AviTrader™ publications

The Leading Aviation Advertising Platform

2021 MEDIA KIT

Introduction

Peter Jorssen
Publisher

Over the past 15 years AviTrader has providing aerospace news to the industry and has grown to become the leader in providing informative aviation news as well as advertising value for its customers. We are a passionate group of aviation professionals that are driven to find ways of improving our news content to expand our network to provide value to our advertising customers.

We take a unique approach whereby all our products - Monthly MRO Magazine, Weekly Aerospace Headlines, Daily Aerospace News Alerts, are free subscriptions and fully funded through advertising. By providing the most up to date and informative news and editorials, our readership base is continually expanding. This provides excellent value to our advertising customers since we not only distribute our news via email but take advantage of social media networks like LinkedIn and Twitter – creating the broadest exposure to our advertising customers.

Our aerospace news products include:

- The **MRO Magazine** is distributed monthly and provides in-depth coverage of key issues and developments in the aerospace industry, with exclusive insights from the powers-that-be in the business, as well as company profiles and the top news headlines each month.
- The **Weekly Aviation Headline News** is distributed weekly about the weekly round-up of commercial aerospace news as well as an **Aircraft and Engine Marketplace** and is enjoyed by thousands of senior aerospace executives from various segments worldwide.
- The **Daily Aviation News Alert** is distributed daily and is received by thousands of aerospace professionals about daily aerospace developments. Most of our news is received directly from companies through press releases so you can be assured that we provide the most up-to-date news available.

In August 2020, we conducted a survey with our readership and have confirmed that we provide the most value to our advertising customers as we have captured the interest from key decision makers and have increased future readership potential -

72% **of our readers are involved in projects and sourcing decisions.**

53% **of our readers say that it is very likely that they recommend our publications**

66% **of our readers are sharing our publications on a regular basis.**

I believe AviTrader Publications network of products and services are an excellent advertising vehicle to provide the value that companies are seeking.

Please review our publications and discover how we can help you promote your company and we would be happy to assist you in providing solutions to better promote your company's products and services.

If you have any questions you can contact us by referring to the last page of this document.

All the best in 2021 and keep safe and well!

Sincerely,

Peter

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Customer Testimonials

HERE´S WHAT SOME OF OUR READERS HAVE SAID ABOUT AVITRADER PUBLICATIONS

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, President and CEO, ELFC

I love all of you at Avitrader, the best marketing platform ever!

Pam Corrie, CFO & Owner, Beach Aviation

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 if 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,
LJ Walch

I think your publication is world-class and I use the information on a daily basis

Joe Annibalini,
Senior Manager,
GSP Marketing,
Pratt & Whitney

Superb, great service as always. We appreciate it.

Justin M Goatcher,
Group Managing Director, AVISA
Aviation Safety Systems Ltd

Thank you - I must tell you that in the first month we received over 20 inquiries for engines that I know we would not have. You have a good subscription base.

Robert Gallagher, Aircraft Systems Group

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

AviTrader does an awesome job of sharing information. Yours is the only publication I always read!

Lorna Thomassen,
Director of Marketing,
Cascade Aerospace

Your magazine is considered one of the most successful magazines in the aviation industry.

Eng. Khaled Omar,
Advertising and Public Affairs Directorate,
Egyptair Maintenance and Engineering

Many thanks for always putting out my regular Monday morning read. I enjoy the articles and information every week.

John Eichten,
TIMCO Aviation Services

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Monthly MRO Magazine

View Sample

- Focusing on Key Issues in MRO Sector
- In-depth Company Profiles
- Senior Executive Interviews
- PDF Printable Document – Promotes Inter-company distribution

Subscription-free monthly magazine straight to your inbox, as pdf attachment or link to hosted site

14,600+ Direct Distribution

50,000+ Inter-company Distribution

12 Monthly Editions

Plus Posted on LinkedIn 1,750 Followers twitter 560 Followers

WHAT OUR READERS ARE SAYING

EDITORIAL CONTENT

86%

43% Excellent
43% Good

LAYOUT & READIBILITY

85%

36% Excellent
49% Good

The **MRO e-Magazine** is widely accepted as an informative new source for the MRO commercial aviation industry.

Prices in US Dollars per placement	1 placement	2 - 3 placements	4 - 6 placements	7 - 12 placements
Full page ad (8.5" x 11.0") 21.59cm x 27.94cm	$3,000	$2,700	$2,400	$2,100
1/2 page ad (7.5" x 5.1") 19.05cm x 12.95cm	$2,000	$1,800	$1,600	$1,400
1/4 page ad (7.5" x 2.6") 19.05cm x 6.60cm	$1,500	$1,350	$1,200	$1,050
1/8 page ad (7.5" x 1.3") 19.05cm x 3.30cm	$1,000	$900	$800	$700
Exclusive sponsor ad Email Header 660 x 150 pixels	$1,000	$900	$800	$700
Advertorial (7.5" x 5.1") 19.05cm x 12.95cm	$3,500	$3,250	N/A	N/A

