

World's No 1

Travel Industry News Resource



Media Kit
BREAKINGTRAVELNEWS.COM

BREAKING
travel news 

EDITORIAL OVERVIEW

Breaking Travel News (BTN) has over the last 19 years established itself as the world's leading online news and information service for senior travel industry thought leaders providing all the information they need to keep their fingers on the travel pulse. Everyday **BTN's** readers visit the daily feed of market intelligence, trend analysis, exclusive video interviews and breaking news.

BTN is page ranked on the first page of Google and other major search engines under the keywords "Travel News" a key benefit to any advertiser to work with the site.

BTN delivers its industry leading daily bulletin to just under 100,000-industry professionals and leaders. An audience that waits to receive this daily fix of industry news, videos and concise industry reports and who opted in and registered for this additional service provided by the site.

BTN is the official media partner of leading travel industry events:

WTTTC Global Summit
World Travel Market
COTTM
World Travel Awards
Arabian Hotel Investment Conference
IMEX
UBM Aviation
Routes Online
Serviced Apartment Summit
Boutique & Lifestyle
Leisure Real Estate Summit

RUNDOWN OF BREAKING TRAVEL NEWS

- Breaking News: The latest travel news as it breaks
- Events Calendar: Focus on industry events calendar
- Focus: Top level interviews, event features, and trends
- Daily Newsletter: Bulletin
- Video: Live interviews from key events around the world
- Mobile: Optimised mobile site designed for reading on the move

AUDIENCE PROFILE

BTN's readership includes senior thought-leaders in all aspects of the travel sector including travel agents, airline reservation agencies, tour operators, Hotel & Airline executives, events and meeting organisers, tourism consultancies, industry finance, public relations as well as the very consumers that keep the wheels of our industry in constant motion.

As the highly-effective medium for creating awareness within the travel trade, **BTN** can distribute news items and advertising to a global travel industry.

AUDITED STATISTICS*

Registered Subscribers: 100,000+

Unique Visitors: 202,042

Page Views: 319,000

*Source - Google Analytics

SOCIAL MEDIA

Twitter Followers: 35,400

http://twitter.com/#!/btn_news/



Facebook Likes: 5,417

<http://www.facebook.com/breakingtravelnews>



Google Plus:

google.com/+breakingtravelnews





AUDIENCE PROFILE

DEMOGRAPHICS

TOP JOB ROLES

OVER 70% OF OUR READERS HOLD UPPER MANAGEMENT POSITIONS.

CEO & Directors	36%
Senior Management	26%
Industry Executives & Others	38%

INDUSTRY SECTOR

OUR READERS SPAN ALL SECTORS OF THE TRAVEL AND TOURISM INDUSTRY.

Travel Agency	32.1%
Travel Management Company	8.9%
Airline	8.2%
Hotel / Resort	7.9%
Tour Operator	6.8%
Technology / E-Commerce	5.4%
Media / Press	4.0%

PURCHASING ABILITY

OVER 80% OF OUR READERS HAVE PURCHASING RESPONSIBILITY OR INFLUENCE IN THEIR CURRENT JOB POSITION.

Joint Responsibility	35.5%
Sole Responsibility	31.5%
Specifying but not purchasing	13.2%

WHERE READ

BTN IS VISITED WHILE OUR READERS ARE AT WORK, HOME, OR ON THEIR MOBILE PHONE.

Work	70.1%
Home	10.8%
Commuting (Mobile)	1.7%
Work, Home and Commuting	17.4%



AUDIENCE PROFILE

DEMOGRAPHICS [CONTINUED]

AGE

85% OF OUR READERSHIP IS ABOVE THE AGE OF THIRTY FIVE.

35-49 38%

50+ 43%

INCOME

MORE AFFLUENT

\$150k+ 16%

\$100k+ 33%

AUDIENCE PROFILE

GEOGRAPHIC BREAKDOWN

TOP 10 COUNTRIES

UNITED STATES AND THE UK ARE OUR LEADING MARKETS. BTN READERSHIP CAME FROM 185 COUNTRIES AND TERRITORIES WORLDWIDE.

