

# 2011 MEDIA PACK

**Business Traveller**  
AFRICA

**Top 10 conference venues**  
along the Garden Route

**Who goes the extra mile?**  
A look at SA's car rental giants

SELECT BOOK REPORT PAY RECONCILE REQUEST AUTHORISE

**Travellinck**  
SA TECHNOLOGY FOR AFRICA

**Business Traveller**  
AFRICA

**THE AIRPORT ISSUE:**  
Conferring at the airports  
Sky private airports  
Wakar, Service of OR Tambo  
Airport hotels

**MEET, EAT, SLEEP, PLAY**  
The latest news from Johannesburg O.R. Tambo has it all

**Business Traveller**  
AFRICA

**Top 10 Conference spots** in Polokwane

**Business Savvy**  
in Botswana

**Nigeria**  
Best Business Hotels

**@frica.**  
Powered by market.com and HFS Rennie's Travel

**Business Traveller**  
AFRICA

**BUILDING A STRONG BRAND**  
*Sowter's Travel* becomes a force in corporate travel

**Now we're talking**  
Top listed is mobile phone technology

**What lies ahead?**  
What the industry expects in 2011

**Fast tracking people on the move**  
Gautrain holds its own against global rail operators

**Business Traveller**  
AFRICA

**Top tips**  
for buying business travel

**Feel at home**  
in a corporate apartment?

**Incentive ideas for India**

**New conference venues**  
for 2011

**Skyjunxion**  
not your conventional TMC

**Business Traveller**  
AFRICA

**INSIDE:**  
2011 Africa travel guide  
PLUS  
Corporate travel: A difference  
between the UK & SA  
2011 Africa  
2011 Africa

**Perfect positioning**  
Stylish DAVINCI Hotel & Suites in the heart of Jo'burg

**Business Traveller**  
AFRICA

**Insider: Conferencing**  
**PLUS**  
Central hour in Sandton  
People on the move  
Service Excellence Centres

**Friend or foe**  
How loyalty programmes should work

**Food for thought**  
Africa's best business dining options

**Baby you can drive my car**  
Getting the best out of car rentals

**Business Traveller**  
AFRICA

**REACH FOR THE SKY**  
Flying smart in a tough economy

**HIGH HOPES AND LOW COST**  
The big business of budget airlines

**DOWNTIME ON THE DECK**  
When the deal's done, Zanzibar beckons

**Business Traveller**  
AFRICA

**Laptops vs Tablets**  
It's war!

**THE PALAZZO MONTECASINO**  
Elegance and sophistication

## 2011 Features

<b>January</b>	<ul style="list-style-type: none"> <li>• <b>Buying business travel:</b> A look at the major players in the corporate travel industry;</li> <li>• <b>Global hubs:</b> A look at areas that are being used as hubs, what the benefits are and how they are changing business travel globally</li> <li>• <b>Corporate Executive Apartments</b> versus traditional hotels</li> </ul>
<b>February</b>	<ul style="list-style-type: none"> <li>• <b>Hotel groups in Africa</b></li> <li>• <b>A-Z of BTAfrica.co.za:</b> A guide to using our online business travel portal</li> <li>• <b>Navigating the way:</b> A round up of the latest GPS models</li> <li>• <b>Sporting incentives</b> and sports tours</li> </ul>
<b>March</b> – The Auto Edition	<ul style="list-style-type: none"> <li>• <b>Automotives:</b> A comprehensive motoring and car rental guide for the corporate traveller</li> <li>• <b>Recommended dining for 2011:</b> Top dining options across the continent</li> <li>• <b>Rail travel</b> for corporate in and out of South Africa and beyond</li> </ul>
<b>April</b> – The Aviation Edition	<ul style="list-style-type: none"> <li>• <b>African aviation:</b> A one-stop, must-read on business aviation in Africa. From charter, first class, business, full economy through to low cost.</li> <li>• <b>The low cost airline offer - More than just the flight:</b></li> <li>• <b>Premium travel:</b> A look at what airlines offer in business and first class</li> </ul>
<b>May</b>	<ul style="list-style-type: none"> <li>• <b>African networks &amp; operators:</b> Our annual feature of the network options available across the continent</li> <li>• <b>Travel insurance:</b> What can go wrong (we give examples) – and then a look into what is needed when purchasing travel insurance</li> <li>• <b>Lap it up:</b> A roundup of the latest and best laptops available on the market</li> </ul>
<b>June</b>	<ul style="list-style-type: none"> <li>• <b>Business hotels:</b> A look at some of the newest business hotels to open in South Africa's major business centres</li> <li>• <b>Look sharp!</b> Business travellers need to look the part all the time, we find out what business attire is best 'suited' to travel.</li> <li>• <b>Reducing Carbon Foot prints</b> in Travel</li> </ul>
<b>July</b>	<ul style="list-style-type: none"> <li>• <b>Rail travel</b> for corporate in and out of South Africa and beyond</li> <li>• <b>Gamble for Africa:</b> Explores Africa's leading casinos and the options available to after hour entertainment seekers</li> </ul>
<b>August</b> – The women's edition	<ul style="list-style-type: none"> <li>• <b>Women in business travel:</b> Profiles of the industry's female decision makers</li> <li>• <b>Spas for Africa:</b> A roundup of some of the top spa's in Africa</li> </ul>
<b>September</b>	<ul style="list-style-type: none"> <li>• <b>Corporate Golf and Golf Days:</b> A look at the various options and courses available for both the individual game and the corporate golf day.</li> <li>• <b>Luggage:</b> A look at the best luggage available to business travellers</li> <li>• <b>Air Charter</b></li> </ul>
<b>October</b>	<ul style="list-style-type: none"> <li>• <b>Business Traveller's guide to OR Tambo:</b> The ultimate business travel tool for the millions who travel through this hub</li> <li>• <b>Office parties:</b> Ideas for a memorable event</li> <li>• <b>Portable music players:</b> A roundup of the latest MP3 players, iPods, etc</li> <li>• <b>Other South African airports</b></li> </ul>
<b>November</b>	<ul style="list-style-type: none"> <li>• <b>Travel technology:</b> A look at the latest technological innovations from travel companies</li> <li>• <b>Boutique Hotels &amp; Guest Houses:</b> How popular are they with business travellers and what's on offer?</li> </ul>
<b>December</b> – The Holiday Edition	<ul style="list-style-type: none"> <li>• <b>The Forex Guide:</b> An executive's easy guide to forex options available in Africa</li> <li>• <b>Looking ahead:</b> Experts give their advice for 2012</li> <li>• <b>Capture the moment:</b> A roundup of the top digital cameras available</li> </ul>

