

BUSINESS TRAVELLER

MIDDLE EAST

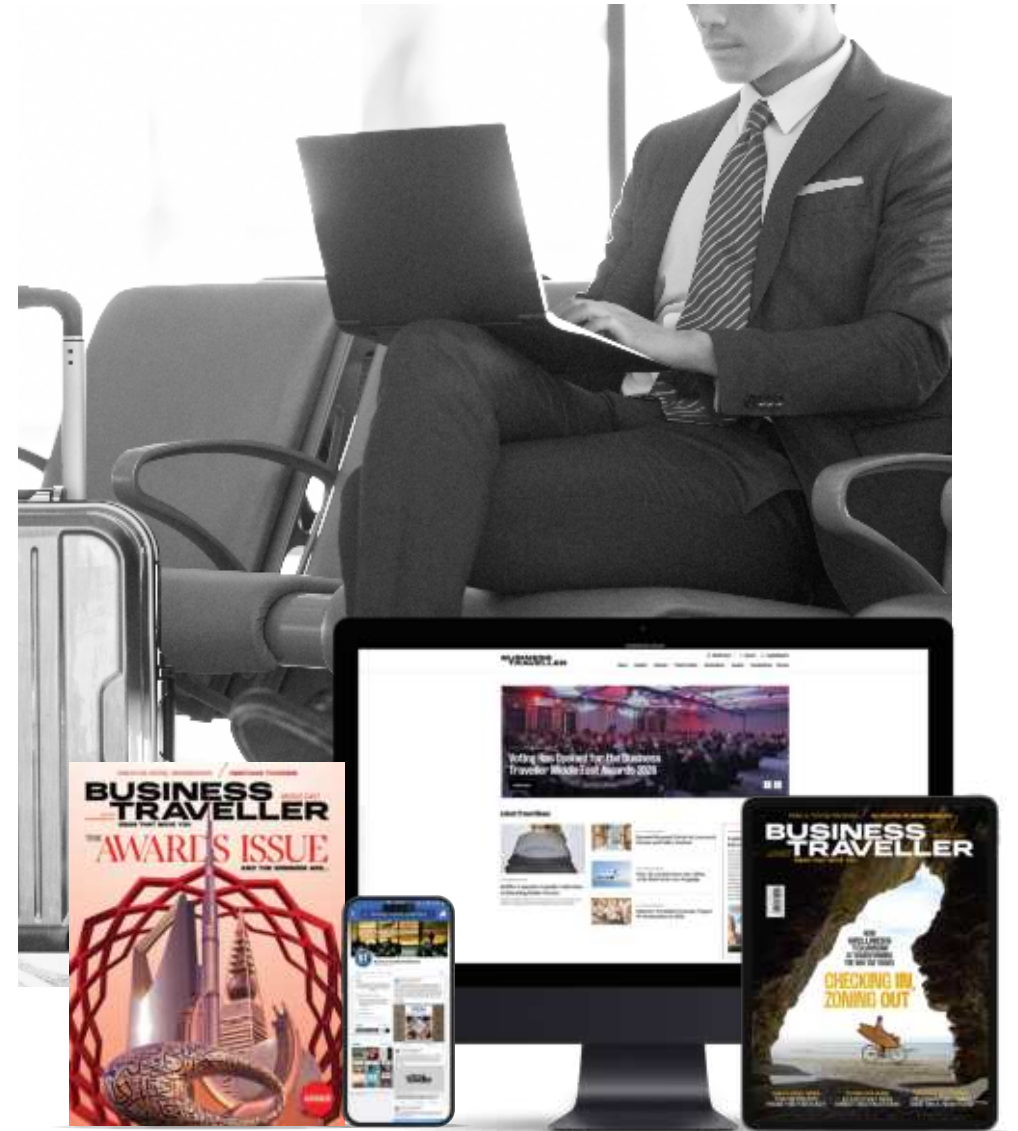
Media Information 2026



BUSINESS TRAVELLER MIDDLE EAST

From hospitality and aviation to tourism and lifestyle, this is your definitive guide for an intelligent mix of news, destination guides, and industry insights for the frequent traveller, and the Middle East's business travel sector

Business Traveller Middle East is part of a global network of editions that are present in 14 countries and regions including the UK, US, China, and Germany. The magazine and its digital platforms are a must-read for frequent travellers and individuals seeking the latest news and trends in the travel and hospitality sectors.



> Brand Factsheet



CIRCULATION FREQUENCY

12 issues per year

PRINT-RUN

20,000 copies

DISTRIBUTION BY COUNTRY

BAHRAIN	KSA	QATAR
EGYPT	KUWAIT	TURKIYE
ISRAEL	LEBANON	UAE
JORDAN	OMAN	

AIRLINES

WE ARE ON-BOARD SELECT EMIRATES FLIGHTS WORLDWIDE

BRAND EXPOSURE

WE HAVE THE EXPOSURE TO HELP YOU REACH THE REGION'S LARGEST COMMUNITY OF BUSINESS TRAVELLERS AND FREQUENT FLYERS

INDUSTRY

AIRLINES	HOTELS	SELECT RETAILERS
AIRPORTS	MARITIME	SUBSCRIBERS
ASSOCIATIONS	HARBOURS	TRADE SHOWS
CAR RENTALS	PRIVATE JET	TRAVEL AGENCIES
GOLF CLUBS	LOUNGES	



Exclusive Distribution

Your gateway to a truly global audience

Business Traveller Middle East is available to passengers on board Emirates Airlines flights globally, in addition to the 7 First & Business Class Lounges at DXB International.