United kingdom	25%
United States	17%
India	5%
Canada	5%
U.A.E	4%
Australia	3%
Germany	2%
France	2%
Singapore	2%
Netherlands	2%
OTHER	33%

TOP 5 REGIONS

OUR READERSHIP FROM NORTHERN EUROPE AND NORTHERN AMERICA

Northern Europe	29%
Northern America	23%
Western Asia	8%
Western Europe	7%
Southern Asia	7%









SPONSORSHIP OPTIONS

Sponsoring **BTNI** delivers an integrated advertising approach through advertorials, on site web banner promotions, email marketing and event partnerships.



BANNER ADVERTISING

Banners can be purchased at a fixed rate covering periods of three months. All banner and MPU positions are rotational and will deliver your message to this key global travel industry audience.

Banners can be changed as and when you wish as long as the company has at least 7 days notice of this.

A Web Banner (Ad Type)	COST	SPECIFICATION
Headline Banner 	3 months : £1500 6 months : £2900 12 months: £5700	Size: 468 x 60px Format: gif, jpg, png
Standard MPU (static or video) 	3 months : £1200 6 months : £2200 12 months: £4050	Size: 300 x 250px Format: gif, jpg, png
Content Break Position Banner 	3 months : £1350 6 months : £2450 12 months: £4700	Size: 640 x 150px Format: gif, jpg, png
Mini MPU 	3 months : £700 6 months : £1300 12 months: £2400	Size: 125x 125 px Format: gif, jpg, png



B DAILY BULLETIN	COST	SPECIFICATION
Headline Banner 	One Week: £400	Size: 468 x 60px Format: gif, jpg, png
Standard MPU 	One Week: £400	Size: 300 x 250px Format: gif, jpg, png

SPONSORSHIP OPTIONS

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BREAKING travel news PARTNER MESSAGE

Learn the Keys to Optimizing Website Performance for Global eCommerce

Did you know that international sales accounted for 44.5% of eBay's total sales in 2011? Having a strong online global presence must be a core strategic initiative for online retailers.

The Internet was not created equal — some countries are shopping from countries where network quality and speeds leave much to be desired. In today's global economy, eCommerce sites need to be optimized to support performance for the global audience. Because nothing kills an online sale quicker than a sluggish site.

That's just one key takeaway from the December, 2012 Forrester Research, Inc. report, *Optimize Performance for Global eCommerce*.

Improving an eCommerce site for performance on a global scale requires additional oversight, budget, dedicated technical resources, local expertise, and specialized vendor solutions to ensure that international shoppers get the same optimal online shopping experience as domestic users.

Download the report and learn specific best practices for optimizing your eCommerce site.

[Download >](#)

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INDEPENDENT RESEARCH FIRM FORRESTER

NEW REPORT

[DOWNLOAD!](#)

You'll Learn :

- Why consistent site performance is key to global eCommerce success
- How to adapt the online experience for different markets
- Why monitoring performance in the markets where you hope to attract foreign customers is paramount
- Why mobile site design is critical for users on varying network speeds

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EXCLUSIVE EMAIL NEWSLETTER BLAST

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Reach the travel industry directly in their inbox using your own text or html formatted message by sending your exclusive message to the over 96,000 subscribers of our daily newsletter.

Cost: From £900 per blast

PRESS RELEASE SUBMISSION SERVICE

Our BTN editors do their best to provide pure editorial breaking news as it happens. However, if the goal of your press release is to promote your company, destination, event or corporate news then our press release submission service is the ideal platform. To book a media release visit: <http://www.breakingtravelnews.com/submit/press-release/>

- Your media release will be published on breakingtravelnews.com (website)
- Your media release will be published on breakingtravelnews.mobi (mobile site)
- Posted onto the **Breaking Travel News** Twitter account twitter.com/btn_news
- Posted onto the **Breaking Travel News** Facebook Fan Page
- Posted on the **BTN Daily Industry Intelligence** Newsletter reaching all our OPT-in members.

