the Business travel MAGAZINE

MEDIA KIT 2026

MORE THAN A MAGAZINE | KIRSTY.HICKS@BMIPUBLISHING.CO.UK | +44 (0)7747 697772 | 2026 FEATURES LIST ››

WHO WE ARE

The Business Travel Magazine **is a multi-award winning print and digital publication and events organiser for professionals who procure, arrange and manage business travel globally.**

Target audience

Our audience includes corporate travel buyers, travel managers and procurement chiefs, plus the senior executives of travel management companies (TMCs), meeting, conference and events organisers, plus airlines, hotel groups, ground transport specialists and other suppliers.

Our mission

To be the informed and independent voice of the business travel industry, to educate and inspire those working in the sector, and to provide a platform for learning, career development and connection.

Products

Our full suite of products includes a quarterly print magazine, a regularly-updated website, a weekly newsletter, a strong social media presence, year-round events and our prestigious annual Business Travel People Awards.

Reach

The Business Travel Magazine is circulated to 9,250 targeted subscribers in print and in digital format to 20,000+

Parent company

The Business Travel Magazine is part of BMI Publishing, a UK-based travel trade specialist publisher. Other BMI publications include *Onboard Hospitality* and *Selling Travel*, plus dedicated guides and in-depth industry reports with a range of partners.

The team

Publisher: Kirsty Hicks
kirsty.hicks@
bmipublishing.co.uk

Editor
Bev Fearis
bev.fearis@
bmipublishing.co.uk

Kirsty and Bev are supported by the wider BMI Publishing team, including Managing Director Matt Bonner, Editorial Director Steve Hartridge, Digital Editor April Waterston, Operations Director Clare Hunter, Senior Designer Caitlan Francis, Designers Colette Denham and Elizabeth Paterson, Production Administrator Steve Hunter and a team of specialist freelance contributors.

MAGAZINE

Format

A full-colour, high-quality print magazine, plus an interactive digital version.

Frequency

Quarterly: March, June, September, December.

Content

News, views, reviews and product updates, interviews, profiles, trend spotting, plus in-depth features focused on key industry issues and innovations.

How to work with us

We offer year-round marketing campaigns, great value packages and one-off deals to help you make the best use of your marketing budget.

Cover wrap

Put your company or product on the cover of The Business Travel Magazine. EXAMPLES ›

- Full cover wrap (4 pages) £6,500
- Front and outside back cover (2 pages) £5,500
- Front cover (1 page) £4,500

Bellyband

£5,000. The band is 10cm deep and wrapped around the magazine. For an additional £2,000 there's an option to fix the bellyband so the magazine opens to your advertisement.

Display advertising options

- Double page £4,750
- Inside front cover £2,950
- Full page *(or half double page)* £2,850
- Half page £1,950
- Quarter page £1,650
- Sixth page £1,250

Sponsored content

See following page.

Discounts

Book 2 adverts save 10%, 3 adverts 20%, 4 adverts 30%. This would make a full page advert £1,995 per insertion.

Design service

We can design your display advertisement for £250 per page.

Copy deadline

25th of the month prior to publication.

MAGAZINE - SPONSORED CONTENT

Content options

- **Ask the Expert**
  Q&A-style feature (single or double page) on a topic agreed with the editorial team
  EXAMPLE ›

- **The Conversation**
  Double page profile of an individual within your company EXAMPLE ›

- **Insight**
  Thought leadership piece on an agreed topic EXAMPLE ›

- **Q&A**
  Interview on an agreed topic

- **Spotlight on**
  Company and/or product profile
  Full page: EXAMPLE ›
  Half page: EXAMPLE ›

- **Take Five**
  Five insights on a particular topic EXAMPLE ›

- **Competition**
  Full page competition or online only with a button advert

- **Meeting in...**
  Focus on key destinations for business travel, meetings, conferences and events EXAMPLE ›

Rates

- Double page £4,750
- Full page £3,750
- Guest columns from £2,250
- Website-only article £2,500

In addition to appearing in the print and digital versions of the magazine, all sponsored content is published permanently on the website and shared on the weekly newsletter and via social media.

Deadlines

18th of the month prior to publication.

MAGAZINE - REACH

Our audience includes corporate travel buyers, travel managers and procurement chiefs of organisations of all sizes – SMEs to large global multi-national cororporates with multi-million pound business travel spends – and across all sectors.

Our readership also extends to the senior executives and frontline teams of travel management companies (TMCs), meetings, conferences and events organisers, airlines, hotel groups and other suppliers.

