual guide
Features: Traveller wellbeing; 2020 travel trends; plus one feature TBC
Regional focus: North America

Editorial enquiries:

andy.hoskins@bmipublishing.co.uk (*Editor*)

Advertising enquiries:

david.clare@bmipublishing.co.uk (*Publisher*)



IN EVERY ISSUE

ARRIVALS

- Opening Shots** – a visual guide to what's new
- Everyone's Talking About...** soundbites on on a current issue
- Six of the Best...** latest products/launches/ trends etc
- Spotlight** – news analysis
- Knowledge** – top tips for client/supplier procedures and relationships
- Speaking Out** – industry personnel step on the soapbox to air their views
- Show reports** – reports from the industry's latest conferences and events

REGULARS

- The Conversation** – an interview with a senior business travel industry figure
- 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
- The Big Picture** – one news story, one great image
- Talking Travel** – a well-known personality discusses their travel experiences

THE REVIEW

Only the news that matters. Twelve 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 the Road...** the pain-points and preferences of a regular business traveller
- Gadgets & gear** – the latest launches for the savvy business traveller
- New Kid on the Block** – a closer look at a new hotel opening
- On business in...** useful city profiles from around the world
- Meeting in...** a selection of meeting and event venues in a UK city
- Reality Check** – hotel and flight reviews by those in the know
- The Final Word** – the quirky side of travel