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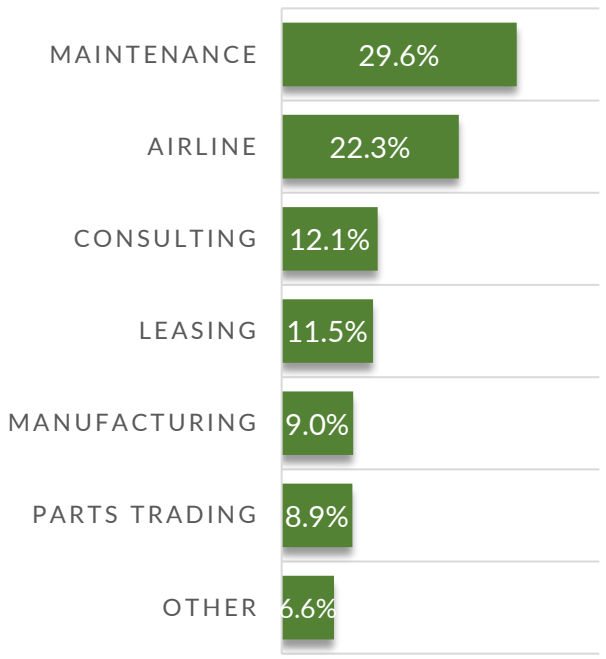
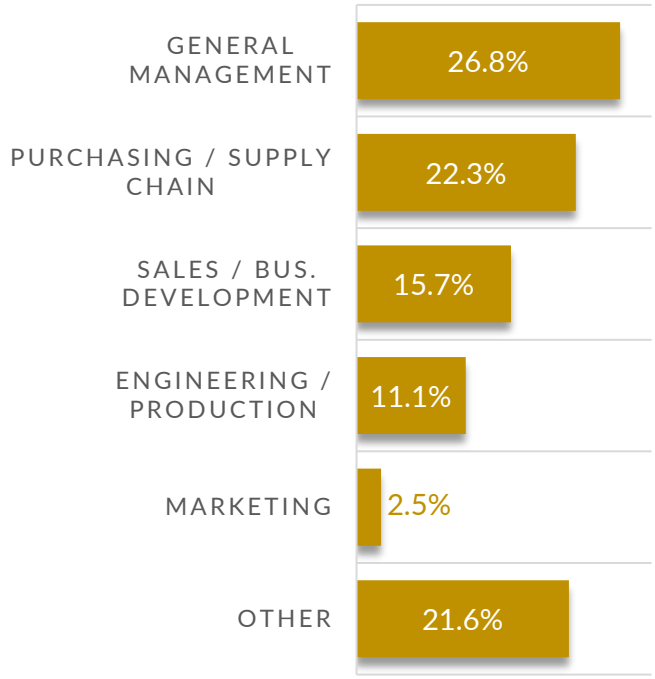
Monthly MRO Readership Demographics

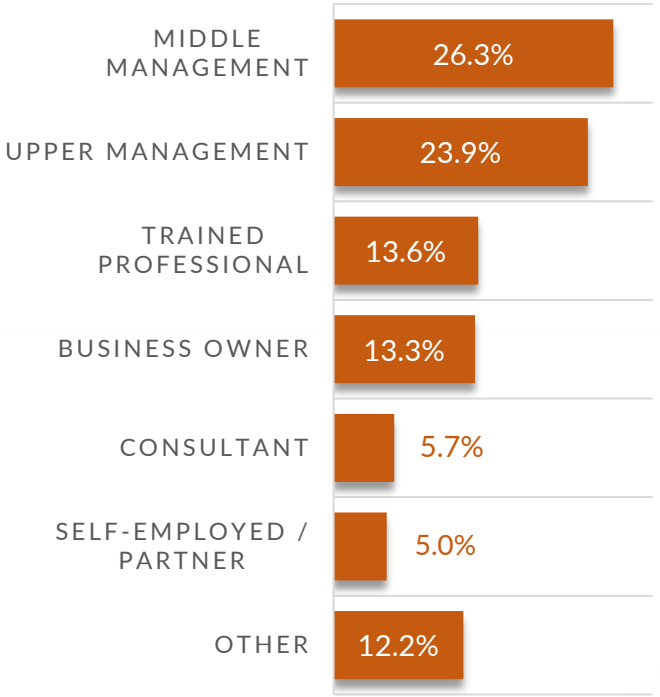
READERS BY INDUSTRY



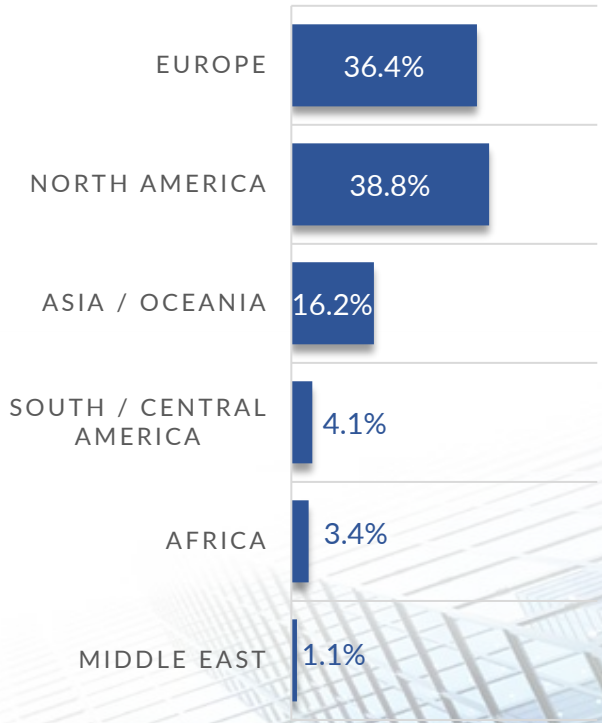
READERS BY DEPARTMENT



READERS BY POSITION



READERS BY REGION



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Monthly MRO Editorial Calendar