## Target audience

- Travel management companies
- Business travellers
- Buyers of business travel

## Reader Profile:

- 88% fly a premium class long-haul service
- 71% take 20 or more flights a year
- 89% choose the airline they fly
- 64% regularly buy duty-free products when they travel
- 77% book the airline themselves (or their secretaries do)
- 88% stay in luxury or first-class hotels
- 71% control their business travel budget

## Circulation

- 12 000 print run

## Distribution

- Business hotels & conference centres
- Airports and airline lounges
- Corporate travel agents
- All ASATA registered travel agencies
- Direct to corporate executives
- Exhibitions
- Specialised Nigerian distribution

## Frequency

- Monthly

## www.btafrica.co.za

Business Traveller Africa's website gives executives and their travel planners up to date news and directory listings on business travel in Africa, in an easy-to-search format.

The image shows a screenshot of the Business Traveller Africa website interface. Several advertising spots are highlighted with callouts:

- Top Anchor:** R1500 per month, 416 x 71 pixels. Located at the top of the main content area.
- Profile page:** R250 per month. Located on the left sidebar.
- Side banner:** R450 each per month, 141 x 131 pixels. Three banners are shown on the right side of the page.

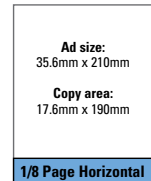
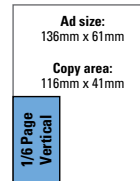
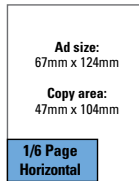
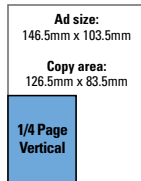
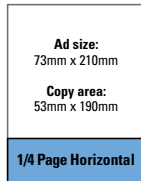
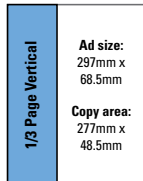
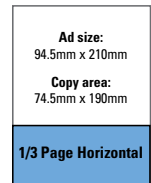
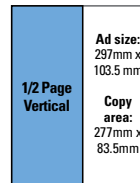
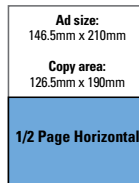
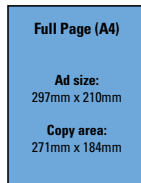
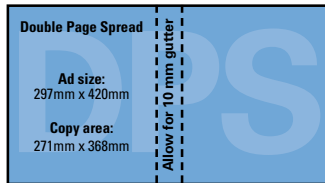
Additional callouts include:
 

- 416 x 71:** A box highlighting the top anchor area.
- 141 x 131:** Three boxes highlighting the side banner areas.

Please note: Each banner has 3 banners on a refreshment basis.

# 2011 Rates, Dimensions & Production data

Advert options and rates per insertion	12 x	6 x	1 x
FC (Front Cover) includes two page write up			R 38,500
OBC (Outside Back Cover)	R 31,350	R 35,750	R 39,188
IFC (Inside Front Cover)	R 26,125	R 30,030	R 32,670
IBC (Inside Back Cover)	R 25,080	R 28,842	R 31,350
DPS (Double Page Spread)	R 36,575	R 42,130	R 45,760
FP (Full Page)	R 20,900	R 24,035	R 26,125
1/2 Page DPS (Double Page Spread)	R 22,990	R 26,439	R 28,738
1/2 page (Vertical or Horizontal)	R 12,540	R 14,421	R 15,675
1/3 page (Vertical or Horizontal)	R 8,712	R 10,010	R 10,890
1/4 page	R 7,524	R 8,657	R 9,405
1/6 page	R 5,115	R 5,885	R 6,435
1/8 page (Strip)	R 4,422	R 5,082	R 5,528
1/12 page (Block)	R 3,014	R 3,465	R 3,762



## MATERIAL SPECIFICATIONS:

- Printed optimised high-resolution (300dpi) PDF & Colour Proof
- All fonts are to be embedded in the PDF
- Include 5mm bleed on all sides
- Make-up of material upon request (please add a 10% design fee)
- Sizes reflected above are height x width

## DEADLINES:

Frequency – Monthly  
 Booking deadline-10th of the month prior to publication  
 Material deadline-15th of the month prior to publication



## TERMS AND CONDITIONS:

Unless other credit terms have been agreed, 50% deposit is required on signed order form. • The remaining 50% is due upon publication • Rates are valid from 01 January-31 December 2011 • Rates include agency commission and exclude VAT • Insert rates available on request • No waiver, variation or cancellation between the parties is accepted unless signed by both parties 30 days prior to print



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