



The Leading Aviation Advertising Platform

2022 MEDIA KIT

Introduction

This past year the aviation industry has faced many challenges during the economic recovery. As operators and services providers have been ramping up to meet the increased demand and pressure. During this time, AviTrader Publications has focused on improving its products and services to maintain a high-quality standard to ensure we exceed both readership and advertising customers' expectations.

I am proud to say that in 2021 we were nominated by **Aerospace Media Awards** (a yearly consortium of industry journalists and experts who award the very best in aviation journalism and publishing) in 2 categories: Best MRO Submission and Best Propulsion Submission. I want to thank our editors and journalists for providing exceptional editorial material. Without their dedication and support, this would not be possible.



Peter Jorssen
Publisher

We have improved the content and design of our publications, making our stories more captivating to our readership. The **Monthly MRO Magazine, Weekly Aerospace Headlines, and Daily Aerospace News Alerts** are free subscriptions fully funded through advertising. Our readership base is continually expanding by providing the most up-to-date and informative news and editorials. This offers excellent value to our advertising customers since we not only distribute the 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:

- MRO Magazine Distributed monthly to provide in-depth coverage of key issues and developments in the aerospace industry. With exclusive insights from the powers-that-be in the business, company profiles, and the top news headlines each month.
- Weekly Aviation Headline News Distributed Monday to round-up the previous week's commercial aerospace news
 as well as an Aircraft and Engine Marketplace that is enjoyed by thousands of senior aerospace executives from
 various segments worldwide.
- Daily Aviation News Alert Distributed daily with the most up-to-date news available. Received directly from companies through press releases and sent to thousands of aerospace professionals.

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

Please review our media kit and discover how we can help you promote your company's products and services.

If you have any questions, do not hesitate to contact us by referring to the last page of this document.

All the best in 2022, and keep safe and well!

Sincerely,

Peter



Customer Testimonials

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

We offer a wide range of MRO and aerostructure repairs at Vallair, alongside our materials management, cargo conversion and trading and leasing activities. So finding good media partners that we can rely upon to reach our varied target audiences and deliver content that we can leverage across our own digital platforms is very important for us. Because AviTraderMRO is targeted at decision makers in the aircraft maintenance and trading sectors we are able to position our message accurately.

Malcolm Chandler Head of Commercial & Marketing, Vallair

AviTrader is an extremely resourceful publication covering every aspect of the commercial aircraft industry in an authoritative and engaging approach. As an editorial and advertising vehicle, our participation in industry features, coverage of news announcements and the publishing of our adverts have benefitted AerFin significantly from the association with the publication.

James Bennett Commercial Director, AerFin

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 Relevant information in real time!

Avitrader provides instant access to what's happening now. While their MRO publication captures what is trending across the airline ecosystem. Avitrader is a valuable resource at all levels of management all the way up to the C-Suite.

Abdol Moabery President and CEO, GA Telesis

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

John Eichten TIMCO Aviation Services

Aero Norway is very pleased to include AviTraderMRO in our advertising programme. They provide excellent insight across a wide range of industry topics and their articles are always well-researched and balanced. AviTrader was a pioneer in digital media and their forward-looking approach is reflected in the relationships they establish with aviation leaders – it is always a good read. As a specialist CFM56 engine MRO, we are keen to reach out to a broad customer base of airlines and lessors and AviTrader helps us to do that.

Ramon Peters Global Sales & Marketing Director, Aero Norway

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 When it comes to leading aviation news and views AviTrader MRO magazine is up there with the industry's best. With relevant topics and balanced opinions on what is happening in our world of MRO and aircraft support, you can be sure of a varied, informative, and well-written read in the monthly magazine. As regular contributors the exposure we gain within our industry is fantastic and working with the great AviTrader team of industry experts is the aileron on the wingtip!

Becky Newell Marketing Manager, AJW

AviTrader MRO is our team's go-to resource for the latest industry news, and it's a great way for us to stay informed of current market trends affecting the aviation industry. It is always an informative read and we truly appreciate the opportunity to share our thoughts on important industry topics.

