

2016 RATE CARD No. 11



The Magazine

- 3 Media Profile Print
- 4 Media Profile Online
- 5 Special Issue: Corporate travel in small and medium-sized businesses
- 6 - 7 Circulation & Reader Profile
- 8 - 9 Publication Schedule

Advertising

- 10 Ad Formats & Rates
- Advertorials
- 11 - 12 Ad Specials
- 13 Promotional Inserts
- 14 Technical Requirements

Publisher's Details

- 15 Publisher's Details
- 16 Contact



Reisen ins Revier

METROPOLIE ROUR - Deutsche Unternehmen entdecken das Ruhrgebiet als MICE-Ziel. Die einstigen Stätten der Stahlindustrie sind heute attraktive Events- und Tagungsorte.

ESSEN/BUHR



Business trips, meetings and events perfectly planned and booked

BizTravel is the trade journal for corporate travel and MICE. Featuring relevant best practice examples and a wide variety of topics, BizTravel serves as the information source for staff in corporate travel management and for frequent business travelers. Being the only trade magazine in this segment of the tourism industry the magazine primarily addresses small and medium-sized companies. These account for nearly 80% of the total German business travel volume, i.e. 39 billion euro.

Editorial concept and target groups

BizTravel offers perfect support for corporate travel professionals. Thanks to its practically oriented content the magazine is a valuable asset for decision makers, travel managers, purchasing staff and event managers. In six issues annually BizTravel features comprehensive product and country-specific info along with articles on travel services, destinations, transportation, accommodation and meals. The array of topics is rounded off by a wide variety of information regarding the planning and purchasing of meetings, events and incentives [MICE].

For ten years now BizTravel has been well-established among this group of readers. Issue no. 04/16 celebrates this special anniversary.

Source: 2015 VDR Business Travel Analysis



Media Profile Print	Media Profile Online Special Issue	Circulation Reader Profile	Publication Schedule	Ad Formats & Rates Advertorials	Ad Specials Promotional Inserts	Technical Requirements Publisher's Details Contact
---------------------	---------------------------------------	-------------------------------	----------------------	------------------------------------	------------------------------------	--

[biztravel.de – tips and tricks at a single click](#)

The BizTravel website is designed as service and advice portal for corporate travel and MICE. biztravel.de presents latest news, information with strong emphasis on practically oriented input as well as best practice examples for the planning and purchasing of business travel and MICE, making it a perfect extension to the magazine's printed edition.

Facts & figures

- 39,509 unique visitors
- ø 125,000 page impressions per month on average

BizTravel Mobil – no more missing out on key news

Reading via smartphone on the go a condensed version of all the latest corporate travel news on mobil.biztravel.de [25,000 PIs/11,500 visits].

BizTravel newsletter

In three weekly issues the BizTravel newsletter supplies travel managers and event professionals with current industry news – per e-mail, right at their workplace.

Frequency: Mon/Wed/Fri, 12:00 noon, 6,300 recipients

Source: Webtrekk avg. PIs p.m. 8/2014-7/2015; users and newsletter recipients as of July 2015



Special Issue: Corporate travel in small and medium-sized businesses

BizTravel and the business magazine Der Handel (LAE audited/circulation: 80,000 copies) are publishing a joint special issue on "corporate travel in small and medium-sized businesses". While BizTravel contributes its proximity to the business travel industry, Der Handel adds its closeness to target readers in medium-sized commercial enterprises. The special issue appears annually and provides small and medium-sized entrepreneurs with qualified and reliable support for their corporate travel planning.

Size	Trim size/width x height in mm	Rate €
1/1 page	205.0 x 280.0	16,200.-
2/3 page	vertical	134.5 x 280.0
	horizontal	205.0 x 184.0
1/2 page	vertical	100.5 x 280.0
	horizontal	205.0 x 139.0
1/3 page	vertical	66.5 x 280.0
	horizontal	205.0 x 94.0
1/4 page	horizontal	205.0 x 71.5

For bleed advertisements add 4 mm edge trim on every side; further formats available on request.

You are interested in the BizTravel special issue? Call us - we will be happy to supply further details about the publication and the readers.

Circulation: **80,000 copies**
 Date of publication: **Nov. 08, 2016**
 Ad close: **Oct. 12, 2016**
 Materials close: **Oct. 19, 2016**

**Structure and content**

- Corporate travel planning
- Rail/flight
- Car rental/car sharing
- Company cars/pool cars
- Hotels
- Safety
- Credit cards
- Business travel trends
- Lounges & more

Facts & figures BizTravel

Total distributed circulation	30,203
Subscription copies	2,059
Controlled-circulation	8,800



BizTravel circulation figures are IVW-audited.
Figures based on IVW 2nd quarter 2015 audit report.

