

About MICEBTN

A First Class Opportunity to reach the Business Traveller with Economy About MICEBTN

The Business Tourism and MICE markets share many characteristics and now you can reach both these market in one publication - MICEBTN. Two successful titles (MICE Asia-Pacific and Business Travel News) have been merged to provide a title with more frequency, bigger circulation, more stories and yet advertising rate has remained the same. MICEBTN is an "Information" package providing accurate and relevant facts and comment to an educated readership. It is a package that reaches its readers in a working situation and so it gets to the point with no editorial padding - required reading for decision makers, policy shapers and corporate and business travelers. The focus is on news in manageable bites, the stories that matter, the factors that affect the front line and the bottom line. Editorial consists of interviews that probe the issues and the people behind them, stories on product and productivity.

MICEBTN is an independent, controlled circulation specialised magazine dedicated to the business tourism market. It is a perfect direct marketing vehicle to reach PCO™s, incentive houses and event organisers around Australia, New Zealand and in strategic markets in Asia-Pacific. It is an ideal vehicle to promote airline services, business class upgrades, new destinations and markets.

We offer an editorial environment that is relevant, interesting, and informative "where you can attract your prime prospects and leverage your sales message . Together but separate:

A separate section has been maintained for Business Tourism News "it contains articles relating to air fares, hotel room rates, internet, computers and mobile phones deals. It discusses the issues peculiar to business travel and provides a platform to promote business products powerfully and effectively to the corporate and mice sector. Where we go.

MICEBTN is distributed directly to a database of more than 9000 key business leaders in NSW, Queensland, Victoria, ACT, Western Australia and South Australia and targeted areas in the Asia-Pacific region.