Edition	Segment	Topic
January	Aircraft	Integrated MRO solutions for mature aircraft
	Engines	Spare engine solutions
February	Aircraft	Middle East MRO market overview
	Components	Life cycle management of aircraft components
March	Aircraft	Re-delivery management
	Wheels & Brakes	Cost management for Wheels & Brakes maintenance
April	Engines	CFM56 engine maintenance
	Interiors	Maintenance challenges and solutions
	Special Report	MRO Americas 2021
May	Training	Technical training
	IT	MRO software solutions
June	Components	LRU management
	Aircraft	European MRO market overview
	Special Report	Paris Air Show 2021
July	Engines	New trends in engine maintenance
	IT	Automation & digitization in MRO
August	Aircraft	Cargo conversions
	Components	Composite repairs
September	Aircraft	Teardown & part outs
	Engines	Power by the hour programs
	Special Report	Aero-Engines Europe
October	Aircraft	C-Check down-time management
	Components	Reducing maintenance cost with used serviceable materials
	Special Report	MRO Europe 2021
November	Engines	Smart engine removal scheduling
	Aircraft	New trends in aircraft maintenance
December	Aircraft	Modifications
	Special Report	MRO outlook 2021

Please contact us to enquire about company profiles, editorials, and advertorials

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Advertorials

A recent study shows that readers **look at advertorials 52% more** and **generates more than 85% more clicks**** than **banner ads**. By getting your message across as an advertisement in the form of valuable editorial content, this can align your company's product or service as a solution of choice related to the topic. Advertorials are offered in both the **MRO Magazine** and the **Weekly Aviation Headline News**.

***Reference – The Economic Times Feb 12, 2019*

Here is an example of an advertorial and how to construct the content. Our editors will be assisting you on the writeup of the content and coordinating the topic. You will find the prices in both the pricing sections of the MRO Magazine and the Weekly Aviation Headline News.

Sponsored Ad

The Impact Of COVID-19 On The Aviation Industry: Engine Leases

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Construct a storyline that is written as an editorial related to the Topic.

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Dan Coulcher SVP & Chief Commercial Officer at Willis Lease believes.... Ultricies mi quis hendrerit dolor magna eget. Vel pharetra vel turpis nunc eget lorem

Introduce an executive within your company with some insight about the topic. Start introducing a product or service, but continue with the storyline.

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Dan Coulcher Chief Commercial Officer, Willis Lease

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A new program introduced by Willis Lease allows for..... Nisl tincidunt eget nullam non nisi. Eu feugiat pretium nibh ipsum consequat nisl vel pretium lectus. Urna nec tincidunt praesent semper feugiat. At auctor urna nunc id cursus

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Offer a solution to the problem by introducing your company's products and services. Give examples on how your company is unique as well as provides better services than your competitors. Align this with the Topic so it flows with the editorial.

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Closing remarks and provide your company's contact details.

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Willis Lease Finance Corporation
Power to Spare – Worldwide®

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AviTrader publications
Weekly Aviation Headline News

Weekly Aviation Headlines

View Sample

- Industry leading weekly aviation newsletter
- News on key issues in commercial aviation
- Aviation Marketplace Listings (Aircraft and Engines)

Subscription-free weekly magazine straight to your inbox, as pdf attachment or link to hosted site

14,500+ Direct Distribution

50,000+ Inter-company Distribution

50 Weekly Editions

Plus Posted on LinkedIn 1,750 Followers

twitter 560 Followers

WHAT OUR READERS ARE SAYING

EDITORIAL CONTENT

87%

36% Excellent
51% Good

LAYOUT & READIBILITY

84%

35% Excellent
49% Good

The **Weekly Aviation Headline News** has been a go-to source for a round-up of weekly news as well as an accurate marketplace for aerospace traders and airlines.

Prices in US Dollars per placement	1 - 3 placements	4 - 11 placements	12 - 26 placements	27 and more placements
Cover page ad (7.5" x 1.3") 19.05cm x 3.30cm	$1,290	$1,161	$1,032	$903
Full page ad (8.5" x 11.0") 21.59cm x 27.94cm	$2,072	$1,865	$1,658	$1,450
1/2 page ad (7.5" x 5.1") 19.05cm x 12.95cm	$1,544	$1,390	$1,235	$1,081
1/4 page ad (7.5" x 2.6") 19.05cm x 6.60cm	$932	$839	$746	$653
1/8 page ad (7.5" x 1.3") 19.05cm x 3.30cm	$690	$621	$552	$483
Exclusive sponsor ad 660 x 150 pixels	$1,000	$900	$800	$700
Advertorial (7.5" x 5.1") 19.05cm x 12.95cm	$2,500	N/A	N/A	N/A