Total Distribution: 9,250*

- Direct responsibility for corporate travel: 6,253
- Suppliers (TMCs, airlines, hotels, rail, car hire, etc): 2,432

** This number is the current average and fluctuates per issue*

Level of responsibility

Respondents may have multiple roles

I manage travel 35%
I set the policy travel.....23%
I make travel arrangements 24%
I arrange meetings.....21%
I book travel.....25%
I travel.....42%
Supplier 29%

How is travel booked?

Respondents may choose multiple options

We use a TMC/HBA.....32%
Direct with suppliers.....27%
Online travel agency.....22%
Via an EA/Travel Booker/Travel Manager 19%
By the traveller..... 24%

Company travel destinations

Respondents may pick multiple options

Africa.....18%
Australia 19%
Middle East/India 22%
North America.....32%
Asia 23%
South America.....10%
United Kingdom and Ireland 38%
Europe and Scandinavia 25%
Worldwide.....35%

Number of employees that travel

1 – 250 .....44%
251+ 56%

Annual company travel spend

Under £1,000,000.....38%
£1,000,001 to £5,000,000 .....8%
£5,000,001 - £10,000,000 .....12%
£10,000,001 - £20,000,000 .....10%
£20,000,001 - £100,000,000 .....12%
£100,000,001+ 14%
Unsure.....22%

Total reach

Print edition

19,980 (2.16 per readers per copy)

Source: Autumn 2025 readership survey.

DIGITAL

businesstravelmag.com is our award-winning website with 14,000+ unique visitors per month. It keeps the industry up to date with all the latest news, developments and essential insights.

- **Fireplace** (high impact) £2,950 per month
- **Leader board** 728px wide x 90px deep, £1,950 per month
- **Large skyscraper** (MPU) 300px wide x 600px deep, £1,950 per month
- **Banner** 975px wide × 125px deep or medium skyscraper (MPU) 300px wide x 250px deep, £1,500 per month

Sponsored content

- **Video Podcast**
  Interviews shared on the website and in the newsletter £2,000 EXAMPLE ›

- **Spotlight on...**
  Short video to showcase a product or service shared on the website and in the newsletter £2,000 EXAMPLE ›

- **Client Whitepaper** listed on our website
  £2,000 for three months, including news story/call to action to download on weekly newsletter.
  TBTM to produce your whitepaper POA.

Dedicated emails

These are sent to our partner database of 20,000+ to promote your product, event etc. Complete artwork supplied to us, sent on dates of your choice, 1 html £1,950 or 2 htmls or more for £1,750 per html.
Email open rates 15–20%.

Weekly newsletter

Sent to a database of 20,000+ each Wednesday.

- Open rates 15-20%
- Click through 1.5%-3%.

- **Banners** (600px wide x 150px deep), buttons (300 px wide x 274 px high), from £500 per week with discounts on monthly bookings.

- **Sustainability Matters**
  A regular section dedicated to sustainability news and insights.
  Bi-weekly sponsor logo/link £750 a month with discounts on longer bookings.

Event promotion package £5000

- Full page digital advert 'Reserve your Place'
- 2 dedicated html emails to our readership
- Registration form with your branding on header
- Access to registration data - subject to GDPR
- News story on the weekly newsletter
- Option for our Editor to moderate POA

DIGITAL - THE BUSINESS TRAVEL **FINDER**

businesstravelmag.com

The online Finder tool giving business travel buyers and arrangers quick and easy access to leading suppliers of products and services.

The Business Travel Finder for:

