

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

## 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 displays the BTN website interface. At the top, there's a 'Data Hub' section with the headline 'What Will Happen to Corporate Travel Prices in 2018?'. Below this, the main content area is divided into several sections: 'TOP STORY' featuring 'BTN's 2017 HOTEL BRAND SURVEY', 'ON THE HORIZON' with 'BCD, CWT Will Launch Mobile Air Booking as TMCs Evolve Role in Mobile Transactions', 'In Focus' with 'MEETINGS REPORT', and '4 | On the Record' with a quote from a travel manager. The bottom of the page includes a 'Data Hub' section with '2018 Corporate Travel Prices' and a 'Car Rental' section.

This screenshot shows another view of the BTN website. The 'TOP STORY' section highlights 'BTN's 2017 Travel Manager of the Year'. Below it, there's a 'Hilton & Marriott's 48-Hour Cancellation Policies' article. The 'What's Inside' section lists various topics like 'SME INSIDERS', 'TRANSPORTATION', 'MEETINGS', and 'ON THE RECORD'. The bottom of the page features a 'Data Hub' section with 'Business Travel Spend Forecast Through 2021' and a 'Car Rental' section.

## BTN RESEARCH &amp; 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"> <li>GBTA Convention 2018 (San Diego)</li> <li>4<sup>th</sup> Annual Innovate Conference (New York)</li> </ul>
November	October 30	November 5	

## TRAVEL PROCUREMENT DEPARTMENTS

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

**BUSINESS TRAVEL BY THE NUMBERS**

**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	-6.6%
	May	5.7%

**OCCUPANCY YOY CHANGE**

Region	Month	YoY Change
AMERICAS	March	2.7%
	April	-0.6%
	May	1.7%
EUROPE	March	4.7%
	April	2%
	May	3.5%
ASIA/PACIFIC	March	3.6%
	April	3.5%
	May	2.7%
MIDDLE EAST & AFRICA	March	-0.4%
	April	-3.8%
	May	6.9%

**TRAFFIC: Q1 YOY CHANGE**

Region	Airline	YoY Change
UNITED STATES	Alaska	4.7%
	American	4.5%
	Delta	5.5%
	JetBlue	3.3%
	Southeast	3.2%
LATIN AMERICA	Aeromexico	10.2%
	Avianca	10.1%
	Copa	9.9%
	Latam	1.0%
	Gol	-4.6%
EUROPE	Air France	10.6%
	IAG	3.2%
	KLM	5.9%
	Lufthansa	11.3%
	SAS	10.1%
ASIA/PACIFIC	Air China	7.7%
	ANA	12.8%
	Cathay Pacific	-0.2%
	China Eastern	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%
	Southeast	4.7%
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	5.2%
	Cathay Pacific	1.0%
	China Eastern	8.6%
	EVA	17.4%

**LOAD FACTOR: Q1**

Region	Airline	Load Factor
UNITED STATES	Alaska	81.3%
	American	79.2%
	Delta	82.0%
	JetBlue	83.0%
	Southeast	79.9%
LATIN AMERICA	Aeromexico	76%
	Avianca	81.9%
	Copa	81.0%
	Latam	84.7%
	Gol	78.5%
EUROPE	Air France	84.3%
	IAG	79%
	KLM	86.7%
	Lufthansa	76.1%
	SAS	71.6%
ASIA/PACIFIC	Air China	82%
	ANA	75.9%
	Cathay Pacific	84.3%
	China Eastern	82.6%
	EVA	79.6%

**Q1 YOY RIDE-HAILING CORPORATE MARKET SHARE**

Company	Share	Change
Uber	77.4%	+0.18 percentage points
Taxi	16.4%	-2.15 percentage points
Lyft	6.2%	+1.98 percentage points



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

### Tabloid Ad Sizes

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

### Junior Page Ad Sizes

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

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

1X      4X      8X      12X      18X

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

<b>Covers 2,3 or 4</b>	\$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



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

## TravelProcurement WEBSITE CONTENT SECTION

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



<b>Leaderboard</b> (728x90) — ROS rotating upper and lower positions	\$3,980/month
<b>Pushdown</b>	\$6,630/week

## E-NEWSLETTERS

## BTN DAILY NEWSLETTER

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

## TRAVEL PROCUREMENT NEWSLETTER (published monthly)

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

## BTN TRAVEL MANAGEMENT SPONSORSHIP (includes e-newsletter and website)

\$16,590/month

<b>E-Newsletter</b> — One 600x100 <u>or</u> 300x250 banner ad in each of the two issues
<b>Website</b> — 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

<b>E-Newsletter</b> — One 600x100 <u>or</u> 300x250 banner ad in each of the two issues
<b>Website</b> — 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.