

INTRODUCTION

Since its launch in 2005, AviTrader has become the leading electronic source for commercial aviation news. AviTrader Publications bring you the most up-to-date news, insight and data covering developments in the aviation community – delivered daily, weekly and monthly to your inbox.

- ➔ Our **AviTrader Daily News Alert** provides a quick overview about what happens on a daily basis;
- ➔ Our **AviTrader Weekly Newsletter** is enjoyed by thousands of senior aviation executives worldwide;
- ➔ Our latest publication, the monthly **AviTrader MRO e-magazine**, brings you in-depth coverage of the key issues and developments in the aviation industry, with exclusive insight from the powers-that-be in the business, as well as company profiles and the top news headlines each month.

The appeal of our products is demonstrated by an average readership growth rate of more than 20 per cent each year.

Leading aviation companies use AviTrader Publications as their preferred advertising medium to promote their products and services.

AviTrader also has the most comprehensive aircraft and engine marketplace in the news publishing industry.

QUICK FACTS

- ➔ AviTrader reports on major aircraft deals, MRO contracts, financial news and industry trends;
- ➔ AviTrader is distributed electronically;
- ➔ AviTrader is distributed without subscription charges to its readership;
- ➔ The AviTrader readership growth rate has been steady at over 20 per cent per annum;
- ➔ The AviTrader key products (daily news, weekly e-newsletter, monthly e-magazine and webpage) guarantee the highest possible exposure to our advertising customers;
- ➔ The AviTrader Marketplace is the leader in publishing available aircraft and engines;
- ➔ Top companies use AviTrader as a cost-effective advertising vehicle for product and company branding;
- ➔ AviTrader reaches over 16,000+ senior aviation executives and specialists in the global airline and service industry.



PRODUCT OVERVIEW

MONTHLY MRO E-MAGAZINE

- Subscription-free monthly magazine straight to your inbox
- Monthly features focusing on key issues in MRO sector
- Estimated 76,000+ readers including inter-company distribution and email forwarding
- Exclusive insight from senior industry executives
- Regular in-depth company profiles
- Pages and pages of the top monthly industry news
- Advertising opportunities in both e-magazine



WEEKLY AVIATION HEADLINES

- The industry-leading weekly aviation newsletter
- No subscription fees
- Distributed electronically in newsletter format every Monday
- Readership of 16,000+ senior industry executives and specialists
- Estimated 56,000+ readers including inter-company distribution and email forwarding
- Subscriber growth rate exceeds 20 per cent per annum
- AviTrader's flagship publication since 2005
- Multiple advertising opportunities for every budget



WEEKLY AVIATION MARKETPLACE

- The industry's most comprehensive line listings
- Distributed as an attachment to the weekly newsletter
- Lists equipment from individual components to fleets of Boeing 747-400s
- Convenient updating service provided by AviTrader
- Simple pricing mechanisms for line advertisement
- Attractive vehicle to display banners and strip ads



WWW.AVITRADER.COM WEBPAGE

- AviTrader.com can be accessed directly or via news-links from the daily email alert
- 15,000+ monthly unique visitors
- 490,000 monthly page views
- News landing page directly accessed through daily email alert
- Advanced navigation provides attractive advertisement display
- Advertising banners in top and side frame remain visible while visitor scrolls down



DAILY EMAIL ALERT

- Distributed electronically to 11,500+ subscribers
- Estimated 48,000 readers including email forwarding
- Headlines linked with www.avitrader.com webpage
- Exclusive strip ads available for highest ad visibility



READERSHIP DEMOGRAPHICS

	Monthly MRO E-Magazine	Weekly Aviation Headlines	Daily Email Alert
Direct Distribution	19,000	16,000	11,500
Estimated Readers	76,000	56,000	48,000
Annualized Growth Rate (Jan. - Jul. 2010)	70%	21%	14%
Readers by Profession			
- Executives, Senior Management	24%	18%	16%
- Technical Management	35%	37%	41%
- Engineers, Technicians	20%	19%	22%
- Buyers, Supply Chain	14%	14%	10%
- Sales & Marketing, Others	7%	12%	11%
Readers by Industry			
- Airline	41%	37%	39%
- MRO Services Providers	22%	18%	16%
- Leasing Consulting	8%	17%	17%
- Manufacturing, Others	29%	28%	28%

Monthly Page Views Monthly Unique Visitors

WWW.AVITRADER.COM STATISTICS

490,000 15,000

TESTIMONIALS

"Whilst the industry is well-populated with press, it is good to have a focus on the OEM and MRO sector, which AviTrader successfully delivers and does so in my mailbox every month."

Jon Sharp, CEO, Engine Lease Finance Corporation

"AviTrader MRO is a valuable tool for the Aviation MRO industry. It is refreshing to have a publication that is focused on our part of the market and provides a great source of information on new products and ideas. I appreciate the convenience of having it delivered via e-mail and the quick, well-written synopsis of happenings in our industry. I look forward to reading each issue."

Ron Luty, CEO of LJ Walch

"AviTrader has been an incredible resource for receiving real time information from around the world covering every aspect of the commercial aircraft industry. All of our divisions regularly use the daily and weekly publications."

