

Business Traveller

RATE CARD 2023

Price list Nr. 29 VALID FROM JANUARY 1st. 2023



Image: iStock / guverdemir

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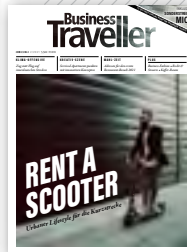
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20.249

Print circulation | IVW-certified

4,6 readers

per copy

> 100.000

Business-Contacts per edition

0 150.000

Page-Impressions per month

> 9.500

Newsletter subscribers

> 500.000

copies worldwide with 14 international
BUSINESS TRAVELLER editions

READERS

3,3 MIO. €

... have BT-readers spent for business travel during
the last 12 months

77 %

manage their own travel budget

73 %

travel in First or Business Class

27,5

flights BT-readers complete on average per year

97 TSD €

is the annual net income of BT-readers



IVW-Auflage
IV-Quartal 2022

BUSINESS TRAVELLER

The business travel magazine

BUSINESS TRAVELLER has been on the German market for over 25 years - and is the only printed business travel magazine in the general-interest magazine segment that addresses the traveler directly.

BUSINESS TRAVELLER stands for an exclusive target group: national and international business travellers, decision-makers in business and industry, MICE managers, executives, entrepreneurs and self-employed persons. The majority of our readers are between 30 and 49 years old, highly qualified, pleasure-loving, luxury-oriented, tech-savvy, tone-setting, educated, with a gross income well above average.

BUSINESS TRAVELLER has its finger on the pulse of the times - and at all the focal points of business travel: at the gates of major German airports, in airport lounges, on board of selected airlines, in the business lounges of Deutsche Bahn, in the rooms of large business and conference hotels and, of course, with our subscribers, to whom the magazine provides professional

assistance for business on international terrain. Through the German Travel Management Association, we also reach decision-makers and the travel and event management teams of German companies.

BUSINESS TRAVELLER provides its readers with up-to-the-minute information and well-founded content, which - structured, reader-friendly and presented in an opulent visual style - imparts the comprehensive know-how that is crucial for successful action on the markets from Berlin to Beijing.

MICE is also a focus topic for our readers, to which we have dedicated ourselves for ten years online and with regular supplements.

New in 2022: From now on, the topic of meetings, events & incentives is a new focus topic in the magazine - with a fixed column or special section in every issue. This means: concentrated information, current news and addresses for planners, travel and event managers.

In terms of content, we take up all topics relevant for decision-makers in the MICE industry. We thus offer a platform to all customers who offer locations and services in the field of meetings, events, trade fairs & Co. - and thus reach their specific target groups.



MOBILITY

Flying | Trains | Cars | Bikes | Sharing

HOTEL

Hospitality in Germany and the world

SERVICED APARTMENTS

Housing und lifestyle

TECHNICS

Hardware, software, traveltronics:
equipment for business travel, homeoffice,
workation und MICE

TRAVEL MANAGEMENT

Products, solutions, Tips for practice

HEALTH

Travel safe, arrive healthy:
medical tips for globetrotters

WELLNESS

Reduce stress, recharge your batteries:
goals, programs, products

TASTE & TRAVEL

Restaurants, food concepts, bars & more

LIFESTYLE

Baggage, fashion, travel-gear

SUSTAINABILITY

Green travel, hotels, meetings



MICE

- Meetings in 2023:
Developments, trends, visions
- Modern mix: Hybrids on the rise
- Trade fairs: Back to start?
- Routine was yesterday:
Event planning according to Corona
- Incentives: Motivation, employee loyalty, icing on the cake.