Jeff Lund, CEO Kellstrom Aerospace Group

I think your publication is worldclass and I use the information on a daily basis

Joe Annibalini SR Manager, GSP Marketing, Pratt & Whitney





MRO MAGAZINE (12 Annual Editions) Q View Sample

Description Submission

AEROSPACE MEDIA AWARDS

AEROSPACE √ Best MRO Submission

✓ Best Propulsion Submission

- Leading magazine focusing on key Issues in MRO Sector
- o In-depth company profiles
- o Senior executive interviews
- PDF printable document promotes inter-company distribution.

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

14,700+

50,000+

12

Direct Distribution

Inter-company Distribution

Monthly Editions

Plus Posted on

Linked in



WHAT OUR READERS ARE SAYING



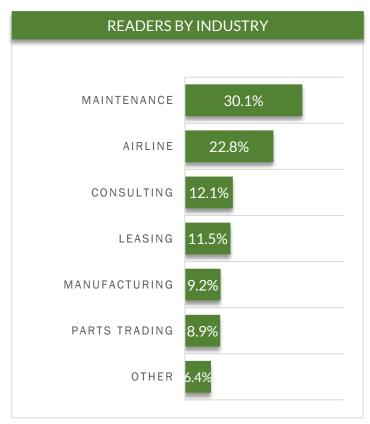


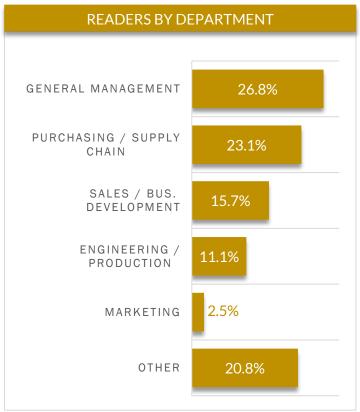
The MRO e-Magazine is widely accepted as an informative new source for the MRO commercial aviation industry.

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Alliens for ARV inparts and see horsoned and proud of their insereed confidence in Revine for brinking gave requirements." Allowy Origenthose, ST Airlens Deputy Germel Devector for Controving Assectations, added. "Berking with dependable and fleaking partners in July for the support of ST Airlans demanding operations. We count on Revina to deliver a high quality of service for our banding gave.	
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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

Monthly MRO Readership Demographics











MRO Magazine 2022 Editorial Calendar

January	Engines	Maintenance Cost Management for Aging Engines
	MRO Sustainability	MRO and Sustainability
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February	Wheels & Brakes	Optimizing Landing Gear Maintenance
	MRO Technology	3D Printed Parts
March	Components	Trends in Component Management & Supply Chain
	Aircraft	Effective Transitions & Records Management
April	Engines	CFM56 Engine Overhaul Services
	Event Preview	MRO Americas (Apr 26-28, 2022)
	*Supplemental	Embraer Support Services
	Edition	
May	Regional Report	European MRO Market Overview
	Aircraft	Line Maintenance
June	Components	APU Maintenance Market Overview
	Aircraft	End of Life-Cycle Management
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July	Aircraft	Cabin Retrofits
	Special Report	Farnborough Air Show (Jul 18 - 22, 2022)
August	Software	MRO and Digitalization
August	Aircraft	Effective Lease Return Management
	Allorate	Effective Lease Neturn Management
September	Components	Component Support for Aging Aircraft
	Special Report	Aviation Africa Report
	*Supplemental	Freighters
	Edition	
October	Engines	Spare Engine Management & Solutions
	Aircraft	777 Maintenance
November	Software	New Trends in MRO Software
	Regional Report	North American Base Maintenance Market
	Engines	Aero Engine Europe (date to be confirmed)
December	General	MRO Outlook 2023
	Aircraft	Regional Aircraft MRO

^{*}supplemental editions are additional editions with a narrow focus on the toxic.