Abdol Moabery, President and CEO, GA Telesis

ADVERTISING RATES (prices in US\$ and Euro per placement)

AviTrader MRO, the newest title in the AviTrader stable of publications, has gone from strength to strength since its launch at the beginning of 2010 and is now distributed to over 16,000 senior industry executives around the world.

Feedback since launch has been tremendously positive, confirming our belief that there was a need for a monthly, subscription-free e-publication focusing on the global MRO and OEM industries and related sectors.

AviTrader MRO brings to life an exciting and exacting business. In our monthly cover stories, we bring you detailed analysis of complex issues in plain language, asking the key questions and reporting the answers from the powers-that-be in the industry.

We also feature regular company profiles, taking an in-depth look at companies big and small around the world, and frequently reporting on the 'human interest' side of the business that is so often neglected in the highly technical world of aviation.

Our main stories are always accompanied by pages and pages of the top industry news and developments, from MRO & Production to Aircraft and Engines, Financial News, Appointments and more.

AviTrader MRO is an excellent platform for you to reach out to the people and companies that matter to your business, through both print and video advertising – and all in the context of an informative, up-to-date news publication that has become essential reading for senior executives worldwide.

AviTrader MRO – the top MRO and OEM news, in your inbox - every month.









	US Dollar	Euro
1/1 page ad	\$3,000	€2,100
1/2 page ad	\$2,000	€1,400
1/4 page ad	\$1,500	€1,000
1/8 page ad	\$1,000	€700

For advertising inquiries, please contact the German Sales office of AviTrader Publications Corp.,
Jenny Falk
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For editorial inquiries, please contact the UK office of AviTrader Publications Corp.,
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Email: Catherine.davies@avitrader.com

ADVERTISING RATES (prices in US\$ and Euro per placement)

	1 - 3 placements	4 - 11 placements	12 - 26 placements	27 - 50 placements
 <p>Full page ad (7.25" x 10")</p>	\$2,072 €1,430	\$1,865 €1,286	\$1,658 €1,143	\$1,450 €1,000
 <p>Cover page ad (7.25" x 1.25")</p>	\$1,290 €890	\$1,161 €800	\$1,032 €712	\$903 €623
 <p>1/2 page ad (7.25" x 5")</p>	\$1,544 €1,064	\$1,390 €958	\$1,235 €852	\$1,081 €745
 <p>1/3 page ad (7.25" x 3.3")</p>	\$1,161 €800	\$1,045 €720	\$929 €640	\$813 €560
 <p>1/4 page ad (7.25" x 2.5")</p>	\$932 €643	\$839 €578	\$746 €515	\$653 €450
 <p>1/8 page ad (7.25" x 1.25")</p>	\$690 €476	\$621 €428	\$552 €380	\$483 €334

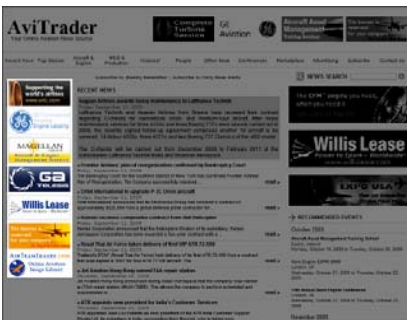
ADVERTISING RATES (prices in US\$ and Euro)

3 months 6 months 12 months



TOP BANNER (FRAME)
(148 x 61 pixels)

News Landing Page	\$3,753 €2,588	\$6,672 €4,601	\$11,676 €8,052
AviTrader Home Page	\$3,378 €2,329	\$6,006 €4,142	\$10,512 €7,249
All News Chapter Pages Package	\$2,628 €1,812	\$4,668 €3,219	\$8,172 €5,635



SIDE BANNER (FRAME)
(148 x 61 pixels)

News Landing Page	\$3,753 €2,588	\$6,672 €4,601	\$11,676 €8,052
AviTrader Home Page	\$3,378 €2,330	\$6,006 €4,142	\$10,512 €7,250
All News Chapter Pages Package	\$2,628 €1,812	\$4,668 €3,219	\$8,172 €5,635



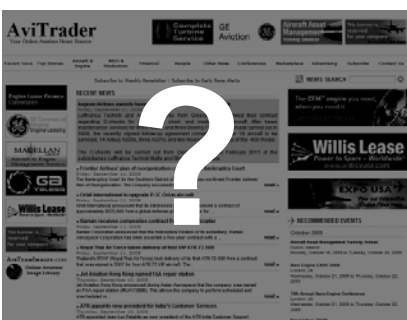
SIDE BANNER (NON-FRAME)
(291 x 90 pixels)

News Landing Page	\$4,128 €2,847	\$7,339 €5,061	\$12,843 €8,857
AviTrader Home Page	\$3,715 €2,562	\$6,606 €4,555	\$11,563 €7,947
All News Chapter Pages Package	\$2,890 €1,993	\$5,134 €3,540	\$8,939 €6,164



JUMBO TOP BANNER (FRAME)
(600 x 90 pixels)

News Landing Page	\$11,259 €7,765	\$20,016 €13,804	\$35,028 €24,157
AviTrader Home Page	\$10,134 €6,988	\$18,018 €12,426	\$31,536 €21,748
All News Chapter Pages Package	\$7,884 €5,437	\$14,004 €9,657	\$24,516 €16,907



“WHAT DO YOU LIKE” BANNER

We accommodate most of our customers special advertising requirements. Please contact us to discuss your special online advertising needs.