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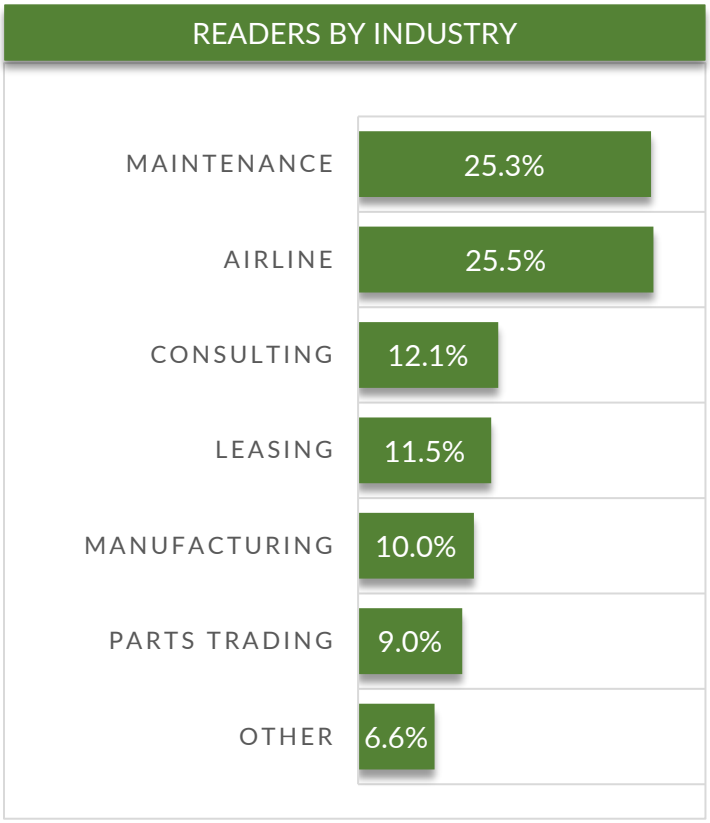
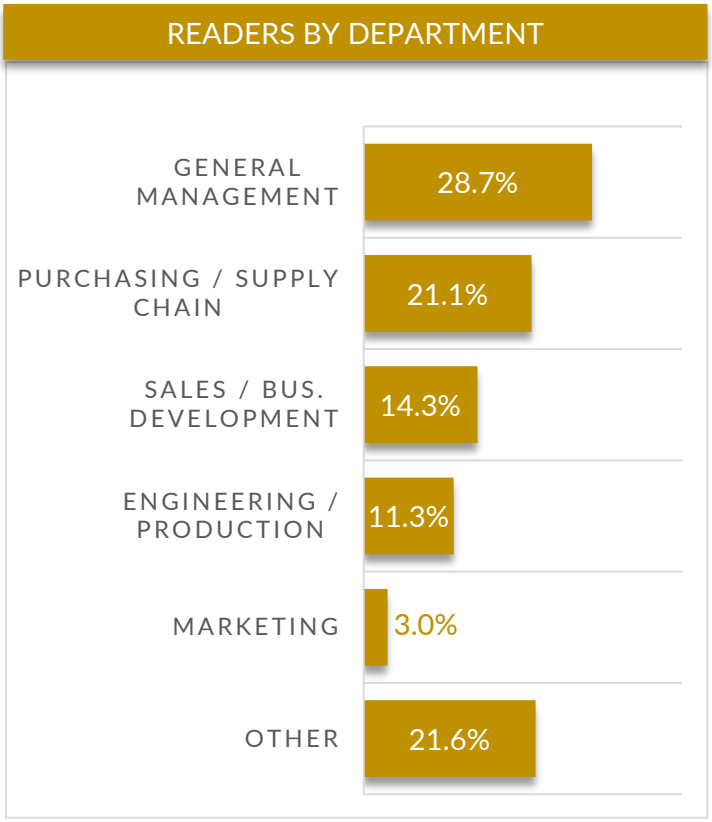
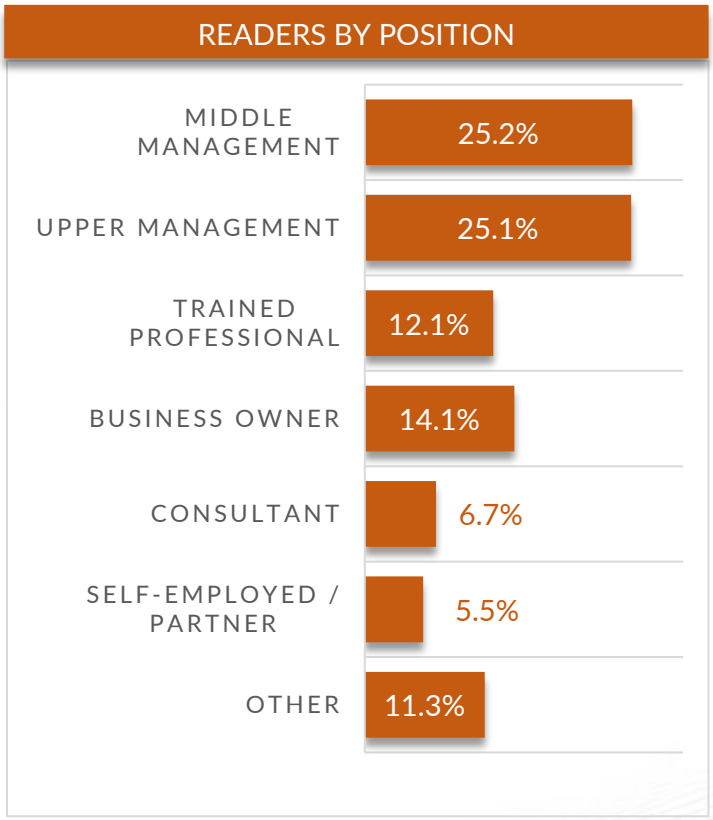
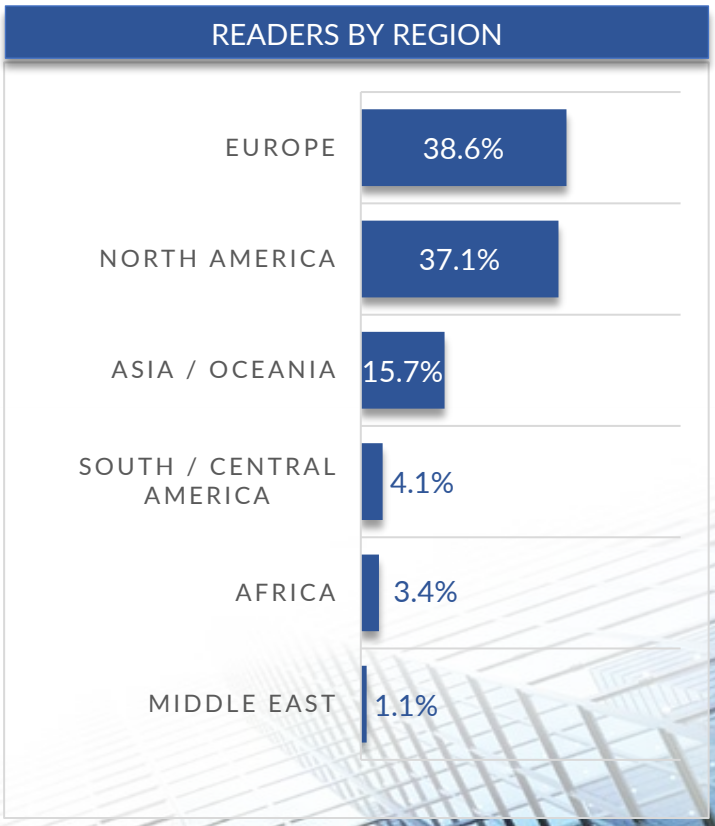
Weekly Aviation Headlines Readership Demographics









