

Business TRAVEL NEWS

Industrial Strength Information for Business Travellers

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Issued 01 September, 2010

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Profile



BTN is published by Travel Communications, a division of Tabs on Travel Ltd.

We are more than just a trade press publisher. We are a communications company specialising in the travel industry. As well as being the publisher of New Zealand's only daily travel industry trade publication, we also undertake various other communications activities.

Tabs on Travel Ltd was founded a fortnight before the stock market crash of 1987, with our first edition of Tabs on Travel published a fortnight after 'Black Tuesday'.

Tabs on Travel became known and respected for its editorial integrity, dominating the travel industry trade media scene for over 15 years by a dramatic margin. Market research showed on seven occasions that Tabs on Travel was the preferred source of information for travel agents with an average ranking over 15 years of 70%, compared to the average 8% of our nearest rival.

While it may seem that these figures look "too good to be true" it should be noted that no contradictory research from our competitors was published during that 15-year period.

Sister publication Travel Today was launched in May 2002. It has earned its own strong reputation with newsworthy and authoritative editorial content and continues to build on a solid, hard-news market position. It has the same short, sharp, to-the-point editorial format.

Tabs on Travel was merged with Travel Today in December 2008

Our established access to targeted international news sources means that we are able to deliver information to the business traveller market, often beating the big mass media players in knowing what's happening in companies offshore . . . before the local office does.

And now we have a publication targeting the business traveller, along with the high-end and frequent leisure travellers, with whom this market overlaps.

Business Travel News will deliver the proven, short, and to-the-point editorial format pioneered by Tabs on Travel—but to end-user markets rather than to the travel industry. The company's solid editorial reputation will be evident in BTN's editorial content.

But, hey, don't take our word for it!

Our market position in the travel industry can be very quickly endorsed by asking any New Zealand travel agent which is their preferred trade journal. We will agree with whatever they say.



Editorial Dot Points To Help Us Both Maximise Efforts

- Ideally, one person from each company should be co-ordinating the submission of editorial copy. If that is impractical, please ensure that this information is forwarded to each person sending us copy.
- Should it be necessary to make changes to editorial copy already submitted, please do not just re-send it, saying “replacement copy”. Call or e-mail us with an explanation, if necessary, so that we can quickly identify what the changes are.
- If your submitted copy did not appear, please do not re-send it again. There may be a valid reason, or it may be in “overset” possibly to be used in following editions. Give us a call. It should be noted that every day we receive far more editorial copy than there is space for.
- We do need your newsworthy copy, but it will have far more impact if all the product news is ‘new’ and not old and recycled.
- It is important to stress here that, as has been the case since the very first issue of sister publication Tabs on Travel—02 November, 1987—you DO NOT have to advertise to get editorial . . . it just has to be newsworthy. However, if there is severe pressure on editorial space, it’s only fair that we attempt to accommodate the newsworthy copy from those companies which are advertisers—we have to consider their position. It’s generally the level of advertising in each issue that creates the editorial space.
- Please state in your editorial copy if you intend having an e-mailable flyer or brochure loaded on to the ParkingLot on our website so we can include a link in the article.
- If it is imperative that submitted editorial copy be considered for the next issue, please call to make sure we have received it.
- Photos/pics are welcomed. All submitted photos/pics must be of sufficient quality (in focus, correctly exposed and not ‘manipulated’ in any way) to enable acceptable reproduction and accompanied by descriptive caption copy. Only jpg or tiff files are accepted. Files intended for publication in BTN should be no smaller than 150kb.

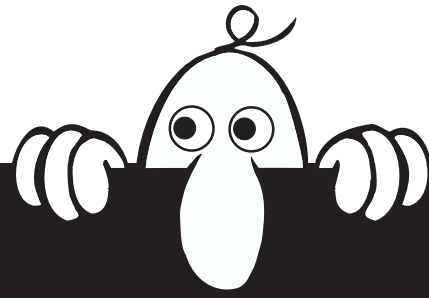
EDITORIAL should, in the first instance, be e-mailed to:

news@businesstravelnews.co.nz or
tony@businesstravelnews.co.nz

ADVERTISING INSTRUCTIONS

should be e-mailed, phoned or faxed to:

tony@businesstravelnews.co.nz
Ph +64-9-415 8111, Fax +64-9-415 2300.