Quote Quote Quote

ADVERTISING RATES (prices in US\$ and Euro)

4 weeks 12 weeks 25 weeks 52 weeks



Display banner
(placed on top of page)

\$504	\$1,360	\$2,520	\$4,568
€347	€937	€1,737	€3,150



Strip ad (7.25" x 1")
(embedded in line ads)

\$1,008	\$2,720	\$5,040	\$9,136
€695	€1,875	€3,475	€6,300

Marketplace
Line advertising (S-Pack)
(up to 2 lines per week)

\$300	\$500	\$800	\$1,200
€207	€345	€552	€827

Marketplace
Line advertising (M-Pack)
(up to 5 lines per week)

\$400	\$750	\$1,200	\$1,800
€275	€517	€827	€1,241

Marketplace
Line advertising (L-Pack)
(up to 10 lines per week)

\$550	\$1,125	\$1,800	\$2,700
€379	€775	€1,241	€1,862

Marketplace
Ultimate marketplace bundle
Line advertising (L-Pack) plus display banner

\$850	\$2,000	\$3,400	\$5,800
€562	€1,379	€2,344	€4,000

ADVERTISING RATES (prices in US\$ and Euro per placement)

	1 - 3 placements	4 - 11 placements	12 - 26 placements	27 - 50 placements
EXCLUSIVE STRIP AD				
Up to 6.25" x 2.0"	\$360 €248	\$280 €193	\$230 €158	\$200 €138
Up to 6.25" x 3.0"	\$450 €310	\$350 €241	\$290 €200	\$250 €172

Note: An administration fee of \$50 (€35) will apply to all invoice amounts below \$300 (€200).

General Terms & Conditions

General
An "advertising order" in the sense of the General Terms & Conditions is a contract for the publishing of one or more ads of an advertiser (Client) in any of electronic publications of AviTrader Publications Corp. (AviTrader) including advertising material placed on www.avitrader.com. By issuing an order for advertisement, the Client accepts these General Terms & Conditions. These General Terms & Conditions shall apply exclusively. Terms and conditions issued by the Client which conflict with or differ from these General Terms & Conditions shall not be accepted by AviTrader unless AviTrader has explicitly agreed thereto in writing.

1. Acceptance of order
Advertising orders will be confirmed by AviTrader. The Client is responsible to provide the advertising material at Client's expense. The Client shall bear responsibility for the accuracy, completeness and legal admissibility of all material provided to AviTrader. Material and data owned by third parties may only be published with the permission of such third parties and the Client will be deemed to have obtained such permission. Should any rights of third parties, particularly copyrights, trademarks or competition rights, be infringed by executing Client's order, the Client shall bear the sole liability. This shall also apply to rights to internet domains and to the contents and design of homepages and websites. In this context the Client will indemnify AviTrader from all claims by third parties arising from such infringement of the law.

2. Documents
All documents to be supplied by the Client for handling the order (e.g. advertisement data, texts, logos, drawings, hyperlinks or other data) must be received by AviTrader by the closing date for submissions stated in the order confirmation. AviTrader, after reviewing the data material, will immediately request replacement material if the material has been determined unsuitable for publishing. AviTrader will guarantee the usual quality of electronic advertisement within the scope of existing possibilities. The Client must inform AviTrader in due course about any requested changes to the advertising material.

3. Order cancellations
The Client may cancel advertising orders in writing within five days after the order date or within five days prior to the first scheduled publishing date, whatever date accure first. In case of partial cancellation of an advertisement order, AviTrader will be entitled to charge the Client the applicable volume related price differences.

4. Invoicing and payment
All advertising orders are subject to advanced invoicing. AviTrader will issue an electronic invoice in PDF format which will be send via email to the Client. All invoices are payable by cheque or electronic transfer upon invoice receipt. For all payments received after 30 days from the invoice date, AviTrader is entitled to charge the Client with an administration fee of US\$ 100 plus interest. AviTrader retains the right to request advanced payment prior to the scheduled publishing date. The Client is responsible to inform AviTrader in writing about any invoice disputes. Such dispute doesn't release the Client from the obligation to pay the undisputed amount.

5. Liability
AviTrader Publications Corp., its officers, directors, employees, agents and subcontractors (collectively herein "the Indemnified Parties") shall not be liable for any damage in or loss of any properties owned by the Client, or injury or death or any other damage sustained by the Client, its personnel or third Parties due to or in connection with or in consequence of the performance or non-performance of AviTrader Publications Corp.

6. Governing law
This Agreement is constituted under the laws of British Columbia, Canada, and the AviTrader and the Client subject themselves to the jurisdiction of the law courts of British Columbia, Canada.

Contact

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