STRUCTURAL DATA SOCIODEMOGRAPHICS AND TYPOLOGY OF READERS

SEX

Male	57 %
Female	43 %

AGE

under 30 years	5 %
30 to 39 years	12 %
40 to 49 years	24 %
50 to 59 years	32 %
60 years and older	25 %

EDUCATION

University	56 %
High school diploma/university	16 %
Sec. school/no high school diploma	23 %
Elementary/secondary school	4 %

ANNUAL GROSS INCOME

under 30.000 EUR	17 %
30 to 50.000 EUR	28 %
50 to 75.000 EUR	24 %
75 to 100.000 EUR	13 %
100.000 EUR and more	18 %

OCCUPATIONAL GROUPS

Owner/Managing dir. of a business	15 %
Freelance	14 %
Executive employees	30 %
Salaried employees	41 %

OCCUPATION

Sales/distribution	26 %
Company management	18 %
Planning/Development	7 %
Administration	13 %
Finance	8 %
Travel-Management	10 %
Human Resources	5 %
Production	3 %
Purchasing	6 %
Controlling	4 %

COMPANY SIZE (EMPLOYEES)

Less than 10	20 %
10 to 49	11 %
50 to 99	7 %
100 to 499	15 %
500 and more	44 %
no data	3 %

ORGANIZER OF BUSINESS TRAVEL

myself	64 %
my secretariat	13 %
corporate travel office	15 %
travel agency	7 %
other	1 %

Source: BUSINESS TRAVELLER reader survey 2022, Basis: n = 2.128; evaluation : GoogleAnalytics

INTERNATIONAL EDITIONS

BUSINESS TRAVELLER UK



**BUSINESS TRAVELLER
US**



**BUSINESS TRAVELLER
MIDDLE EAST**



**BUSINESS TRAVELLER
ASIA-PACIFIC**



**BUSINESS TRAVELLER
INDIA**



Further editions: BUSINESS TRAVELLER China | BUSINESS TRAVELLER Russia | BUSINESS TRAVELLER Africa | BUSINESS TRAVELLER Dänemark
BUSINESS TRAVELLER Hungary | BUSINESS TRAVELLER Poland | BUSINESS TRAVELLER The Netherlands

GLOBAL COMBI: In addition to the German magazine, Business Traveller is published in a total of 14 editions worldwide. If Business Traveller Germany and another international edition are ordered together, we grant an additive Global Combi discount of 10 %!

ISSUE DATES 2 0 2 3

first half of 2023

Business
Traveller + **Business**
SPECIAL
MICE

ISSUE 02/2 0 2 3

PUBLISHING DATE: 04.04.2023
CALENDAR WEEK: 14
ADVERTISING DEADLINE: 20.03.2023
PRINTING MATERIAL: 24.03.2023

Business
Traveller + **Business**
SPECIAL
MICE

ISSUE 03/2 0 2 3

PUBLISHING DATE: 26.05.2023
CALENDAR WEEK: 21
ADVERTISING DEADLINE: 12.05.2023
PRINTING MATERIAL: 15.05.2023

Business
Traveller + **Business**
SPECIAL
MICE

ISSUE 04/2 0 2 3

PUBLISHING DATE: 14.07.2023
CALENDAR WEEK: 28
ADVERTISING DEADLINE: 26.06.2023
PRINTING MATERIAL: 30.06.2023

second half of 2023

Business
Traveller + **Business**
SPECIAL
MICE

ISSUE 05/2 0 2 3

PUBLISHING DATE: 25.08.2023
CALENDAR WEEK: 34
ADVERTISING DEADLINE: 11.08.2023
PRINTING MATERIAL: 18.08.2023

Business
Traveller + **Business**
SPECIAL
MICE

ISSUE 06/2 0 2 3

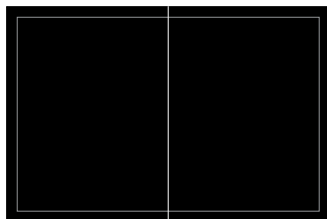
PUBLISHING DATE: 27.10.2023
CALENDAR WEEK: 43
ADVERTISING DEADLINE: 06.10.2023
PRINTING MATERIAL: 13.10.2023