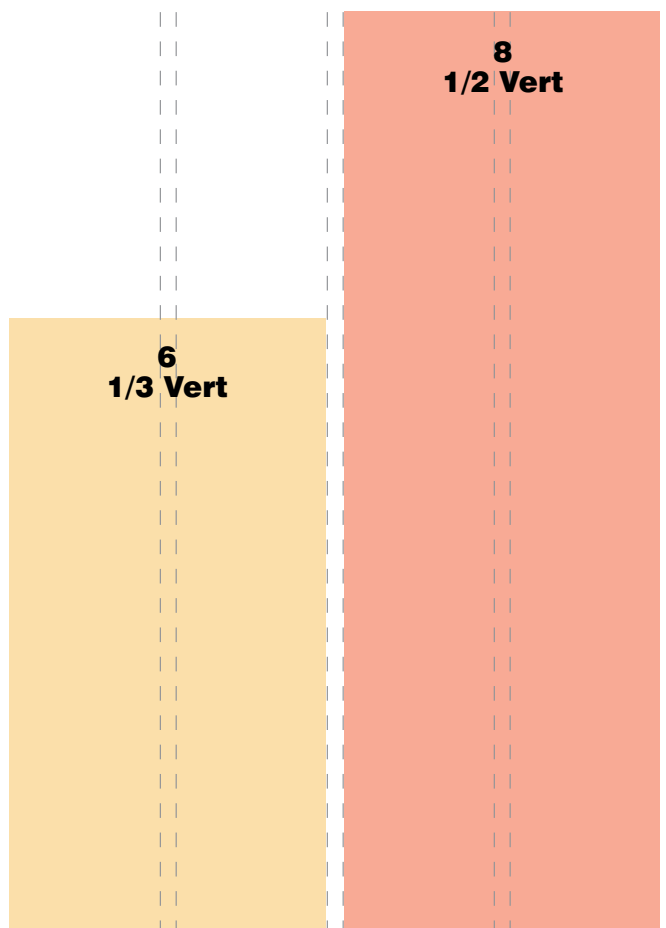
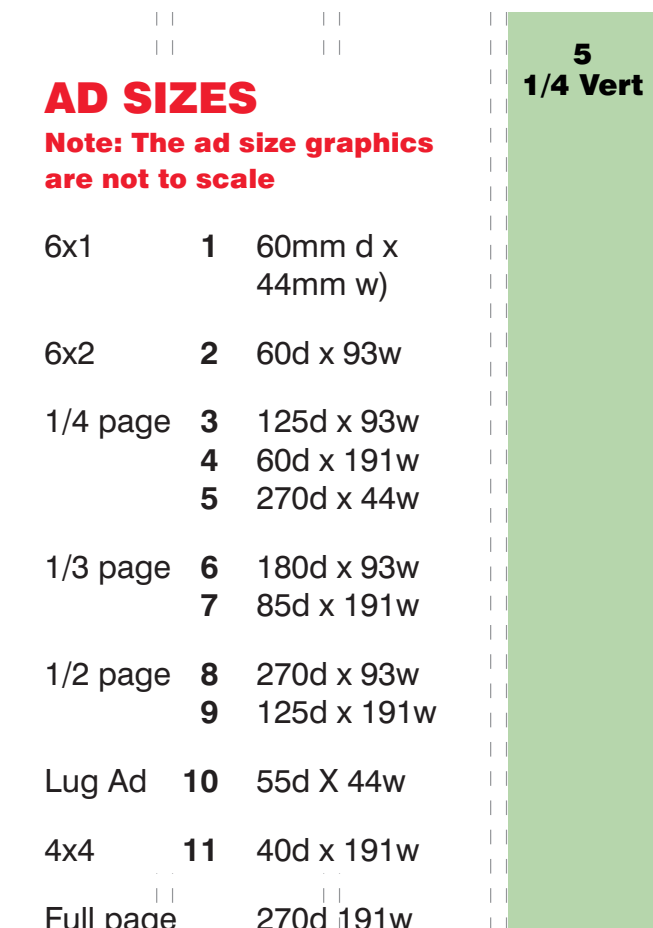
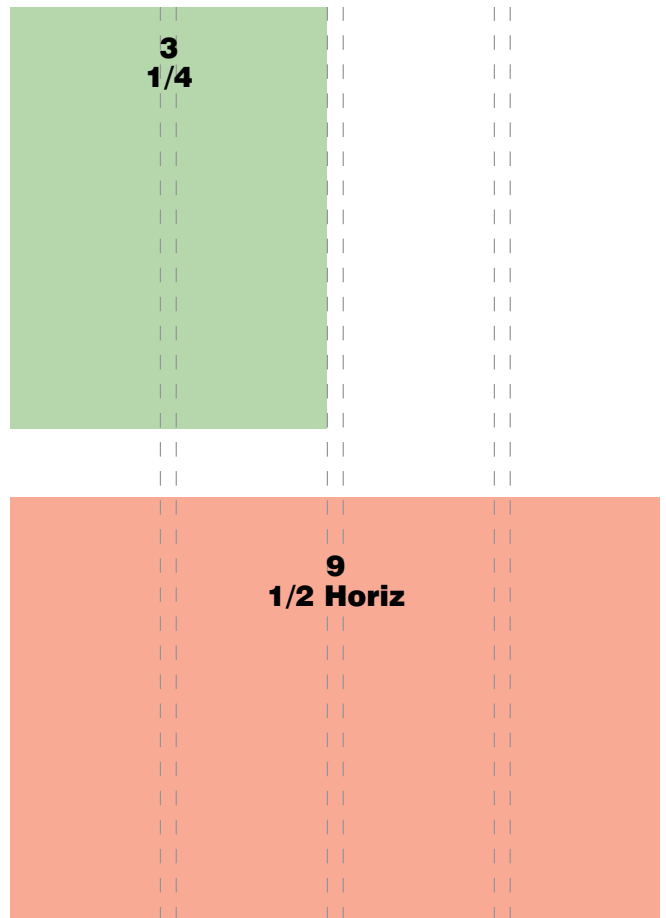
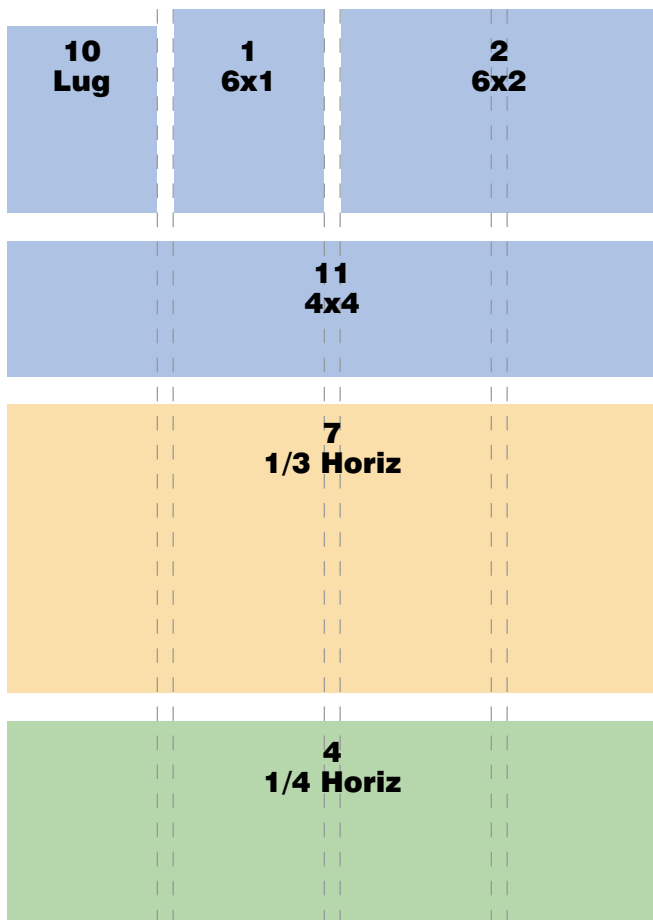


