

**IN 2007, MARKETERS SPENT \$55.6 BILLION\* TO PRODUCE CUSTOM PUBLISHING PIECES**, making custom publishing one of the fastest-growing marketing segments behind Internet marketing. Partner with the editorial experts at *Business Travel News* to define your audience, refine your goals, and create an editorial environment that positions your company as a thought leader and a long-term professional resource for your readers.

\*Custom Publishing Council 2007

## Define Your Audience

With more than 2 million subscribers of 40 publications, Nielsen Business Media offers marketers a built-in audience for their message. *Business Travel News* offers 51,000 subscribers\*\*\*. From this broad base, you can drill down to your core audience and find the groups that fit your target profile. Select categories include:

- **Geographic region**
  - **General industry**
  - **Specific industry segment**
  - **Business title**
  - **Professional activities**
  - **Size of company**
  - **Volume of business**
- ...and more!

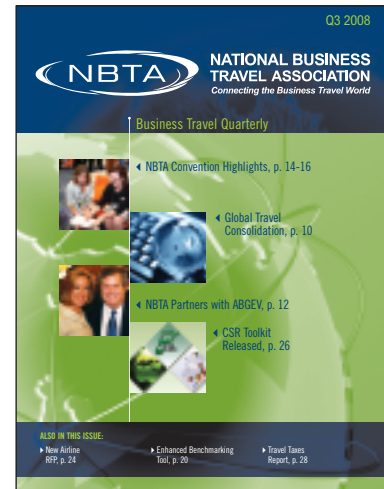
## Choose Your Format

From pocket mini-guides to digital magazines, *Business Travel News* Custom Publishing team can execute on your vision.

### PRINT PRODUCTS

Every week *Business Travel News* hits the desks of decision-makers across major industries. Distributing your printed custom publishing pieces with our award-winning publications gets your message to the people you care about.

- **Sponsored coverage of hot industry issues**
- **Custom how-to guides**
- **White papers**
- **Company profile advertorials**
- **Advertising inserts**
- **Pocket information booklets**



### DIGITAL PRODUCTS

Ready to explore digital marketing? *Business Travel News* Custom Publishing team allows you to combine two fast-growing marketing trends in the industry: Internet Marketing + Custom Publishing. Our digital products are specially designed to be viewer-friendly on the screen, easy to print for offline reading, and a cinch to pass along to co-workers around the globe.

- **Custom HTML e-newsletters**
- **Custom HTML e-postcards**
- **Interactive digital brochures**
- **Interactive digital magazines**

Digital formats give you the feedback you need – instantly and accurately – and offer readers immediate access to additional information about your brand. Use an online format if you want to...

- **Use rich media/interactive content, such as pop-up ads, animation, streaming video, audio, or point roll ads**
- **Distribute internationally**
- **Incorporate live URLs within the publication content**
- **Provide content search capability via keywords**
- **Reinforce a high-tech or environmental marketing message/reputation**

Complete opt-out management provided

**93%** said they were aware of custom publications and **66%** said they read them\*\*

**85%** said they would rather receive company information in the form of an interesting article than in a traditional advertisement\*\*

\*\* 2005 by Roper Public Affairs

\*\*\* June 2008 BPA Worldwide