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Weekly Aviation Marketplace

View Sample

- Industry leading Weekly Aviation Marketplace
- Aircraft, Engines and Component Listings

Subscription-free Weekly Marketplace straight to your inbox, as pdf attachment or link to hosted site

14,600+ Direct Distribution

50,000+ Inter-company Distribution

50 Weekly Editions

Plus Posted on LinkedIn 1,750 Followers

twitter 560 Followers

Prices in US Dollars per placement	4 weeks	12 weeks	25 weeks	50 weeks
Line advertising (1 - 2 lines)	$300	$500	$800	$1,200
Line advertising (3 - 5 lines)	$400	$750	$1,200	$1,800
Line advertising (6 - 10 lines)	$550	$1,125	$1,800	$2,700
Prices in US$ per package				
Display banner (148 x 61 pixels)	$280	$252	$224	$196
Strip ad (6.25" x 2.0") 15.88cm x 5.08cm	$476	$428	$381	$333

Customer Feedback

Thank you - I must tell you that in the first month we received over 20 inquiries for engines that I know we would not have. You have a good subscription base.

Robert Gallagher, Aircraft Systems Group

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

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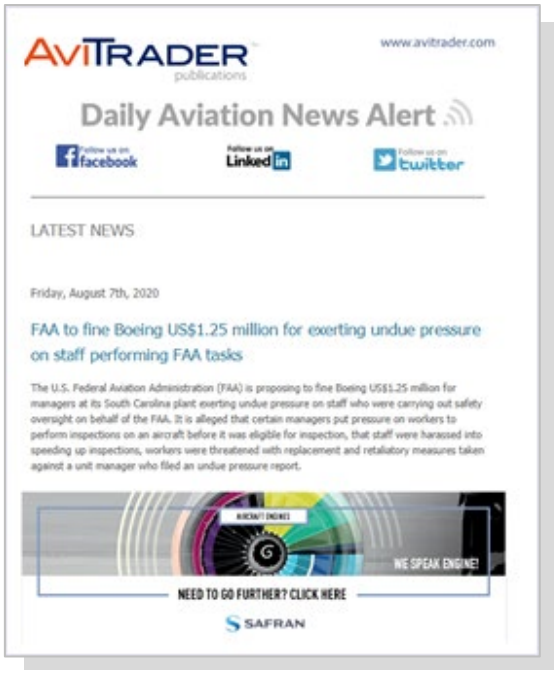
AviTrader publications www.avitrader.com

Daily Aviation News Alert

LATEST NEWS

Friday, August 7th, 2020

FAA to fine Boeing US$1.25 million for exerting undue pressure on staff performing FAA tasks

The U.S. Federal Aviation Administration (FAA) is proposing to fine Boeing US$1.25 million for managers at its South Carolina plant exerting undue pressure on staff who were carrying out safety oversight on behalf of the FAA. It is alleged that certain managers put pressure on workers to perform inspections on an aircraft before it was eligible for inspection, that staff were harassed into speeding up inspections, workers were threatened with replacement and retaliatory measures taken against a unit manager who filed an undue pressure report.