Since March 2025, Emirates has operated to 140+ destinations in 85+ countries across six continents from its hub in Dubai. It has a particularly strong presence in the South and Southeast Asian region, which together connect Dubai with more international destinations in the region than any other Middle Eastern airline.



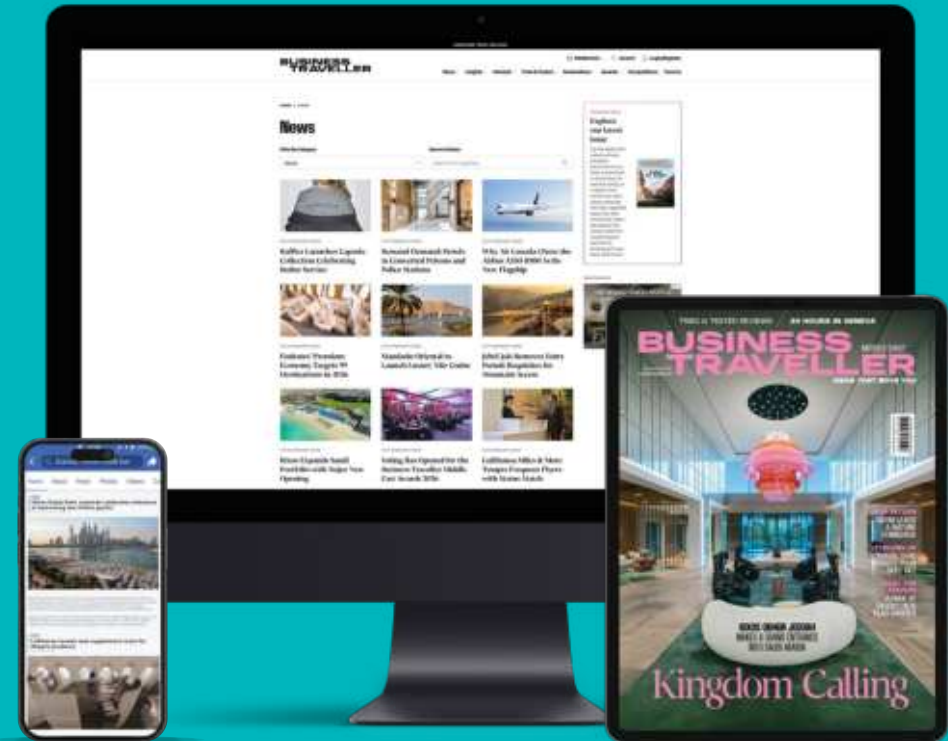
140+ destinations in 85 countries



- **EMIRATES OPERATES 269 AIRCRAFT AND IS THE WORLD'S LARGEST OPERATOR OF THE AIRBUS A380 AND BOEING 777 FAMILY OF AIRCRAFT**
- **NUMBER OF PASSENGERS FLYING FIRST AND BUSINESS CLASS AVERAGE 800,000 PER MONTH***

◆ Digital Footprint

The go-to international English-language website for the frequent traveller and executive



540,000+

MONTHLY USERS

39,000+

NEWSLETTER SUBSCRIBERS

4,500+

E-EDITION SUBSCRIBERS

1,550,000+

MONTHLY PAGE VIEWS

 BusinessTravellerME
Followers: 4,800+

 BTMiddleEast
Followers: 8,300+

 BusinessTravellerME
Followers: 4,600+

 BusinessTravellerME
Followers: 5,400+

► Audience Factsheet



100,000* Readers

*EACH COPY HAS AN AVERAGE OF 4.3 READERS



\$90,000

AVERAGE ANNUAL INCOME



68% MALE

32% FEMALE



Over 50%

WORK AT LARGE COMPANIES WITH SIGNIFICANT SPENDING POWER



30+

AVERAGE AGE



73%

MIX BUSINESS AND LEISURE TRAVEL, OFFERING OPPORTUNITIES BEYOND THE CORPORATE MARKET



82%

BETWEEN 30-50 YEARS OLD



➤ Business Traveller Events

This year marks the 25th edition of the annual awards, which recognise leading lights from the industry across categories including airlines, airports, and hotels. Following a stringent nomination and shortlisting process, the winners are chosen via a public voting mechanism thereby ensuring that the consumers have the final say. The Awards are then delivered at a gala ceremony in Dubai with more than 350 of the industry's C-suite business leaders in attendance.



The Business Traveller Middle East Awards celebrates the best in travel across the Middle East and around the globe. The annual event showcases the companies at the forefront of business travel – as well as bleisure and leisure travel – and services, and recognises top-level executives in the industry.

ATTENDEES

AGE GROUP
35+ YEARS OLD

HIGH NET WORTH
INDIVIDUALS

C-SUITE &
DECISION MAKERS

ACROSS HOTEL, AVIATION &
TOURISM INDUSTRIES





Business Traveller Events

From power breakfasts, by-invitation panel sessions, and bespoke golf events to intimate gatherings with a highly-curated guest list, as well as co-branded target audience engagement activities, Business Traveller Middle East has a dedicated events team to bring ideas for completely tailored events to life. Our commercial, editorial, and events teams coordinate closely to ensure that the client's briefs and expectations are met – and exceeded – and that the event is amplified across the brand's digital and print channels.