Publisher's note: BizTravel is partly distributed through controlled-circulation. 8,800 corporate travel managers have qualified for a free subscription by completing an extensive questionnaire.
Effective: August 2015



80% of BizTravel readers are in charge of the planning and purchasing of corporate travel.



77% of BizTravel readers are to the same extent involved in international corporate travel.











52% of BizTravel readers have decision making power in the planning and booking of own business trips.










64% of BizTravel readers are involved in the planning and purchasing of events (MICE).

What is your line of business?

Tourism/ transportation	24.0%	
Services	18.9%	
Mechanical and plant engineering	6.2%	
Industrial consumables	4.9%	
Communication/ media	4.5%	
Finance	4.5%	
Retail & mail order	3.7%	
Other	10.8%	

What department do you work in and/or what is your position?

Corporate management	31.0%	
Travel management/ MICE/purchasing	28.1%	
Marketing/sales	16.8%	
General administration/ HR	15.4%	
Event management	3.6%	
Accounting/controlling	2.8%	
Production	2.3%	

Source: BizTravel reader survey 2014

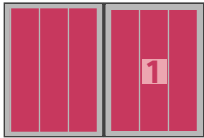
Month	Issue no.	Date of publication	Ad & materials close	Topics	Destinations	Events
February	1/16	Feb. 25	Feb. 04/ Feb. 11	<p>DOSSIER: Energy & the environment, MICE South-East Asia, airlines serving South-East Asia FLIGHT: Business aviation, connections to Asia HOTELS: Social programs TRANSPORTATION: European railway connections TRAVEL MANAGEMENT: Travel policy, TMCs MICE: Holiday/leisure parks</p>	Singapore, Thailand, Malaysia, Vietnam, Indonesia, Switzerland, Austria, Germany	ITB Business Travel Days, Business Travel Show London, Mexcon Berlin
April	2/16	April 21	March 31/ April 07	<p>DOSSIER: Chemical/pharmaceutical industries, MICE Africa, airlines serving Africa FLIGHT: Flight purchasing, connections to Africa HOTELS: Executive floors TRANSPORTATION: New mobility solutions TRAVEL MANAGEMENT: Corporate credit cards TRAVEL TECHNOLOGY: Mobile services OTHER: Travel safety/health MICE: Strategic meetings management</p>	South Africa, Egypt, Central/Eastern Europe	IMEX, VDR Spring Convention, "Praxistag" corporate travel, BME Congress Travel, MICE & More, event „Values 2.0“
June	3/16	June 23	June 02/ June 09	<p>DOSSIER: Organizations/associations, MICE Arabic countries, airlines serving the Middle/East FLIGHT: Business aviation, Middle/East HOTELS: Hotel purchasing TRANSPORTATION: Car rental TRAVEL MANAGEMENT: Sharing economy TRAVEL TECHNOLOGY: OBEs & co MICE: Conventions and conferences</p>	Eastern Europe, Russia, United Arab Emirates, Qatar, Jordan, Israel	"Praxistag" corporate travel, Apartment Camp

Month	Issue no.	Date of publication	Ad & materials close	Topics	Destinations	Events
September	4/16	Sept. 01	Aug. 11/ Aug. 18	<p>SPECIAL “BIZTRAVEL 10TH ANNIVERSARY ISSUE” DOSSIER: Tourism/culture, MICE Spain/Portugal/Scandinavia, flights Europe</p> <p>ANNIVERSARY SPECIAL: Business travel yesterday – today – tomorrow, the great industry guide, business intelligence, BizTravel as companion</p> <p>FLIGHT: Business class, flight connections Europe</p> <p>HOTELS: Airport hotels</p> <p>TRANSPORTATION: Ground transportation, transfers</p> <p>TRAVEL MANAGEMENT: Gamification</p> <p>TRAVEL TECHNOLOGY: Intermodal booking, digitalization</p> <p>MICE: Meetings in the green outdoors</p>	Spain, Portugal, Scandinavia, BeNeLux	fww Kongress, Corporate Travel Forum HRS/TIC, IFTM Paris
October	5/16	Oct. 20	Sept. 28/ Oct. 06	<p>DOSSIER: Medical industry, MICE USA/Canada, airlines serving North America</p> <p>FLIGHT: Corporate loyalty programs, USA/Canada</p> <p>HOTELS: Serviced apartments</p> <p>TRANSPORTATION: Rail travel</p> <p>TRAVEL MANAGEMENT: Visa, compliance</p> <p>MICE: Healthy meeting breaks</p>	The US, Canada, China, Korea, Japan, Taiwan	“Praxistag” corporate travel, So Apart, MBT Meetingplace, IBTM Barcelona, VDR fall convention
December	6/16	Dec. 08	Nov. 17/ Nov. 24	<p>DOSSIER: Raw materials/metals, airlines serving South America</p> <p>FLIGHT: South America</p> <p>HOTELS: Fitness/spa</p> <p>TRANSPORTATION: Rental car service purchasing</p> <p>TRAVEL MANAGEMENT: Corporate travel in small/medium-sized businesses</p> <p>TRAVEL TECHNOLOGY: Travel expense reporting, data safety</p> <p>MICE: Sustainability</p>	Brazil, Chile, Argentina, Scotland, Ireland, England	Preview – ITB, Preview – Business Travel Show London