Business
Traveller + **Business**
SPECIAL
MICE

ISSUE 01/2 0 2 4

PUBLISHING DATE: 15.12.2023
CALENDAR WEEK: 54
ADVERTISING DEADLINE: 24.11.2023
PRINTING MATERIAL: 01.12.2023

ADS FORMATS & PRICES



2/1 PAGE

PRICE: 13.800,- €

PAGES ACROSS GUTTER

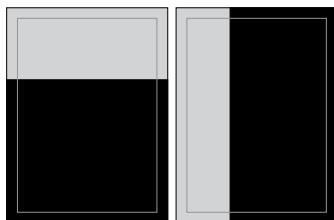
Trim size*: 412 x 275 mm
Type area*: 376 x 231 mm



1/1 PAGE

Inner part: 6.900,- €
2. Cover page: 7.800,- €
4. Cover page: 8.200,- €

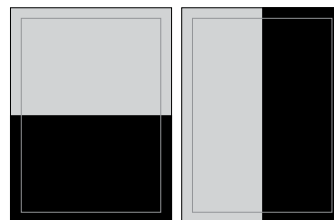
Trim size*: 206 x 275 mm
Type area*: 173 x 231 mm



2/3 PAGE

PRICE: 5.050,- €

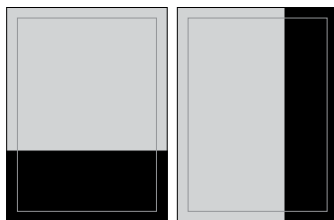
HOR.: Trim size*: 206 x 184 mm
Type area*: 173 x 152 mm
VERT.: Trim size*: 132 x 275 mm
Type area*: 114 x 231 mm



1/2 PAGE

PRICE: 3.800,- €

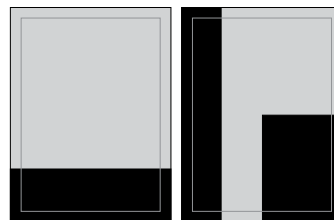
HOR.: Trim size*: 206 x 136 mm
Type area*: 173 x 117 mm
VERT.: Trim size*: 101 x 275 mm
Type area*: 83 x 231 mm



1/3 PAGE

PRICE: 2.700,- €

HOR.: Trim size*: 206 x 91 mm
Type area*: 173 x 72 mm
HOCH: Trim size*: 73 x 275 mm
Type area*: 55 x 231 mm

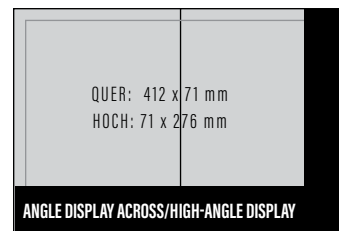
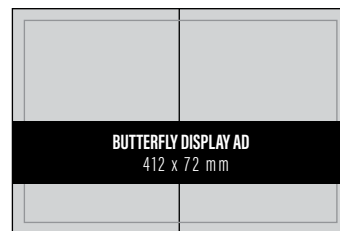
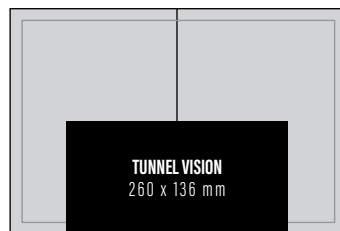


1/4 PAGE

PRICE: 2.150,- €

HOR.: Trim size*: 56 x 275 mm
Type area*: 38 x 231 mm
VERT.: Trim size*: 206 x 68 mm
Type area*: 173 x 49 mm
BLOCK: Trim size*: 101 x 136 mm
Type area*: 84 x 116 mm

SPECIAL FORMATS ON REQUEST



Text or image elements that are at risk of bleed should be trimmed by at least at least 5 mm at the top and bottom and at least 10 mm at the sides from the trimmed final format (206 x 275 mm). Be placed at least 10 mm inwards from the trimmed final format (206 x 275 mm).

Formats over gutter include 3 - 5 mm gutter allowance. Collar overlap must be created in the motif.