If your company would like to participate in an editorial please conta





WEEKLY AVIATION HEADLINES

Q View Sample

- Industry leading weekly aviation newsletter
- o 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

14,600+

50,000+

50

Direct Distribution

Inter-company Distribution

Weekly Editions

Plus Posted on

Linked in



WHAT OUR READERS ARE SAYING

EDITORIAL CONTENT



LAYOUT & READIBILITY

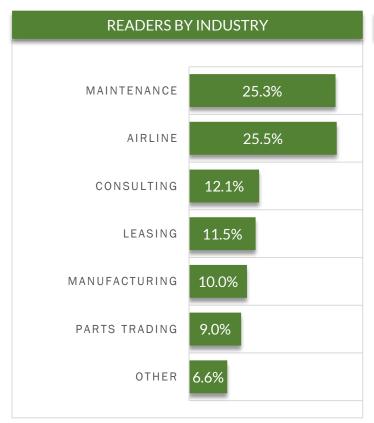


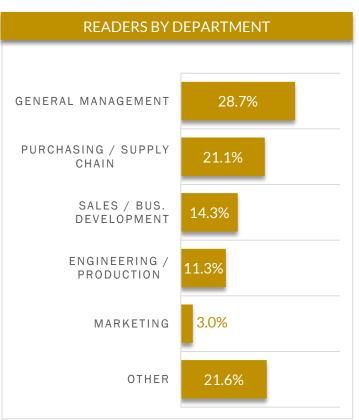
The Weekly Aviation Headline News has been a go-to source for a round-up of weekly news as well as an accurate marketplace for aerospace traders and airlines.



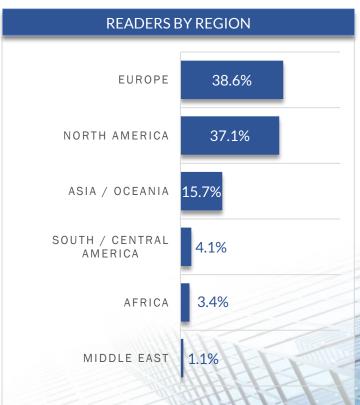
Prices in US Dollars per placement	1 - 3 placements	4 - 11 placements	12 - 26 placements	27 + placements
Full page ad (8.5" x 11.0") 21.59cm x 27.94cm	\$2,072	\$1,865	\$1,658	\$1,450
1/2 page ad (7.5" x 5.1") 19.05cm x 12.95cm	\$1,544	\$1,390	\$1,235	\$1,081
1/4 page ad (7.5" x 2.6") 19.05cm x 6.60cm	\$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

Weekly Aviation Headlines Readership Demographics











WEEKLY AVIATION MARKETPLACE

Q View Sample

- o 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+

50,000+

50

Direct Distribution

Inter-company Distribution

Weekly Editions

Plus Posted on











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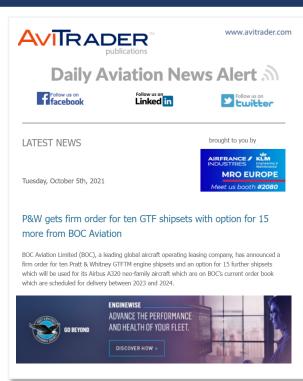
Prices in US Dollars per placement	weeks	weeks	weeks	weeks
Line advertising	\$300	\$500	\$800	\$1,200
(1 - 2 lines)	4000	Ψοσο	Ψ000	Ψ±,200
Line advertising	\$400	\$750	\$1,200	\$1,800
(3 - 5 lines)	ΨΨΟΟ	Ψ100	Ψ1,200	Ψ1,000
Line advertising	\$550	\$1,125	\$1,800	\$2,700
(6 - 10 lines)	ΨΟΟ	Ψ1,123	Ψ1,000	Ψ2,100
Prices in US\$ per placement				
Display banner	\$280	\$252	\$224	\$196
(200 x 100 pixels)	⊅∠ 00	\$252	Φ 224	\$190
Strip ad	\$476	\$428	\$381	\$333
(6.25" x 2.0") 15.88cm x 5.08cm	Ψ+10	Ψ-720	ΨΟΟΙ	ΨΟΟΟ

Customer Feedback

AviTrader is an extremely resourceful publication covering every aspect of the commercial aircraft industry in an authoritative and engaging approach. As an editorial and advertising vehicle, our participation in industry features, coverage of news announcements and the publishing of our adverts have benefitted AerFin significantly from the association with the publication.