- TMCs
- Technology
- Serviced Accommodation

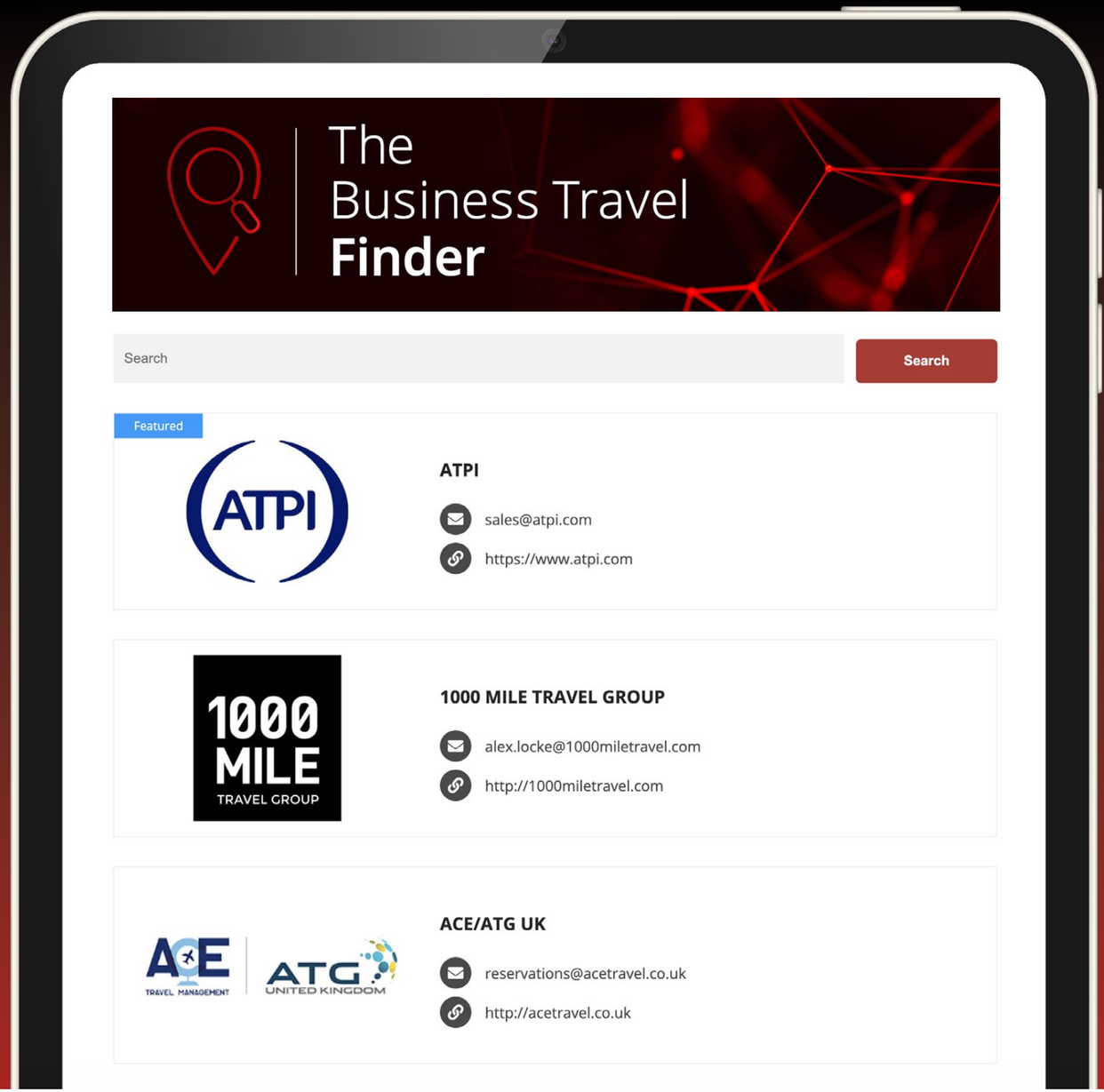
Standard listing £295

- Logo
- Website and email address
- 100-word overview

Enhanced listing £975

- Additional information, such as key people, innovations and accreditations
- Promotional video embeded

All listings are live for one year



EVENTS - **BUSINESS TRAVEL CONNECT**

Business Travel Connect **is a year-round programme of events in a wide range of formats, from our well-established Dinner Clubs and Lunch Forums to bespoke launch parties and our annual Business Travel People Awards. These events**:

- help suppliers to reach a wider audience, thanks to our extensive database of travel managers, buyers and bookers (from SMEs to large multi-national enterprises) and other corporate travel professionals

- support the career progression of business travel professionals at all stages of their career through learning and networking

- give a platform to start-ups entering the market

- provide exclusive benefits to attendees, such as invitations to supplier fam trips and access to product training

- feature high quality content from industry experts to encourage the exchange of ideas and expertise

- benefit from strong editorial coverage, pre and post event, in our print and digital publications

- encourage meaningful and honest debate without hidden agendas

THE BUSINESS TRAVEL **PEOPLE AWARDS**

The Business Travel People Awards **recognise individuals and teams in business travel whose professionalism and business excellence make them stand out from their peers.**

Unlike other awards, the People Awards celebrate the achievements of the people in the industry, rather than the companies.

The awards showcase the industry's finest talent and represent a wide variety of roles across all sectors.

