

BizTravel

BETTER PLANNING AND PURCHASING OF BUSINESS TRIPS



BizTravel - the presentation

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BizTravel Quick Facts

- 35.055 copies*
- published six times annually
- 81,9 % of readers are actively involved the purchasing and planning of business trips
- Distribution: Controlled circulation
- Price: 2,80 Euro per issue
- 1/1 Page 4c/bw 8.500 Euro
- Skyscraper per calendar week 900 Euro



*Print circulation audited by IVW (annual average, IVW III/08–II/09)

German business travel

The business travel market has radically changed over the past years and has become a great challenge especially for small and medium-sized companies:



- Increasing cost pressure requires an efficient purchasing and booking strategy for business travel products and services.
- The choice of business travel products and services keeps growing.
- Low cost carriers and online sources offer interesting alternatives.
- Companies investing in efficient travel management save up to 30%* in cost!

As the world's leading champion in exports Germany's economy is living from companies selling their products globally.

Germany's companies are dedicated to national and international business travel.

An efficient corporate travel management is a must!

*Source: VDR Business Travel Analysis Conclusions

Well-established

BizTravel lends transparency to the corporate travel market and to MICE planning!



- BizTravel was launched in 2006
- In 2006 the magazines was published with 4 issues per year. Since 2008 BizTravel is published with 6 issues per year.
- In 2008 biztravel.de was launched.

Circulation: 35,055 copies approved by IVW

Frequency: 6 issues per year

Format: 230 mm wide x 280 mm height

Volume: 68 pages per issue in average

Price: EUR 2,80 per issue

BizTravel is media partner of the following fairs and events:



BizTravel provides user value

BizTravel offers multi-faceted advice that can be directly and quickly applied in corporate travel planning and booking.



BizTravel provides maximum service and real orientation.

BizTravel is fun

A unique mix of entertaining news articles, appealing imagery, interesting interviews and illustrative charts make BizTravel purely fun to read.



Distribution and Readership

Controlled Circulation: Providing insight in our readership



We know our readership

- BizTravel is published six times annually with a circulation of 35,055 copies*.
- BizTravel is distributed through controlled circulation mailings to select qualified, personalized addresses with approx 10,000 regular recipients.
- In the case of controlled circulation distribution readers qualify for a BizTravel subscription by filling in a detailed questionnaire. This helps compile precise and valuable readership profile data for your media planning.
- In addition, BizTravel is available at select newsstands; subscriptions are available.

Our readership - your targetgroup

Reaching Germany's corporate travel managers



BizTravel addresses anyone involved in corporate travel planning and booking, particularly in small and medium-sized companies, from business owners to secretaries and assistants as well as travel managers, travel purchasing managers and event planners.

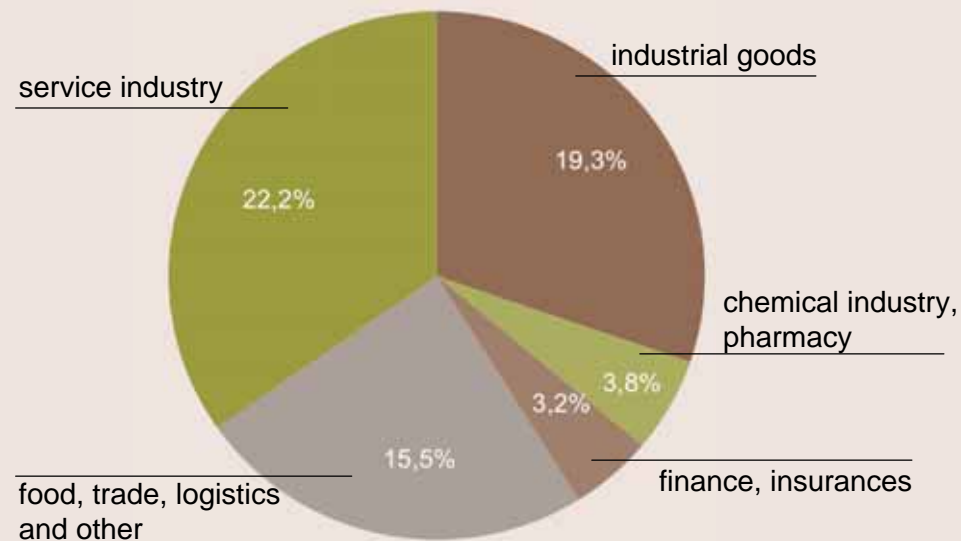
- **80 %** of BizTravel readers are actively involved in the purchasing and planning of business trips.
- **49 %** of BizTravel readers decide independently on how to plan and book business travel products and services.
- **82 %** of BizTravel readers plan and book between 10 and 50 business trips per month.

