World's No 1

Travel Industry News Resource









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 kewords "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:

WTTC 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

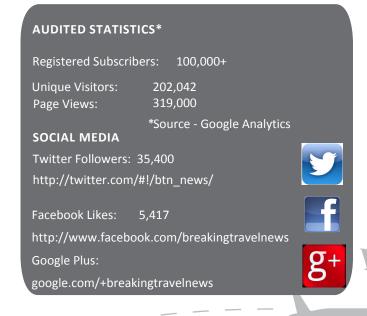
RUNDOWN OF BREAKING TRAVEL NEWS

- · 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



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.







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%



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%



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 **BTN** 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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EXCLUSIVE EMAIL NEWSLETTER BLAST

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.

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)





INSERTION ORDER AND MATERIAL DELIVERY

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

- A. Download and complete order forms. Online Campaign Order Form and Hard Copy Publication Order Form are both downloadable from breakingtravelnews.com/ advertise
- B. 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



SPONSORSHIP OPTIONS

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BREAKING Widget Heading This is a link to an article on BTN This is a link to an article on BTN This is a link to an article on BTN This is a link to an article on BTN This is a link to an article on BTN This is a link to an article on BTN This is a link to an article on BTN Width 200px Alternate Colour

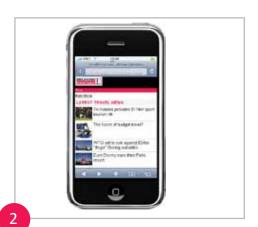
WIDGET

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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