Media Profile Print	Media Profile Online Special Issue	Circulation Reader Profile	Publication Schedule	Ad Formats & Rates Advertorials	Ad Specials Promotional Inserts	Technical Requirements Publisher's Details Contact
---------------------	------------------------------------	----------------------------	----------------------	---------------------------------	---------------------------------	--

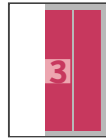
Subject to change!



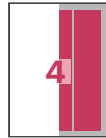
A 440 x 280 mm



A 220 x 280 mm



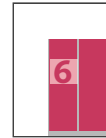
A 141 x 280 mm



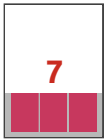
A 109 x 280 mm



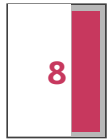
A 220 x 135 mm



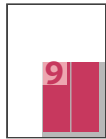
A 141 x 211 mm



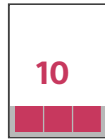
A 220 x 93 mm



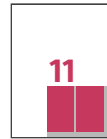
A 76 x 280 mm



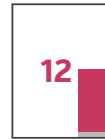
A 141 x 150 mm



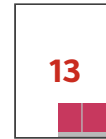
A 220 x 73 mm



A 141 x 109 mm



A 76 x 135 mm



A 141 x 73 mm

- The ad formats for BizTravel und TravelTalk are equal.
- Ad design available from BizTravel at extra cost.
- For bleed advertisements add 3 mm edge trim.

A = trim size
Width x height in mm

No.	Size	Rate €
1	2/1 page	12,900.-
2	Full Page	8,850.-
3	2/3 page	7,250.-
4 - 6	1/2 page	5,200.-
7 - 9	1/3 page	3,750.-
10 - 11	1/4 page	3,150.-
12 - 13	1/6 page	1,900.-
Frequency discount		Percent
2 x		10%
4 x		15%
6 x		20%

Advertorials

These paid-for advertising pages are presented in an editorial format and are individually designed. They offer a perfect opportunity to communicate marketing information to readers beyond traditional ads. The advertorial uses a typeface and layout that is distinctly different from the magazine's style and design.

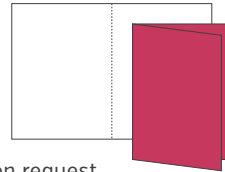
- All rates include copy-writing and layout.
- Benefit from our online media to generate additional exposure for your advertorial on biztravel.de.



Advertorials	Rate €
1 page	9,950.-
2 pages	15,000.-
4 pages	21,300.-
6 pages	24,000.-

Loose inserts

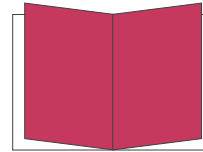
Min. size: **105 mm x 148 mm**
 Max. size: **210 mm x 276 mm**



Split-run advertising with geographical or mechanical split upon request, based on availability. Minimum circulation: 5,000; Surcharge: € 1,500 in partial print.

Bound inserts

Size: **220 x 280 mm**
 + 10 mm head trim
 + 3 mm edge and foot trim

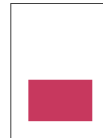


Alternative sizes upon request. Please make sure to contact us before having your inserts printed/shipped.

Tip-on

[incl. full-page carrier ad]

Size: Postcard **148 x 105 mm**
 Alternative tip-on formats upon request.

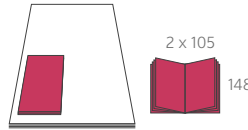


- **Booking deadline:** One week prior to ad close.
- **Delivery:** By ad close directly to the printer; **quantity:** on request.
- Design, production and printing available through BizTavel at extra cost.
- Loose inserts, bound inserts and tip-ons are not eligible for discounts but commissionable.