SCHEDULE FOR DISCOUNT BY FREQUENCY:

2 Ads = 3 % | 3 Ads = 5 % | 4 Ads = 7 % | 6 Ads = 10 %

QUANTITY SCALE:

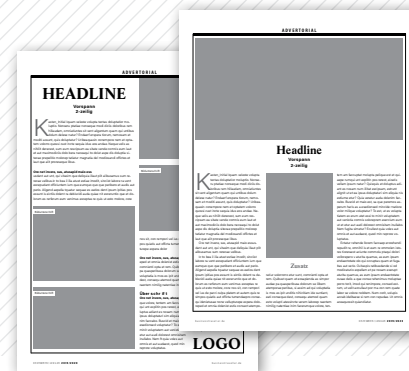
from 2 pages = 5 % | from 3 pages = 7 % | from 4 pages = 10 % | from 6 pages = 12 % | from 8 pages = 15 %

Extended rates and quantities on request. No multiplication and quantity scale for special placements and ad specials. Additional charges and credits are billed according to the actual quantity purchased (at the end of the planning year). Line discounts on request.

Special advertising formats: on request | All prices plus statutory value-added tax. | Agency fee: 15%.

ADVERTORIAL:

Prices for editorial support
and design according to type and scope.



→ SUPPLEMENTS

are printed matter loosely enclosed with the magazine. Inserts must be closed to the binding of the carrier product. The nature of the insert must ensure smooth machine processing.

Minimum circulation: 10,000 copies, partial circulation after consultation with the publisher

Minimum format: 105 x 148 mm (DIN A6)

Insert thickness: max. 3 mm

Maximum format: 186 x 255 mm

Price per thousand copies or part thereof

up to 30 g = 115,- Euro | up to 50 g = 125,- Euro | incl. postal charges

→ BOUND INSERTS

are printed matter/brochures of an advertiser firmly bound into the magazine.

Bound-in insert prices: 2 – 4 pages = 4.070 Euro | 12 Seiten = 6.675 Euro
8 pages = 5.725 Euro | 16 pages = 8.190 Euro

Minimum format: 105 x 148 mm (DIN A6)

min. Paper thickness: 115 g (for one sheet)

maximum format: 206 x 275 mm

max. paper thickness: 300 g

Head trim 10 mm, in the waistband milling margin 3 mm, side and foot trim at least 3 mm. Delivery ready folded.

PLEASE NOTE FOR INSERTS, INSERTS AND STICKERS:

When placing the order, 5 samples are required, which must be suitable for machine processing. Any trimming and folding work will be charged separately. Order deadline by the advertising deadline. Please deliver inserts free of charge no later than 8 days, but no earlier than 13 days before the first day of sale.

Packing in cartons: The inserts are to be packed lying in the same direction, free of play, protected against slipping by intermediate webs and bends, and with a handle height of at least 100 mm.

Packing on pallets: The inserts must not be laid crosswise within the length; each layer must be provided with an intermediate bottom at least 2 mm thick. Stretched pallets must be provided with corner/edge protection. Delivery shall be made exclusively on Euro pallets.

All inserts and bound-in inserts must be delivered unbound. Delivery address will be provided when the order is placed. Prices plus statutory value-added tax.

TERMS AND CONDITIONS

1. In case of doubt, advertising orders must be accepted within one year.

2. No guarantee is given for the inclusion of advertisements in specific issues on specific dates or in specific places.

3. Proofs will only be supplied on express request. The customer shall be responsible for the correctness of the returned proof. If the proof is not returned on time, approval for printing shall be deemed to have been granted.

4. The publisher guarantees that the advertisements will be reproduced in a technically correct manner. Unsuitable or damaged print proofs will be returned to the customer without delay.

5. The customer shall be entitled to a reduction in payment or a claim for compensation in the event of wholly or partially illegible, incorrect or incomplete printing of the advertisement, unless the purpose of the insertion is only insignificantly impaired by the defects. The complaint about defects must be well-founded and must be received by the publisher in writing within four weeks of invoicing at the latest.

6. If any defects in the printing documents are not immediately printable, the advertiser

shall have no claims in the event of insufficient printing.

