

FT Business Travel 2012

Tie in your advertising with the FT's distinctive travel coverage, read avidly by both business and leisure travellers worldwide. From the Global Traveller report to FT Weekend's must-read travel section, the FT offers a trusted guide for our discerning readers and a key destination for our advertisers.

Both the FT and FT.com reach more business travellers than any of our competitors. Because we're on top of the trends, our audience of wealthy and frequent travellers comes to us for reliable information that will make their trips easier and more rewarding.

Global Traveller Report

- Written by top FT travel journalists (Roger Blitz, Roger Bray and Jill James)
- Covers the latest news and trends in business travel, plus advice, interviews and insider knowledge designed to help individual travellers
- Global Traveller is also available online at www.ft.com.

2012 Publishing Dates

- 25 June
- 10 October
- 05 November

2012 Rates - WW (US\$)	Colour	B/W
Per Single Column Unit (SCU)	n/a	258
Full Page	76,000	
Junior Page	40,480	
Half Page	40,480	
Quarter Page	21,200	

The Little Book of Business Travel

The Little Book of Business Travel targets FT readers who primarily travel for business. With coverage from constitutional guide to transportation, recommended hotel to posh bars, sports to bespoke tailoring, this guide is essential for frequent business travellers. Its booklet format provides a longer shelf life, and ensures longevity of advertising exposure for this Asia circulated guide book. The iPhone/iPad app, on the other hand, offers a worldwide exposure to those who are plugged in to the digital world.



FT readers are frequent business travellers...

47% travelled 6 or more International air trips in past 12 months*

315,965

Total number of international business travel in past 12 months**

1,805,401 Total number of nights spent in hotels in past 12 months**

*BE:ASIA 2011, **Pax 2010 Q4 - 2011 Q3