[CLICK HERE](#)

to request current
Business Travel News
ad rates and
opportunities,

or call Tony on
+64-9-415 8111.

Business World Travel Ad Shapes/Sizes



AD SIZES

Note: The ad size graphics are not to scale

6x1	1	60mm d x 44mm w)
6x2	2	60d x 93w
1/4 page	3	125d x 93w
	4	60d x 191w
	5	270d x 44w
1/3 page	6	180d x 93w
	7	85d x 191w
1/2 page	8	270d x 93w
	9	125d x 191w
Lug Ad	10	55d X 44w
4x4	11	40d x 191w
Full page		270d 191w

Additional Products

The BTN ParkingLot . . .

Electronic brochures or flyers can be stored in the BTN ParkingLot where they can be retrieved by readers.

These can be accessed via "click here" hyperlinks contained in adverts in BTN; and can include 'official' pdf documents such as visa/passport/immigration requirements from foreign governments; airline advice sheets, etc, etc.

Automated Response Application . . .

Our new "RSVP" automated response application offers the ability to gain reader feedback using Acrobat PDF Forms.

Responses are tabulated and presented in a spreadsheet file, making it an ideal tool to handle open-ended research questions. This application is already being used by the travel industry to process travel agent RSVPs for industry product and destination training events. Ask about this new service . . . you may be surprised just how versatile it is.

Added Enhancements . . .

The BTN website has value-add enhancements such as:

- A forum where readers can have their say on topics like as the quality of service by travel suppliers (airlines/hotels, etc, etc, good or bad); and travel tips or short cuts and advice for fellow readers. This forum will evolve as other features are added.
- The ability to order free travel brochures (either printed or electronic) or even selected non-travel, but travel-oriented products . . . all through Business Travel News.

**Register and be
“in the know”!**

**It's
FREE!**

"Uneducated" people may think business travel is just a "jolly", but to most it's just another day at the office.

While travel can be enjoyable, it can also be a bit of a pain if carefully-laid plans go wrong. And they do.

Business Travel News is published by Travel Communications, a division of Tabs on Travel Ltd, so subscribers get "industrial strength" information, much of which will not likely be found in any other publication available to New Zealand travellers.

Tabs on Travel's very strong links with the suppliers of travel product — airlines, hotels, etc etc, here and overseas — enables BTN to be ahead of the game . . . every week.

CLICK HERE

To Register On-Line

**Business
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Industrial Strength Information
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Business Travel News is published by Travel Communications,
a division of Tabs on Travel Ltd, PO Box 305-167, Triton Plaza, North Shore City, 0757, New Zealand.
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