NEED TO GO FURTHER? CLICK HERE

SAFRAN

Daily Aviation News Alert

View Sample

- Most Comprehensive and Up-to-date News
- Direct news from the source
- Mobile Optimized and PC Friendly

Subscription-free Daily Alerts straight to your inbox

15,000+ Direct Distribution

55,000+ Inter-company Distribution

248 Daily Editions

Plus Posted on twitter 560 Followers

WHAT OUR READERS ARE SAYING

EDITORIAL CONTENT

87%

29% Excellent
58% Good

LAYOUT & READIBILITY

93%

42% Excellent
51% Good

The **Daily News Alerts** is an important source for update-to-date news for the mobile and desktop users.

Prices in US Dollars per placement	8 placements	16 placements	24 placements	48 placements
Strip ad (660 x 150 pixels)	$540	$490	$445	$405

Prices in US$ per placement (alternating positions)

	1 week 5 placements	2 weeks 10 placements	4 weeks 20 placements	8 weeks 40 placements
Top position banner ad (148 x 61 pixels)	$350	$315	$285	$255

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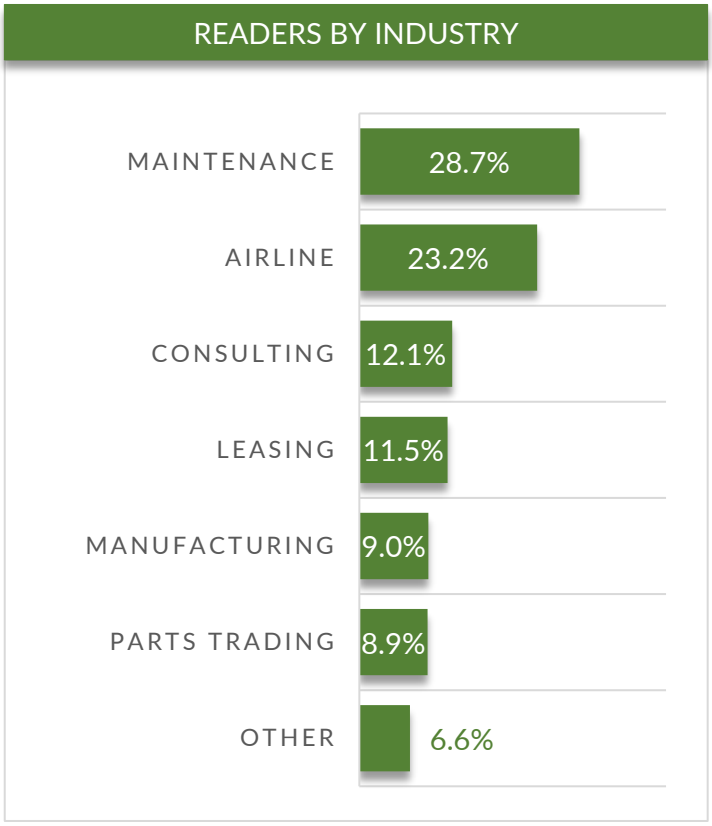
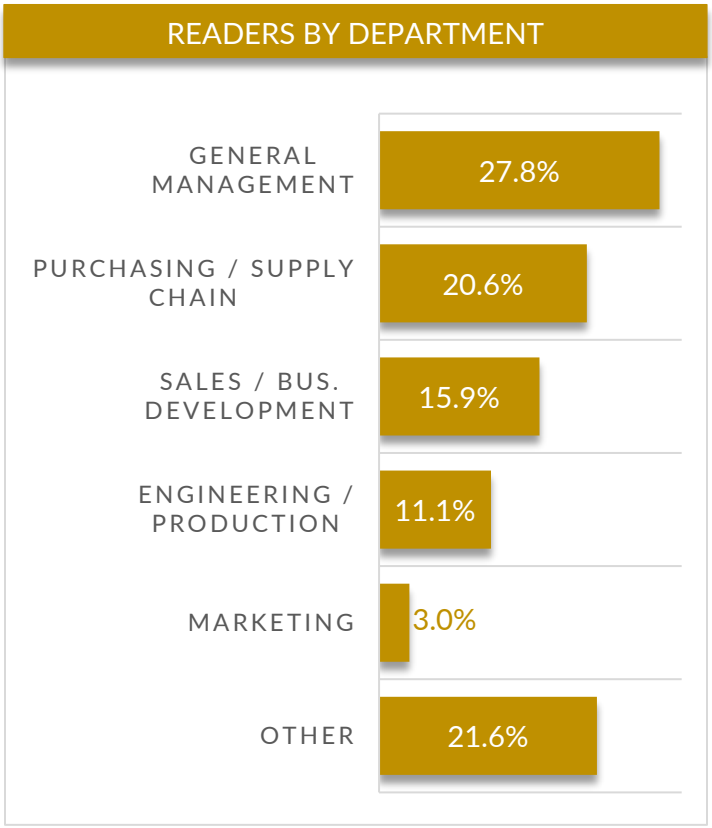
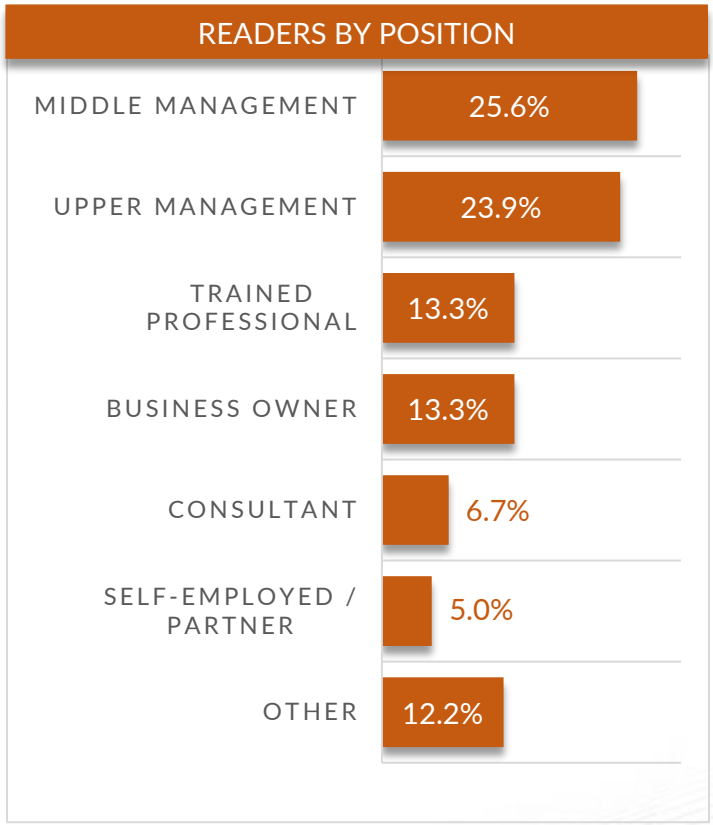
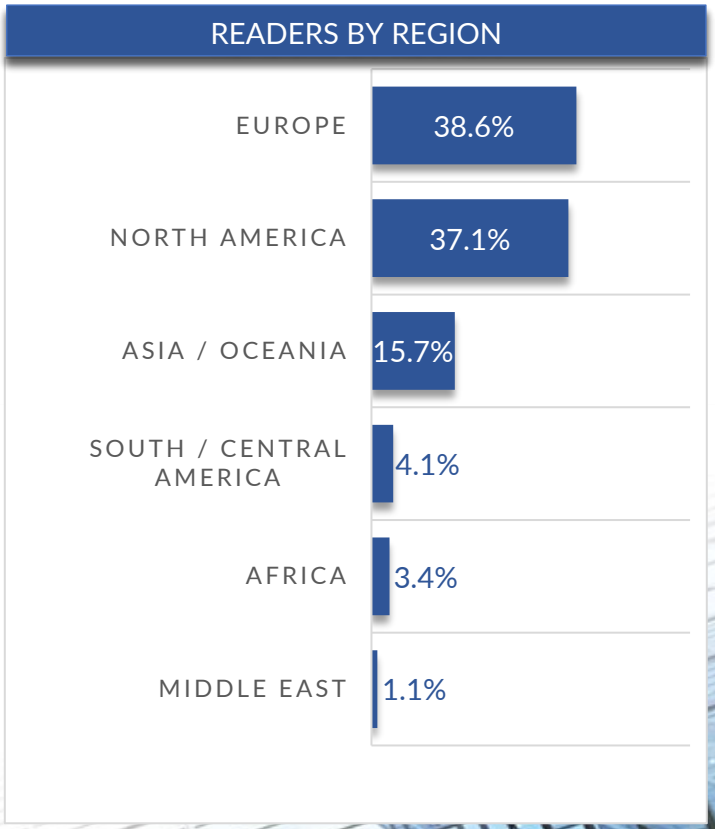
Daily News Alert Readership Demographics









