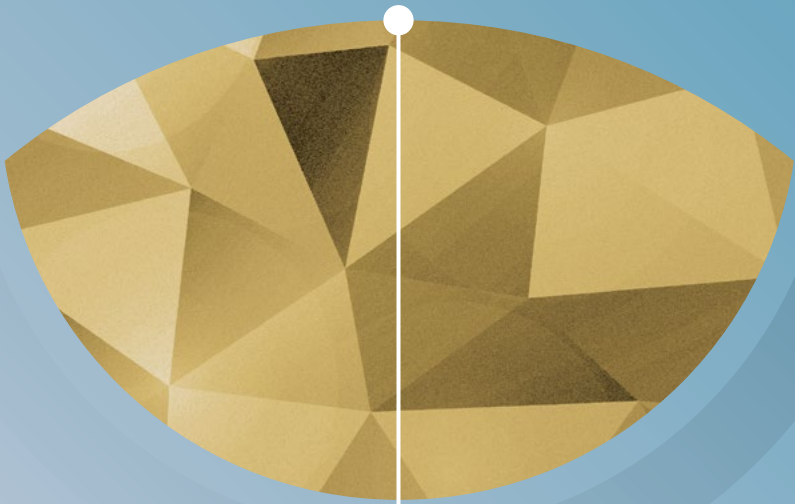


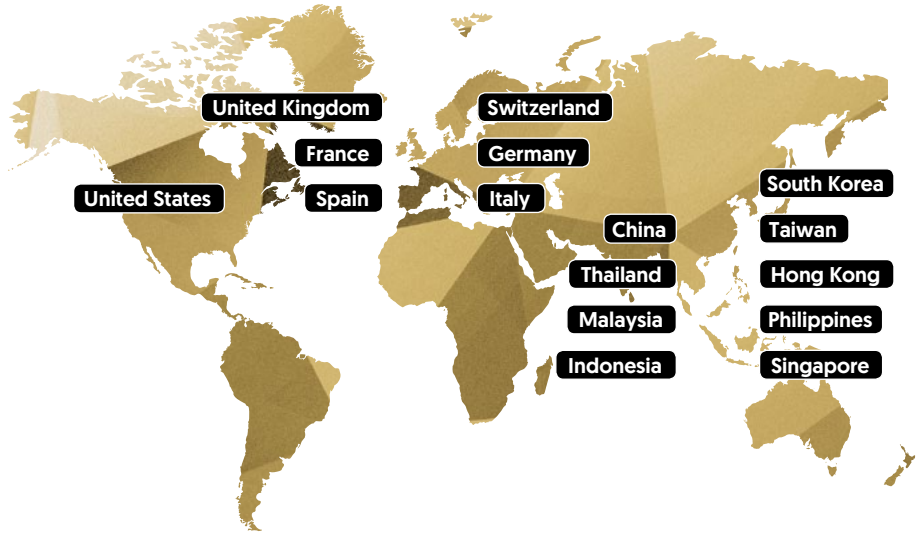
# ARE THESE PEOPLE YOUR CUSTOMERS?



**Global Business Influencers** are the most senior people in medium and large sized businesses. As consumers, they are key to profitability for a number of industries including B2B, finance, luxury and travel.



## GLOBAL BUSINESS INFLUENCERS IN THE WORLD



The Global Business Influencers survey, (GBI) runs in 16 markets and collects information on their media consumption, business, travel, luxury, financial and lifestyle habits.

As well as allowing you to understand how to reach and communicate with this disproportionately important audience, it also provides unparalleled insights into their personal and business lives.

### DATA AVAILABLE IN SEPTEMBER

GBI, a syndicated media and insights survey reaching senior business executives in 16 countries across Asia, Europe and the US, will be launched in September 2016. If you'd like to know more, please contact James Torr.

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