

BRITISH AIRWAYS
**business
life**



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 Flyse

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 appliances



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



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