

circulation



circulation

an audience with power

BTN connects your brand with the most powerful audience of influencers and purchasers of corporate travel. Identified not only by title, but by function, and qualified based on their ability to purchase travel and meeting services for their company. Subscribers must requalify on an annual basis, eliminating unqualified subscribers and keeping *BTN*'s circulation relevant and reliable.

Total circulation: 54,800¹

- 76% Are Top Management⁷
- 100% Direct Request

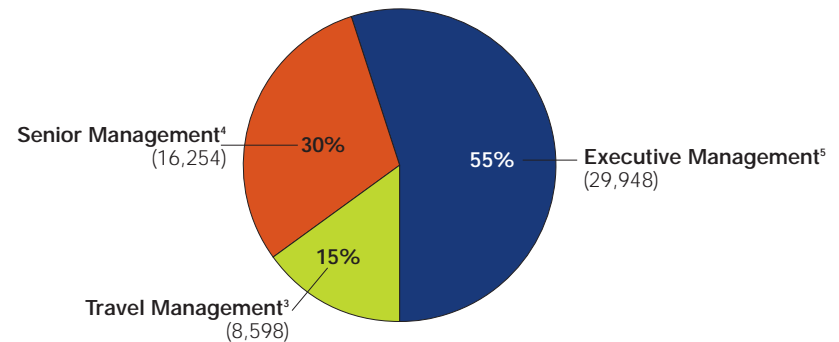
Attentive audience²

- 91% Use articles or advertising in decision making
- 42% Share *BTN* with 2 or more people
- 33% Frequently use *BTN* articles or ads for the evaluation or consideration of preferred partners

BTN circulation analysis¹

Corporate Subscribers	47,202⁶
Owner/President/CEO	21,133
Vice President/General Manager/Director	8,815
Financial Officer/Director/Manager	2,713
Travel Management	7,186
Purchasing Manager/Supervisor/Agent	1,366
Sales/Marketing Director/Manager/Rep	5,727
Department or Section Head/Supervisor	1,846
Other Management	1,852
Travel Agents	1,412
Administrative Assistant/Secretary	2,750
Total Qualified Circulation	54,800

Reach the desks of influential decision makers¹



Source: 1. Business Travel News BPA, June 2006
 2. BTN Subscriber Profile
 3. Includes titles: Travel Manager/Supervisor/Coordinator, Traffic/Transportation Manager, Supervisor, Coordinator, Meeting/Conference Planner, Travel Agents
 4. Includes titles: Financial Officer, Director, Manager, Purchasing/Sales/Marketing/Section Director, Manager, Supervisor, Administrative Assistant/Secretary, Other

5. Includes titles: Owner, President, Partner, CEO, VP, General Manager, Director
 6. All titles excluding Travel Agent/Travel Management
 7. Executive management and senior management titles with the exception of titles: Administrative Assistant/Secretary/Other

the power of our subscribers¹

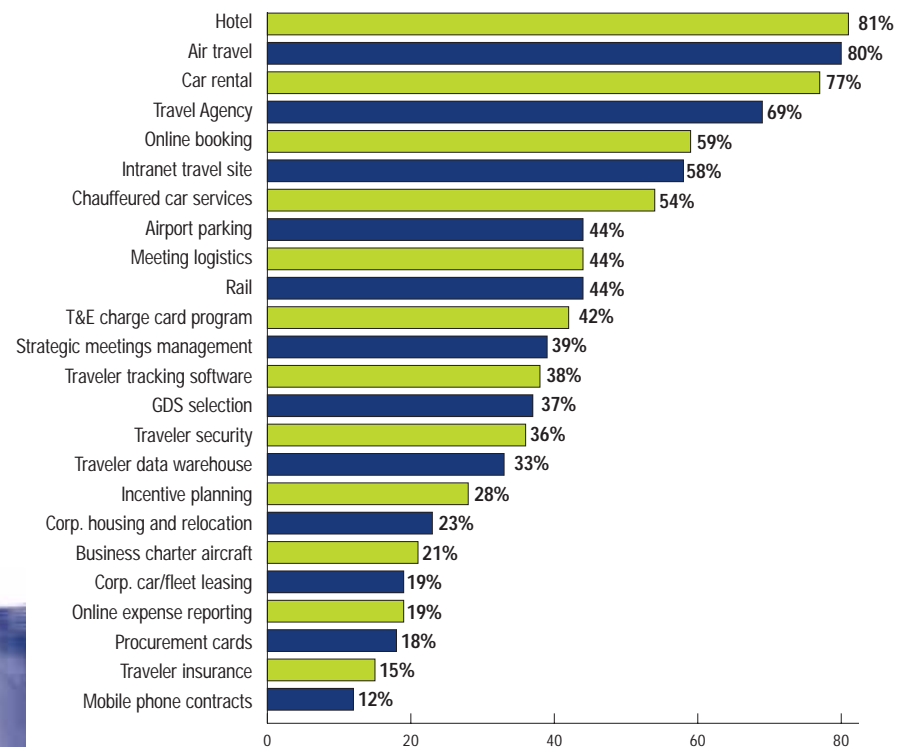
Subscribers arrange business travel for 7 million travelers annually

