



editorial

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Business Travel News industry-defining editorial

The longest-running newspaper devoted exclusively to the corporate travel market, *BTN* provides travel managers, corporate executives and travel management companies with crucial corporate travel intelligence leading to greater efficiencies and more informed travel decisions.

Editorial leadership. Original research. Consistently timely and relevant, *BTN*'s editors are committed to providing the business travel buyer with knowledge essential to decision-making. *BTN* has delivered on this commitment through comprehensive reporting, analysis and research, compiling best practices and performance benchmarks for the past 23 years. It's this commitment that has made *BTN* an institution and the leading publication of the business travel industry.

Editorial sections and columns include

- Inside Track
- Washington Wire
- Forum
- Profiles in Travel Management
- Meetings Today
- On Location
- Executive Dashboard

**BTN delivers
18 newspapers and
8 resource issues, annually**



Research & Reference Guides

Fundamental tools of the business travel Industry



The Corporate Travel Index

Published in February

The daily cost of doing business in the top 100 domestic and international cities.

- Hotels
- Car Rental
- Food Costs



Euro BTN

Published in July

This research survey, building on the baseline established in 2006, looks at the technological evolution of the European corporate travel market.



Fall Project: The Corporate Traveler IV

Published in November

Another in a proprietary series of studies of business travelers and business travel managers assessing traveler habits, plans and attitudes.



The Business Travel Buyer's Handbook

Published in April

The industry's how-to guide, explaining internal program management and working with travel vendors.

Chapters include:

- Establishing a Travel Policy
- Developing a Global Travel Program
- Planning and Managing Corporate Meetings
- Selecting a Corporate Payment System

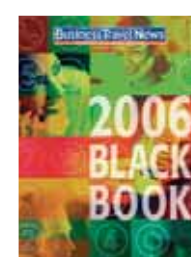


Corporate Travel 100

Published in August

Analyzes how America's 100 biggest corporate travel spenders manage their programs. Includes:

- Profiles of *BTN's* Best Practices of 2007
- U.S. Booked Air Volume
- Travel Program Initiatives



The Corporate Travel Black Book

Published in December

The only comprehensive directory for the commercial travel market. Contact information presented in a quick-reference format broken down by market segments.



Business Travel Survey

Published in June

Examines and compares suppliers in the market by sales rankings, total revenue, business travel revenue and initiatives in the corporate market during the previous full year. Categories include:

- Travel Agencies
- Airlines
- Car Rental Brands
- Chauffeured Transportation
- Corporate Payment Systems
- Hotels



Best Practices and Sizing Up The Midmarket

Published in September

Benchmarking data for companies with small & midsize travel volumes.

Includes:

- U.S. Booked Air
- Online Booking
- Domestic Fees for Booking Transactions
- U.S. Booked Hotel Volume
- Companies that Manage Meetings

- Airlines
- Associations
- Car Rental
- Conference Centers
- Consultants
- Education
- Ground Transportation
- Hotel Chains
- International Business Services
- Payment Systems
- Technology
- Travel Agencies

Special Sections & Exclusive Reports

Exclusive coverage that the industry responds to



Meetings Today

This monthly newspaper-within-a-newspaper provides the latest information regarding hotels, airlines, ground transportation and the purchase and management of meetings. Features breaking news, analysis of key trends, profiles, innovative corporate meeting programs and research based on surveys of hundreds of corporate meeting buyers.



Special Reports

Uncovering the hottest industry trends affecting the corporate travel community, *BTN's* Special Reports serve as key indicators for future industry activity.

- Annual Travel Manager Salary & Attitude Survey
- 25 Most Influential Executives
- Annual Top U.S. Hotel Chain Survey
- Annual Airline Survey
- Corporate Payment/Expense Systems
- Short-Term Corporate Meetings Strategies
- Annual Car & Ground Transportation Report



Regional Focus

Where travel buyers and decision makers turn for details on specific properties, transportation access and services in the area.

- New York Ideas
- Chicago Ideas
- Florida Ideas
- Las Vegas Ideas

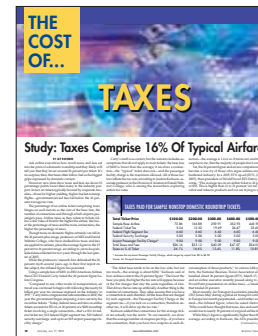
Specialized sections cover regional news, developments and trends as they relate to the entire spectrum of business travel and management issues.

- Business Travel Asia/Pacific



New Feature: Executive Dashboard

Designed for travel buyers to use in communicating key data and concepts to senior management.



New Feature: The Cost Of...

Investigates the underlying costs of doing business in business travel. Subjects can include taxes, labor, RFPs, etc.