Source: In-house evaluation of controlled circulation data (verification available). Status: September 2009.

Our readership – your targetgroup

Reaching Germany's corporate travel managers

64 % of BizTravel readers work outside the tourism

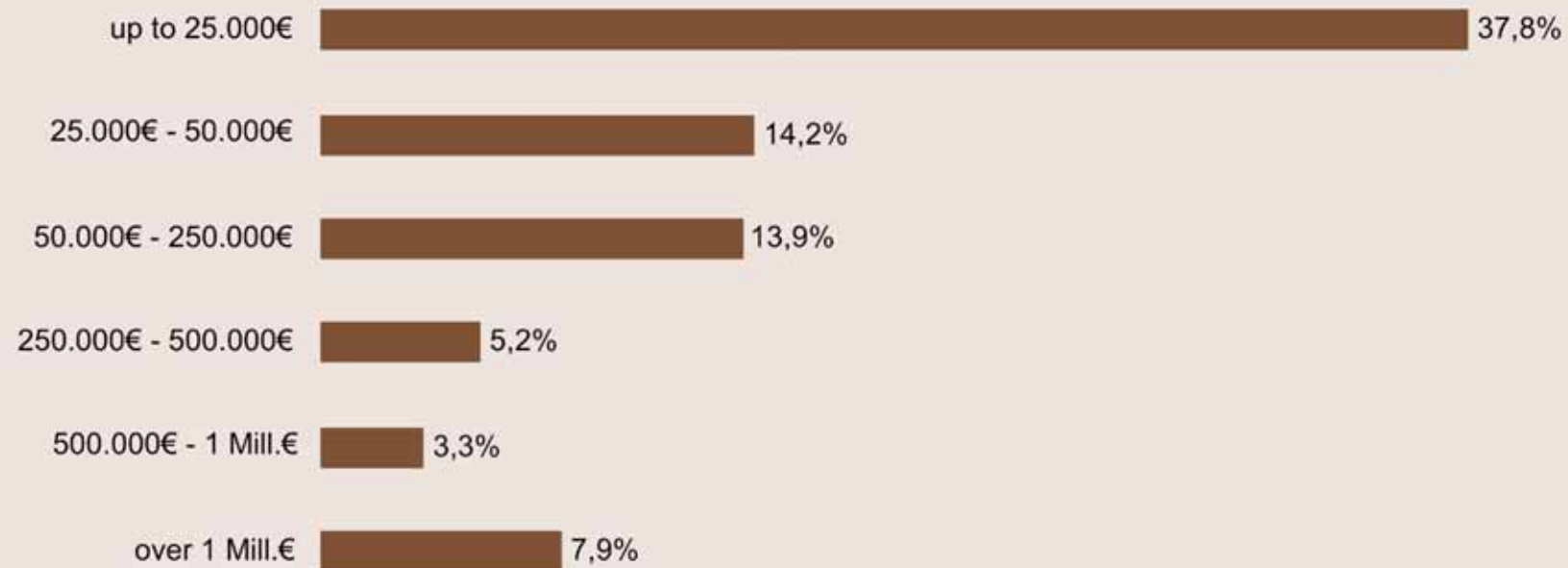


- **22 %** of BizTravel readers are general managers or business owners.
- **77 %** of BizTravel readers spend up to one third of their work time on the planning and purchasing of business trips; 23 % even exceed that share.

Source: In-house evaluation of controlled circulation data (verification available). Status: September 2009.

Expenditures for business trips

How much do the german companies spend on business trips annually?



Source: In-house evaluation of controlled circulation data (verification available). Status: September 2009.

Publication Schedule 2010

BizTravel issues 2010

Issue	Publication Date	Closing Date	Topics Cover Story
01/10	February 24	January 21	Key figures and financial controlling in travel management
02/10	April 21	March 23	Business travel after the financial crisis
03/10	June 16	May 18	Travel policies
04/10	September 1	August 4	Negotiating with hotels and airlines
05/10	October 20	September 22	Travel managers in small and medium-sized businesses
06/10	December 12	November 10	Travel strategies 2011



Global brands reading BizTravel

Industrial goods

LIEBHERR



ABB



BOSCH

**MONT
BLANC**



3M



Honeywell



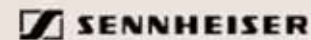
**SCHOTT
solar**

Global brands reading BizTravel

Industrial goods



DER MONTAGEPROFI



Global brands reading BizTravel

Foto/Optical goods, financial services



Global brands reading BizTravel

Chemical goods, pharmaceuticals



Global brands reading BizTravel

Car, truck and the according supply industry



Global brands reading BizTravel

Food & Fashion



BOGNER

JOOP!



Global brands reading BizTravel

Soft- and Hardware, Communications and media



Global brands reading BizTravel

Diverse



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