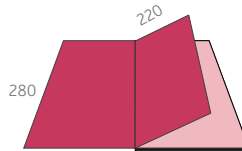
Weight	Rate € per 1,000 copies
up to 25 g	225.-
up to 50 g	255.- Rates for inserts exceeding 50 g upon request.
Page volume	Rate € preprinted bound delivered inserts to our printing house
4 pages	11,100.-
8 pages	13,000.-
12 pages	14,700.-
Form	Rate € preprinted tip-ons delivered to our printing house
Postcard	11,500.-

A binding sample (or at least a dummy) including size and weight specifications must be provided to the publisher. Loose inserts, bound inserts and tip-ons are distributed with the care customary to business.

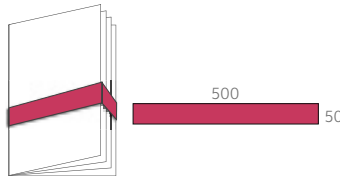
Booklet* (to be supplied) 105 x 148 mm	Rate €
Title page	25,800.-
Inside magazine (incl. full-page carrier ad)	17,100.-



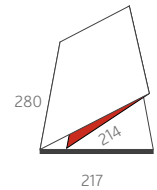
Multi-page ad* (magazine opening)	Rate €
4/1 page [220 x 280 mm]	23,300.-



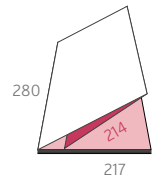
Belly band* 500 x 50 mm	Rate €
Title page	21,500.-



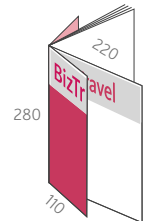
Gatefolder*	Rate €
Advertising space: 2/1 page [431 x 280 mm] plus 1/1 page [214 x 280 mm]	18,200.-



Gatefolder plus page 3*	Rate €
Advertising space: 2/1 page [431 x 280 mm] plus 2 x 1/1 page [214 x 280 mm]	27,400.-



1/2-page cover wrap*	Rate €
Advertising space: 1 x 1/2 page [110 x 216 mm] 3 x 1/2 page [110 x 280 mm] plus back outside cover ad [220 x 280 mm]	24,700.-



- For details on our ad specials see: www.fvw-medien.com/media
- Rates include printing and paper cost (does not apply for booklets).
- Design, production and printing available through BizTravel at extra cost.
- Ad specials are not eligible for discounts but commissionable.
- For bleed advertisements add 3 mm edge trim.

*Limited availability per issue due to mechanical requirements.

Promotional Inserts

Based on the clients' specifications and featuring their corporate look and feel, the corporate publishing department develops individual promotional inserts e.g. for destinations or hotels. The inserts are popular among sales professionals and actively used as source of information.

Insert clients enjoy a publishing house's convenient one-stop service, from layout and copy-writing to production, printing and distribution. All they need to supply are content and images.

Page volume	Size (min.-max. W x min.-max. H)	Rate €
8 pages	105 – 210 x 148 – 276 mm	20,700.-
12 pages	105 – 210 x 148 – 276 mm	25,200.-
16 pages	105 – 210 x 148 – 276 mm	28,600.-
24 pages	105 – 210 x 148 – 276 mm	36,300.-

- According to § 3.5 UWG, Promotional Inserts must be clearly marked with the term “advertisement”.



Magazine format 220 mm width x 280 mm height

Type area 189 mm width x 236 mm height

Bleed Due to varying page content, text elements or images running into bleed must allow at least 8 mm from the trim. For bleed advertisements add 3 mm edge trim

Printing Rotary offset with heatset drying

Screen 60 lines per cm

Color composition Inside pages: Rotary offset – PSO LWC Improved [Fogra 45L]
Outside cover: Sheet-set offset – ISOcoatedv2-39L

E-Mail ftp-Server druckunterlagen@fvw-medien.de (max. 20 MB)
Host: ftp.fvw-medien.de
User ID: biztravel_produktion, Passwort: produktion1001

Proof Kindly supply color print-outs or proofs with your digital files.

Naming convention

1. Abbreviated magazine title [bt]
2. Issue number [NOYY]
3. Advertiser's name [companyXYZ]
e.g. "bt_0116_advertisersname.pdf"

File formats Please make sure to include all required fonts and image files.

Standard format PDF 1.3 [PDF/X-3:2002]

Alternative formats Mac compatible digital files only
Adobe CS3 – CS5.5 [Indesign, Illustrator, Photoshop]

Resolution 300 DPI

Artwork production Available at extra cost, based on client's specifications.