James Bennett Commercial Director, AerFin





DAILY AVIATION NEWS ALERT Q 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

15,100+

55,000+

248

Direct Distribution

Inter-company Distribution

Daily Editions

Plus Posted on



WHAT OUR READERS ARE SAYING

EDITORIAL CONTENT



LAYOUT & READIBILITY



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

Chicago Jet Group	gains STC approval for Universal Avionics
InSight™ Flight D	eck upgrade on Falcon 900B
Avionics' (UA) InSight Flight	s received FAA Supplemental Type Certificate (STC) for Universal Deck upgrade on the Dassault Falcon 9008. CIG's unique STC solutions leck Upgrade are designed to allow operators to choose from a cloge.
approach capabilities, a CVI Management Unit. This solu	2000 FMS by adding dual UA UNS-1Fw SBAS-FMSs including LP and LPV R-120A Cotipit Voice Recorder, and UniLink" UL-803 communications cition offers capabilities for FAVS 1/A-CPDLC, European ATN B1, and he FAA for Domestic US CPDLC, departure, and en-rouse dearances).
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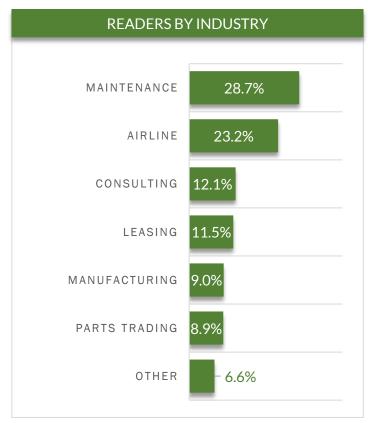
Prices in US Dollars per placement	8 placements	16 placements	24 placements	50 placements
Strip ad (660 x 150 pixels)	\$540	\$490	\$445	\$405

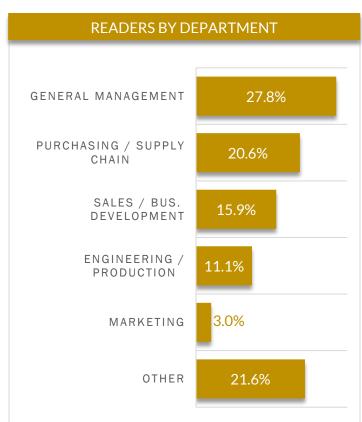
Prices in US\$ per placement (alternating positions)

		THE STATE OF THE S		
	1 week 5 placements	2 weeks 10 placements	4 weeks 20 placements	8 weeks 40 placements
Top position banner ad (200 x 100 pixels)	\$350	\$315	\$285	\$255



Daily News Alert Readership Demographics













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

92k

5.4

Views

Unique Visitors

Views / Visitor





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* (200 x 100 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)			HH
Video Hosting Link from a paid ad / per video	\$100			THE



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	200 x 100 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	< 100 kb	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



CONTACT US TO DISCUSS YOUR ADVERTISING OPTIONS



Tamar JorssenVice President Sales and Business Development

Phone: +1.778.213.8543

Email: tamar.jorssen@avitrader.com



Malte Tamm
Sales and Marketing Manager

Email: malte.tamm@avitrader.com

Editorial Staff



Heike Tamm Editor in Chief



Keith Mwanalushi Editor MRO Magazine



David Dundas Editor Daily News



Volker Dannenmann Graphis & Layouts

Press releases: press@avitrader.com

Website: avitrader.com



Corporate Headquarters

AviTrader Publications Corp.
Suite 305, South Tower 5811 Cooney Road
Richmond, British Columbia, Canada V6X 3M1

Linked in Lwi

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