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OPTION 1 - One Time Press Release Submission fee: £35 (ex VAT)

OPTION 2 - Article title on homepage for 1 month, article in FOCUS : £150 (ex VAT)

BREAKING travel news

Home News Focus Events Videos Photos Publications

WORLD'S 50 AWARDS 2014

News > Focus

FORMIA supplies SriLankan Airlines with Crabtree & Evelyn products

FORMIA, the international guest amenity and hospitality specialist, today announces the production of a luxury Crabtree & Evelyn amenity bag for SriLankan Airlines' Business Class routes.

SriLankan Airlines' recent entry into the oneworld airline alliance has coincided with a drive to renew and improve the quality of the Airline's passenger amenity kit offerings. In particular, the Airline was keen to introduce an established cosmeceutical brand internationally renowned for its quality. FORMIA was chosen as SriLankan's partner for the development and supply of products and brands to meet the Airline's aspirations. The introduction of the world famous Crabtree & Evelyn brand is recognition of the Airline's ambitions to improve quality and customer service.

FORMIA will supply the Airline with a unique, bespoke-designed, tan-coloured canvas pouch featuring the Crabtree & Evelyn logo. Each pouch contains a selection of Crabtree & Evelyn skincare products, ranging from its bath and a refreshing facial spray to jojoba oil moisturising lotions containing nourishing jojoba and soybean oils, beeswax and vitamin E to ensure a long lasting effect with a uniquely delicate fragrance. The attractive, high-quality, durable construction of the pouch will allow for multiple, long-term post flight uses.

Commenting, Roland Grohmann, Managing Director of FORMIA, said: "FORMIA is delighted and proud to be helping SriLankan Airlines in its on-going ambitions to be recognised as one of the world's great airlines. The Crabtree & Evelyn brand is known throughout the world for the quality of its products and their distinctive and subtle scents. There can be no better indication of SriLankan Airlines' serious intent than the introduction of such a well-known, luxury cosmetics brand to its Business Class facilities."

"We at SriLankan Airlines are delighted to have FORMIA on board with us and that this collaboration will further enhance our world class service and brand quality. Our progress of improved quality across our operations is on-going. This is just one tangible sign of our commitment to date in giving nothing but the best to our passengers."

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FOLLOW BREAKING TRAVEL NEWS

SOUTH & CENTRAL AMERICA GALA CEREMONY

9th August 2014

Latest News Popular News

Today / Week / Month

KLM to launch scheduled flights to Colombia in 2015

All Nippon Airways set to launch 787-9 Dreamliner

Austris Hotels brings multi-qual website to market

Booked and Twitter sign up for World Travel Awards Travel Tech Show 2014

Hertsmen opens up to best Corinthia Hotel St. Petersburg

Hilton Chrysler Garden Beach brings Hilton to Shenzhen, Province, China

INSERTION ORDER AND MATERIAL DELIVERY

BTN request the following from any advertiser, at least seven days prior to campaign launch date:

- Download and complete order forms. Online Campaign Order Form and Hard Copy Publication Order Form are both downloadable from breakingtravelnews.com/ advertise.
- All creative and copy media assets (sent to: placements@breakingtravelnews.com)

Exclusive Email Newsletter Blast:

Message can be text or html formatted. Send formatted email message to placements@breakingtravelnews.com

PTO FOR MORE SPONSORSHIP OPTIONS >>

SPONSORSHIP OPTIONS

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WIDGET

GET FREE TRAVEL NEWS ON YOUR SITE ¹

The **BTN** widget can be placed directly on your blog, social network page or any web site that you have the ability to edit. The widget will automatically updates with the latest news headlines from Breakingtravelnews.com.

The widget is fully customisable to enable you to change the: size, colour theme, number of articles provided, specify the category of news you want featured.

To add the widget to your site visit: <http://www.breakingtravelnews.com/widgets/>

MOBILE

GET NEWS DIRECT TO YOUR MOBILE ²

Now you can get your favourite **BTN** news direct on your mobile phone's internet browser.

visit: <http://breakingtravelnews.mobi/>



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