



**B2B Publishing Company Connecting On-Line Publications through
.travel,
www.ProMedia.travel**

Launched in 2006 and growing its publishing family ever since, ProMedia.travel is a unique publishing company for the corporate travel industry. With an executive team with vast knowledge and experience in the traditional travel publishing industry, Tim Reid, Jay Campbell, and David Jonas decided it was time to move to a new, different avenue. The decision to move to on-line news resulted in the adoption of the .travel name.

With the mission to provide professional travel intelligence, www.ProMedia.travel fosters an active community of buyers and industry experts. As the corporate travel market has various different sectors, the need to address these groups differently, yet with a common connection became apparent. .travel gave ProMedia that common thread to hold its separate brands together.

In all, www.ProMedia.travel consists of 5 entities. ProMedia.travel is the brand that is responsible for the publishing of the other 4 publications, including, www.Procurement.travel, www.Management.travel, www.Transnational.travel, and www.TheBeat.travel. All of these entities address different sectors of the travel and meeting industries. Common topics of focus are management issues, multinational business news, distribution trends, and e-commerce.

www.ProMedia.travel has created a very consistent branding using .travel. The company has embraced the brand and uses .travel is all marketing: e-mail newsletters, business cards, annual events, and email addresses.

“Given our plans for multiple news outlets, we faced a major branding challenge when we launched our company,” said Jay Campbell, Chief Content Officer of ProMedia.travel, “.travel gave us something to hold our brands together and we have been very pleased with our growing circulation.”

ProMedia.travel is continuing to create new dimensions to its publication family. This September, it will host a conference in Cleveland called The Beat Live. Additionally, keeping abreast of Web 2.0 trends, ProMedia.travel has launched a revised version of TheBeat.travel that is much more community focused with peer-to-peer collaboration and networking components.

To learn more about ProMedia.travel various travel intelligence publications, please visit, www.ProMedia.travel

