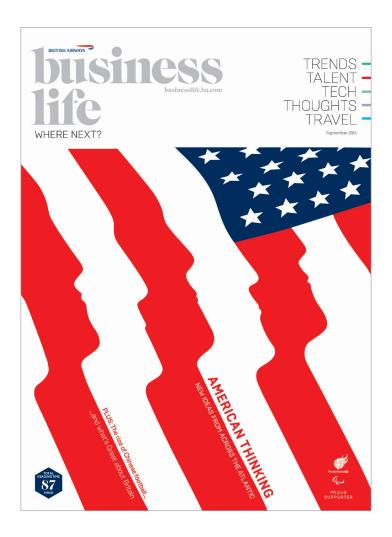




MEDIA PACK 2017





## **EDITOR'S LETTER**

Business Life is the multi-award-winning title for British Airways business customers. It was relaunched in December 2014, and aims to reflect the modern post-recession, entrepreneurial landscape, with an emphasis on new technology and new ideas. Our writers are leaders in their fields and give Business Life readers the inside track on innovations that can keep them ahead of the curve.

Tim Hylse

### **READERSHIP**



Business Life is placed in all seat backs on all short haul flights



95,809 circulation per issue



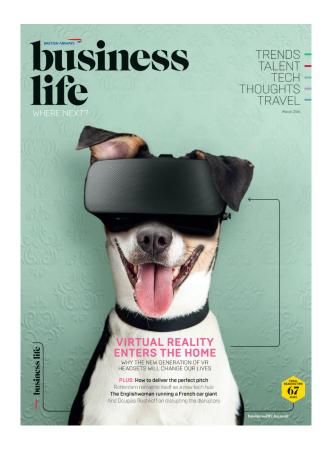
**907,000** European readership per issue



**66%** Male **34%** Female









Business Life readers are **222%** more likely to have spent €100,000+ on their last car



**59%** of Business Life readers are decision makers and are 208% more likely to be an influential opinion leader



**53%** agree that they love to buy new gadgets and appliences

Sources: IAS 2016, Premier TGI 2016

#### **READERSHIP**



**72%** are very interested in learning about foreign cultures



**47%** agree that they agree keeping up with the latest fashion and trends



**78%** enjoy going to new travel destinations



**68%** like discovering off the beaten track places on holiday









**78%** agree that gaining knowledge + becoming better informed is a priority



**30%** want to get to the very top in their career



**56%** are interested in news and current affairs

Sources: IAS 2016, Premier TGI 2016

# **RATECARD**

ISSUE	COPY DEADLINE
FEBRUARY	4 JAN 2017
MARCH	1 FEB 2017
APRIL	1 MAR 2017
MAY	30 MAR 2017
JUNE	3 MAY 2017
JULY/AUGUST	1 JUN 2017
SEPTEMBER	2 AUG 2017
OCTOBER	1 SEP 2017
NOVEMBER	3 OCT 2017
DECEMBER/JANUARY	1 NOV 2017

ADVERT	RATE
HALF RATES	£4,858
RUN OF MAG	£8,833
FRONT HALF	£10,327
FRONT HALF RIGHT HAND PAGE	£10,411
IBC	£11,027
OBC	£11,027
DPS	£17,329
IFCDPS	£19,819
DOUBLE ISSUE RATE RUN OF MAG	£13,429
DOUBLE ISSUE RATE FH RH	£15,492





## **CONTACT**

#### **Colin Saunders**

Business Life Manager +44 (0)20 7550 8023 colin.saunders@bamedia.co.uk

# **VISIT**

www.bamedia.co.uk