Contact production Ph. +49 40 41448-330, Fax +49 40 41448-689

Contact Ad sales Ph. +49 40 41448-844, Fax +49 40 41448-899
anzeigen@fvw-medien.de

Delivery address for artwork FVW Medien GmbH, Produktion,
P.O. Box 70 06 29, 22006 Hamburg, Germany

Publishing house FVW Medien GmbH
Wandsbeker Allee 1, 22041 Hamburg, Germany
P.O. Box 70 06 29, 22006 Hamburg, Germany
www.biztravel.de

Management Marliese Kalthoff
Peter Kley

Publisher Marliese Kalthoff

Editor-in-chief Oliver Graue

Director Sales Andreas auf der Heiden

Ad sales Ph. +49 40 41448-844, Fax +49 40 41448-899
anzeigen@fvw-medien.de

Volume 11th Volume

Publication frequency 6 issues annually



Image copyright: toufo.de

Bank details Hamburger Sparkasse AG
BLZ 200 505 50, account no. 233126661
IBAN DE 18200505501233126661
Bic/Swift HASPDEHXXX

Terms of payment Net due upon receipt of invoice.
2% discount on prepayment or direct debit provided that no earlier invoices are outstanding.
The publisher reserves the right to demand advance payment from first-time advertisers.

Agency commission 15%

VAT All rates are quoted net, excluding VAT.

General terms and conditions The general terms and conditions of FVW Medien GmbH apply.
For details see www.fvw-medien.com/gtc



Contact/International Representatives

BizTravel

FVW Medien GmbH

Wandsbeker Allee 1, 22041 Hamburg
Postfach 70 06 29, 22006 Hamburg
Germany
Ph. +49 40 41448-844
Fax +49 40 41448-899
anzeigen@fvw-medien.de

Frankfurt Office

Mainzer Landstraße 251, 60326 Frankfurt
Germany
Ph. +49 69 7595-ext
Fax +49 69 7595-3080
www.fvw-medien.de

Director Sales

Andreas auf der Heiden
Ph. +49 40 41448-831
a.aufderheiden@fvw-medien.de

Account Manager National Markets

Michael Bordt
Ph. +49 69 7595-3081
m.bordt@fvw-medien.de

Account Manager National Markets

Oliver Pawelzik
Ph. +49 69 7595-3084
o.pawelzik@fvw-medien.de

Director International Markets

Sönke Graumann
Ph. +49 40 41448-714
s.graumann@fvw-medien.de

Job Markets

Isa Spormann
Ph. +49 40 41448-550
i.spormann@fvw-medien.de

Account Manager National Markets

Dennis Hermsen
Ph. +49 40 41448-821
d.hermsen@fvw-medien.de

Account Manager National Markets

Christopher Tyziak
Ph. +49 40 41448-823
c.tyziak@fvw-medien.de

Account Manager International Markets

Corinna Simon
Ph. +49 40 41448-826
c.simon@fvw-medien.de

Albania/Bulgaria/Croatia/Hungary/ Macedonia/Montenegro/Romania/ Serbia/Slovenia

■ VIA Bulgaria
+359 888 598660

Argentina/Peru/Chile/Colombia

■ RRWW Comunicaciones
+54 911 51090732

Brazil

■ Altina Media International
+55 11 36379498

China

■ Publicitas Rui Shi [Shanghai]
+86 21 5116 8877

Cyprus

■ GEM – Tourism Consulting Ltd.
+357 99 631 950

Eastern Europe

■ Miroslav Roncák
+49 151 41342630

Greece

■ Publicitas S.A.
+30 211 10 60 300

India/Sri Lanka/Maldives

■ Mediascope Publicitas India Pvt. Ltd.
+91 11 23730869

Israel

■ El-Ron Adv. & Public Relations Co.Ltd.
+972 3 6955367

Italy

■ Publicitas International S.p.A.
+39 031267797

Mexico/Panama/Ecuador

■ INTEGRA Tourism For Good, S.L.
+521 9999471194

Middle East/Asia

■ Stephen Dioneda
+49 15123976919

Portugal

■ Illimitada-Marketing
+351 21 385 3598

Scandinavia

■ Best of Scandinavia Incoming AS
+47 6135 2207

South Africa

■ Tourism Tattler (Pty) Ltd.
+27 32 8150414

Spain

■ COMIMAG S.L.
+34 93 237 47 82

Thailand

■ Publicitas [Thailand] Ltd.
+66 2 651 9273

Turkey

■ Destination Touristic Services
+90 242 212 02 02

UK/Ireland/Iceland

■ International Graphic Press Ltd.
+44 20 7403 4589