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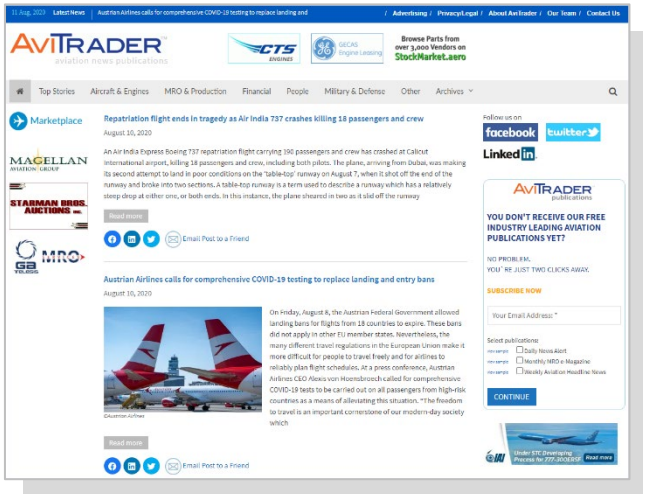


Website

www.avitrader.com

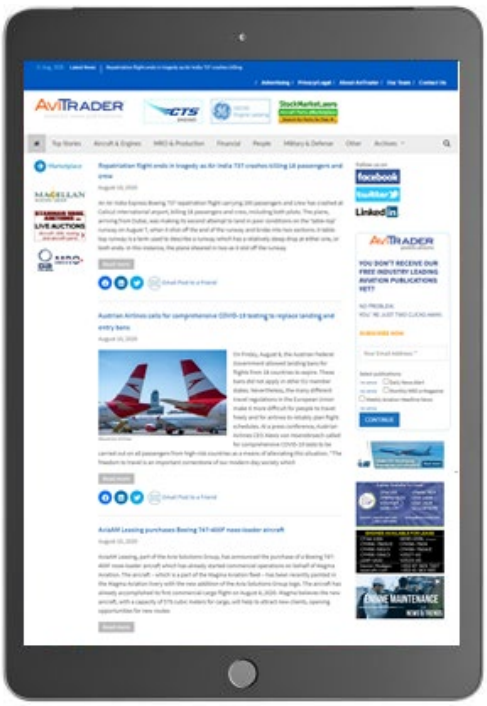
- Newslanding page for Daily News Alert and social media coverage (LinkedIn, Twitter, Facebook)
- Advanced Navigation for enhanced advertising
- Mobile Optimized and PC Friendly

300k Views

92k Unique Visitors

3.3 Views / Visitor

Plus Posted on twitter 560 Followers



VIEWER BY REGION	
Europe	43.8%
North America	35.3%
Asia Pacific	13.2%
Middle East	1.8%
Other	5.90%

VIEWER BY COUNTRY	
United States	41.2%
United Kingdom	7.8%
India	4.2%
Canada	3.8%
Germany	3.9%
France	3.7%
Spain	2.9%
Singapore	2.6%
Japan	2.6%
China	2.3%
Rest of the World	25.0%

Prices in US$ per month	3 month placements	6 month placements	9 month placements	12 month placements
All pages top banner* (148 x 61 pixels)	$950	$805	$685	$580
All pages side banner* (291 x 90 pixels)	$1,095	$925	$785	$665

*Prices in US$ per month *Package doesn´t include placements on news landing page*

Prices in US$ per week	1 week placements	4 weeks placements	8 weeks placements	12 week placements
Exclusive news landing page banner (900x150)	$1,500	$1,275	$1,085	$925

	Permanent (1 time fee)
Video Hosting Link from a paid ad / per video	$100

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TECHNICAL SPECIFICATIONS

DAILY AVIATION NEWS ALERT

	Dimensions	File format	File size	Animation
Strip ads	660 x 150 pixels	PDF / JPG / GIF / PNG	< 100 kb	No
Top position banner ad	148 x 61 pixels	PDF / JPG / GIF / PNG	< 100 kb	No

MONTHLY MRO MAGAZINE & WEEKLY AVIATION HEADLINE NEWS

	Dimensions	File format	File size	Animation
Full page ad	Letter size 8.5" x 11.0" 21.59cm x 27.94cm	PDF unflattened*	< 500 kb	No
1/2 page ad	7.5" x 5.1" 19.05cm x 12.95cm	PDF unflattened*	< 300 kb	No
1/4 page ad	7.5" x 2.6" 19.05cm x 6.60cm	PDF unflattened*	< 200 kb	No
1/8 page ad	7.5" x 1.3" 19.05cm x 3.30cm	PDF unflattened*	< 150 kb	No
Exclusive sponsor ad	660 x 150 pixels	PDF / JPG / GIF / PNG	< 100 kb	No

AIRCRAFT & ENGINE MARKETPLACE (distributed with the WEEKLY AVIATION HEADLINE NEWS)

	Dimensions	File format	File size	Animation
Strip ad	6.25" x 2.0" 15.88cm x 5.08cm	PDF unflattened*	< 150 kb	No
Display banner ad	2.0" x 1.5" 15.88cm x 3.81cm	PDF unflattened*	< 100 kb	No

WEBPAGE BANNER - WWW.AVITRADER.COM

	Dimensions	File format	File size	Animation
Banner ad standard	6.25" x 2.0" 15.88cm x 5.08cm	PDF / JPG / GIF / PNG	<100kb	No
Banner ad large	2.0" x 1.5" 15.88cm x 3.81cm	PDF / JPG / GIF / PNG	< 150kb	No
Exclusive newslanding page banner (XXL)	900x150 pixels	PDF / JPG / GIF / PNG	<1mb	No

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CONTACT US TO DISCUSS YOUR ADVERTISING OPTIONS

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Malte Tamm
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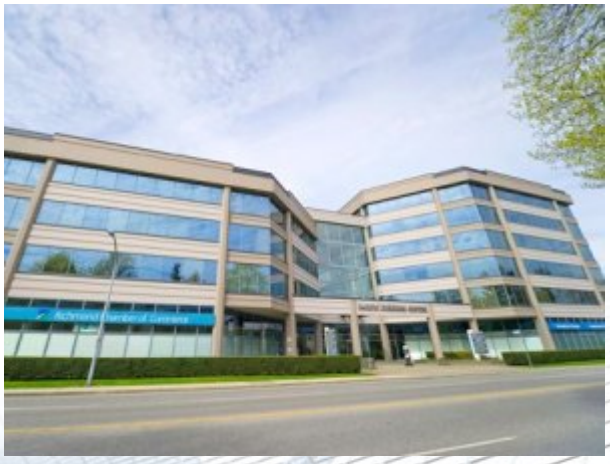

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