Now in their 15th year, they will culminate in a glittering ceremony on September 15 2026 at the Grand Connaught Rooms, London, where the winners will be presented with their accolades in front of their friends and colleagues in the industry.

2025 HIGHLIGHTS ›

Sponsorship

Sponsoring the 2026 awards will keep your brand in the spotlight from the moment nomimations open in January until the glittering awards ceremony in London.

- Sponsorship of awards categories from £5,000
- Extra value and premium sponsorship packages from £10,000

SPONSORSHIP ›

BUSINESS TRAVEL **DINNER CLUB**

The Business Travel Dinner Club **provides a unique and private business networking opportunity for some of the most senior people from both the travel buyer and TMC community.**

Each dinner has a guest speaker from either within or outside the travel industry, followed by a Q&A session.

With no reporting of the Q&A, the occasion provides a unique opportunity for guests to discuss and debate key business travel issues in an open and relaxed manner.

In turn, the event and seniority of audience provides an excellent sponsorship opportunity for organisations looking to target the business travel sector, in the most private and luxurious of industry settings.

These events are brought to you by *The Business Travel Magazine* in partnership with Travega.

Sponsorship

Sponsorship of VIP networking drinks and dinner for 45 attendees – senior travel buyers and TMC senior directors – from £3,500.

Four non-competing sponsors can each send two team members to the event and can preview the attendee list and request who to be seated with.

Price includes full page photo gallery in *The Business Travel Magazine* and online, including sponsor logos.

MEDIA PACK ›

the Businesstravel MAGAZINE

BUSINESS TRAVEL **LUNCH FORUMS**

Business Travel Lunch Forums **are intimate VIP lunches where suppliers and senior corporate travel buyers and travel managers get together for networking drinks and to discuss key topics over a three-course lunch.**

- Intimate VIP lunches
- Guests include 10-12 senior travel managers
- Moderated debate on a specific topic

2026 events

- **Ground Transport / Ancillaries:** April 2
- **Accommodation:** May 21
- **Air:** July 9
- **Technology:** October 7

Sponsorship

Maximum 6 sponsors at £2,450 each or single partner £9,000.

Price includes double-page write-up in The Business Travel Magazine, with quotes from each sponsor, and promotion on the weekly newsletter with online photo gallery.

TESTIMONIALS

"In my view, *The Business Travel Magazine* hosts some of the most worthwhile and productive events in the business travel calendar. The roundtable lunch forums and dinners facilitate free-flowing conversation with some of the travel industry's great contributors and influencers. Kirsty and Bev help steer the discussion to ensure everyone can participate in an open and honest debate on what can be some hard-hitting topics. As ever, trust and openness is at the heart of each discussion, and let's not forget the venues...fantastic!"

JACK BRYSON, BUSINESS DEVELOPMENT MANAGER AT SYNERGY

I've worked with *The Business Travel Magazine* for many years and would like to acknowledge the following throughout:

- Great communication pre and post events
- Professionally organised
- High level of participants both in terms of numbers and quality
- Unique collection of options to choose, from different events to other media activities
- Support and guidance on how to build media and events for the audience I wished to target.

To summarise, I would highly recommend working with *The Business Travel Magazine*.

JULIET HOWIE, VP SALES AT HAVEN HOUSING SOLUTIONS

"South Western Railway has worked with *The Business Travel Magazine* for over a decade – and with good reason. The team has facilitated channels into the corporate travel world that other publications just haven't penetrated. They have enabled SWR to communicate with corporates at all levels, from multinationals to SMEs, not just through the ads, editorials and articles in the magazine but also in face-to-face events where we get unfiltered access to the voices that matter and help shape our business travel strategy."

JOE THURGOOD, SALES MANAGER, SOUTH WESTERN RAILWAY

For me, *The Business Travel Magazine* represents the industry and is for the industry. Content and events are relevant and informative, and the team is engaging and proactive in encouraging contribution, participation and debate. We need a voice and a platform, and *The Business Travel Magazine* gives the industry exactly that.

STEVE BANKS, CEO THE HUMAN NETWORK TRAVEL DIVISION (BEYOND BUSINESS TRAVEL)

"We love working with Kirsty, Bev and *The Business Travel Magazine* team. They are always really helpful and professional, offering a good range of advertising and event opportunities to get involved in. They remain a central part of the business travel media landscape and we look forward to working with them again in the future."

DANIELLE DE NERVAUX, SENIOR MARKETING & PR MANAGER