7. Liability for direct or indirect damages arising from breach of contract shall be limited to the net price of the advertisement in question, unless the damage is due to intentional or grossly negligent breach of contract.

8. The publisher shall deliver specimen copies immediately after publication of the advertisement.

9. The discounts specified in the advertisement price list shall only be granted for advertisements appearing within one year. The period begins with the publication of the first advertisement, unless otherwise agreed.

10. If the order is extended, a claim for retroactive discount arises, provided that the basic order was already eligible for discount. The claim shall expire if it is not asserted no later than one month after the end of the advertising year. If an order does not reach the intended number of advertisements, the excess discount granted will be invoiced retrospectively.

11. Costs for substantial changes to originally agreed designs and for deliveries of ordered

offprints must be paid by the client.

12. The obligation to store print documents shall end 3 months after publication of the respective advertisement of the respective advertisement, unless expressly agreed otherwise.

13. In the event of changes to the advertisement price list, the new conditions shall also apply to current contracts.

14. Text advertisements which are not recognizable as advertisements are not recognizable as advertisements due to their design, will be clearly identified as advertisements.

15. If the magazine cannot be published as a result of force majeure, strike or the like, the publisher shall not be liable to the customer.

16. In the event of the invalidity of a clause, the validity of the remaining provisions shall remain unaffected.

17. Place of performance and jurisdiction is Munich.

PUBLISHER / EDITORIAL OFFICE

PUBLISHER:

Perry Publications GmbH, Sebastian-Bauer-Strasse 28
81737 Munich
Phone +49 89 / 130 14 32 - 0, Fax 0 +49 89 / 130 14 32 - 22
www.businessstraveller.de, VAT-ID: DE 198910693

MANAGING DIRECTOR/PUBLISHER:

Christian Buck, Telefon +49 89 / 130 14 32 - 20, Fax
-22 buck@businessstraveller.de

EDITOR-IN-CHIEF:

Michael Moeser
moeser@businessstraveller.de

BANK DETAILS:

Commerzbank München
IBAN: DE 33 7008 0000 0491 9725 00, SWIFT/BIC: DRES DE FF 700

PUBLICATION FREQUENCY:

6 x per year (see schedule)

PUBLISHING DAY:

Friday (see schedule)

COPY PRICE

5,50 Euro

ANNUAL SUBSCRIPTION:

49 Euro / 6 issues

TERMS OF PAYMENT:

Payments immediately net. A 2 % discount will be granted for advance payments received in full before the publication date, unless older receivables still exist. Direct debit is possible (2 % discount)..

IVW-CIRCULATION III/2021:

Print circulation: 20.294
Distributed circulation: 19.638
Sold circulation: 15.524

TERMS AND CONDITIONS:

The General Terms and Conditions of Perry Publications GmbH apply to the processing of orders.

ADS

PROJECT MANAGEMENT/INHOUSE SALES:

Doris Hollenbach, Telefon +49 89 / 130 14 32
- 12 hollenbach@businessstraveller.de

RESPONSIBLE AND RECEIVER OF ADS :

Christian Buck, Telefon 0 89 / 130 14 32 - 20
anzeigen@businessstraveller.de

tuetsch@businessstraveller.de

AD DISPOSITION:

dispo@businessstraveller.de, Telefon 0 89 / 130 14 32 - 20

PRINTING

PRINTER:

Vogel Druck und Medienservice GmbH
Leibnizstraße 5, 97204 Höchberg

Printing process: Web offset, screen 4c 60s, bw 54s

Processing: Adhesive binding

Paper: Cover: woodfree glossy 170 gsm image print

Inside: almost woodfree glossy image print 80 g

Digital Artwork: ready-to-print pdf files or open files with all font (also standard fonts) and image data per: CD-ROM, DVD or e-mail (dispo@businessstraveller.de)

Please send us a corresponding proof for each file.

The ECI profiles apply to data sets and proofs: PSO LWC Improved for the inner part and ISOcoated v2, 300 for the cover.



Informationsgemeinschaft zur
Feststellung der Verbreitung von
Werbeträgern e.V.