- 75% Plan or arrange business travel for individuals
- 74% Select or recommend business travel vendors
- 60% Plan international business trips

\$180 Billion spent in corporate travel last year

- 98% Involved in corporate meetings & meeting planning
- 93% Arrange off-site meetings
- 89% Purchase meeting facilities²
- 782,000 meetings purchased per year
- Travel agent subscribers spend \$6 Million annually

What travel managers manage

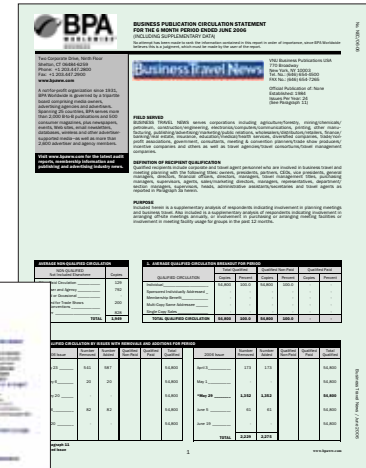


1. BTN Subscriber Profile 2005-2006
2. June 2006 BPA



qualified decision-makers

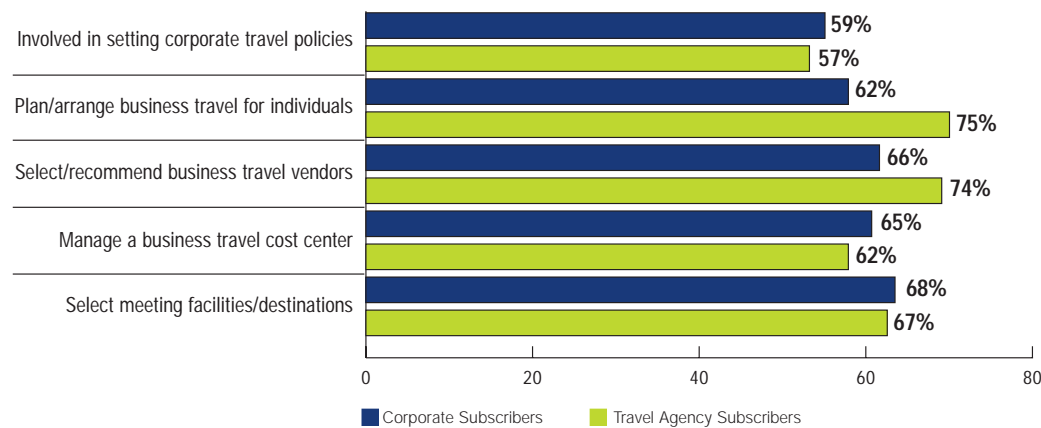
100% of *BTN*'s 54,800 subscribers are qualified by their involvement in planning business and meeting travel.¹ Made up of decision makers, purchasers and influencers, *BTN*'s circulation covers the vast majority of the most well-traveled corporations in the U.S. and around the world across a diverse cross-section of industries.²



BTN subscriber criteria⁴

- Involvement in planning meetings and business travel
- Annual travel expenditures³
- Setting corporate travel policies³
- Number of off-site meetings arranged annually
- Number of business trips arranged annually
- Title & Industry

The average subscriber is involved in at least 3 travel functions²



Source: 1. Business Travel News BPA, June 2006
 2. BTN Subscriber Profile 2005-2006 **Footnote:** This is an analysis of the 54,800 recipients who may have responded to more than one question
 3. Response not required
 4. Qualification from - Hallmark Data 2006