

BUSINESS DESTINATIONS | TARGETED READERSHIP BREAKDOWN

SECTOR BREAKDOWN	PRINT	WEB	EMAIL	AVERAGE
Hotels and Accommodation	34.0%	28.0%	36.0%	32.7%
Air Travel	25.0%	22.0%	24.0%	23.7%
Real Estate	8.0%	14.0%	10.0%	10.7%
Financial Services	14.0%	10.0%	14.0%	12.7%
Goods and accessories	2.0%	3.0%	2.0%	2.3%
Government	6.0%	10.0%	8.0%	8.0%
Technology/IT	3.0%	8.0%	4.0%	5.0%
Service Industry	8.0%	5.0%	2.0%	5.0%

JOB ROLE	PRINT	WEB	EMAIL	AVERAGE
Manage Travel for Company	26.9%	36.0%	34.0%	32.3%
Make Bookings	24.1%	29.0%	28.0%	27.0%
Control Travel Policy	15.8%	14.0%	15.0%	14.9%
Arrange Travel Budgets	12.4%	8.0%	5.0%	8.5%
Business Travel Agent	8.0%	5.0%	6.0%	6.3%
Other Travel Industry	7.6%	5.0%	4.0%	5.5%
Other	5.2%	3.0%	8.0%	5.4%

GEOGRAPHICAL DISTRIBUTION	PRINT	WEB	EMAIL	AVERAGE
Western Europe	23.7%	27.0%	32.0%	27.6%
CES Europe	11.8%	13.0%	8.0%	10.9%
South East Asia	11.0%	10.0%	11.0%	10.7%
Australasia	8.2%	9.0%	12.0%	9.7%
Middle East	14.5%	10.0%	6.0%	10.2%
Africa	6.5%	5.0%	3.0%	4.8%
Central/South America and Caribbean	3.2%	6.0%	5.0%	4.7%
USA/Canada	21.1%	20.0%	23.0%	21.4%

ANNUAL TRAVEL SPEND	PRINT	WEB	EMAIL	AVERAGE
Up to £100,000	24.1%	26.0%	18.0%	22.7%
£100,000 - £250,000	15.5%	18.0%	21.0%	18.2%
£250,000 - £500,000	18.8%	21.0%	24.0%	21.3%
£500,000 - £1m	13.6%	13.0%	14.0%	13.5%
£1m - £3m	10.2%	8.0%	11.0%	9.7%
£3m - £5m	7.2%	5.0%	7.0%	6.4%
£5m +	10.6%	9.0%	5.0%	8.2%

AGE	PRINT	DIGITAL	EMAIL	AVERAGE
18 - 24	12.0%	21.0%	16.0%	16.3%
25 - 34	23.0%	36.0%	32.0%	30.3%
35 - 44	26.0%	18.0%	23.0%	22.3%
45 - 54	20.0%	12.0%	17.0%	16.3%
55 - 64	11.0%	8.0%	10.0%	9.7%
65 +	8.0%	5.0%	2.0%	5.0%