



The Leading Aviation Advertising Platform

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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,

A stylized handwritten signature in black ink.

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 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, 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 world-class and I use the information on a daily basis

**Joe Annibalini**  
 SR Manager, GSP Marketing, Pratt & Whitney





## MRO MAGAZINE (12 Annual Editions) [View Sample](#)



★ 2021 Media Award Nominee

AEROSPACE  
MEDIA  
AWARDS

- ✓ Best MRO Submission
- ✓ Best Propulsion Submission

- Leading magazine focusing on key Issues in MRO Sector
- In-depth company profiles
- 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+**

Direct Distribution

**50,000+**

Inter-company Distribution

**12**

Monthly Editions

Plus Posted on

**Linked in**

**twitter**

## WHAT OUR READERS ARE SAYING

### EDITORIAL CONTENT



### LAYOUT & READABILITY



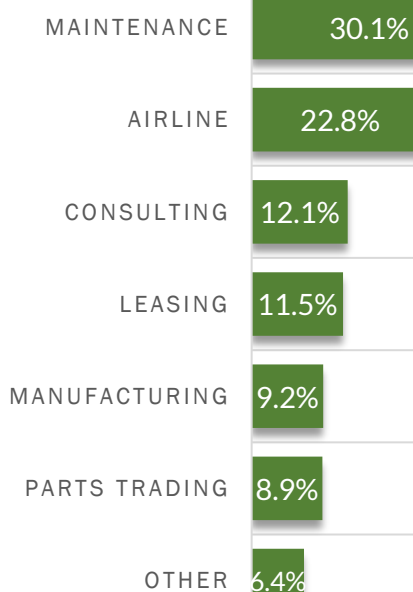
The **MRO e-Magazine** is widely accepted as an informative new source for the MRO commercial aviation industry.

Prices in US Dollars per placement

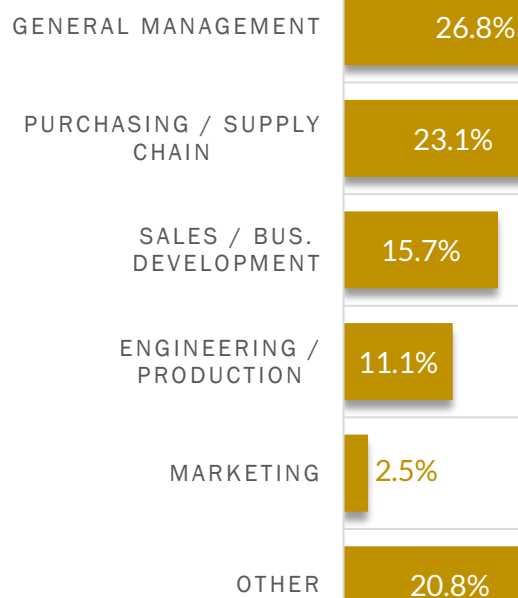
	1 placement	2 - 3 placements	4 - 6 placements	7 - 12 placements
<b>Full page ad</b> (8.5" x 11.0") 21.59cm x 27.94cm	\$3,000	\$2,700	\$2,400	\$2,100
<b>1/2 page ad</b> (7.5" x 5.1") 19.05cm x 12.95cm	\$2,000	\$1,800	\$1,600	\$1,400
<b>1/4 page ad</b> (7.5" x 2.6") 19.05cm x 6.60cm	\$1,500	\$1,350	\$1,200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

# Monthly MRO Readership Demographics

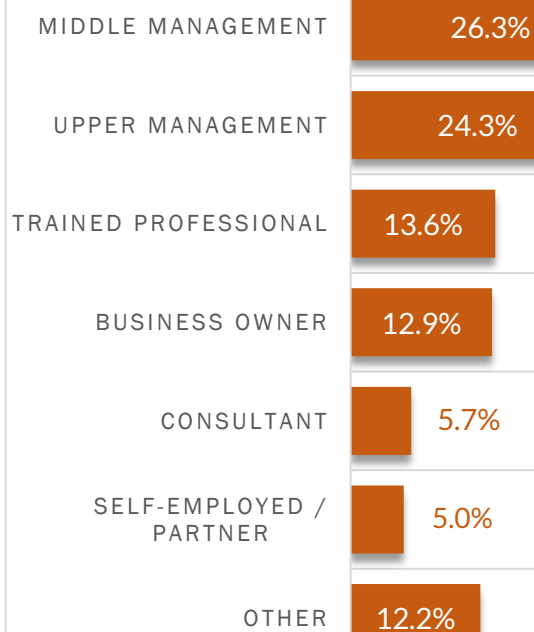
## READERS BY INDUSTRY



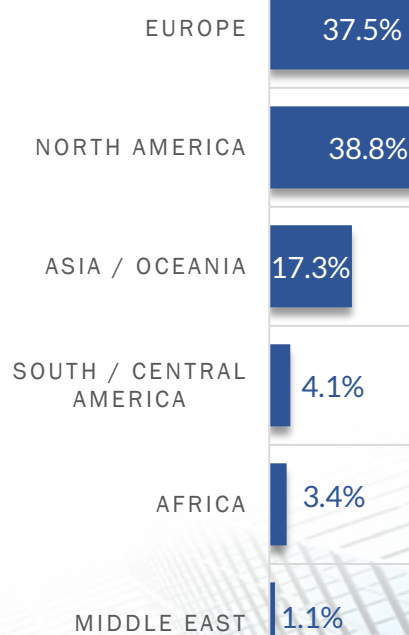
## READERS BY DEPARTMENT



## READERS BY POSITION



## READERS BY REGION



## MRO Magazine 2022 Editorial Calendar

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

*\*supplemental editions are additional editions with a narrow focus on the topic.*

If your company would like to participate in an editorial please contact us.



### AVI TRADER™ 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

**14,600+**

Direct Distribution

**50,000+**

Inter-company Distribution

**50**

Weekly Editions

Plus Posted on

LinkedIn

twitter

## WHAT OUR READERS ARE SAYING

### EDITORIAL CONTENT

**87%**

36% Excellent  
51% Good

### LAYOUT & READABILITY

**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.

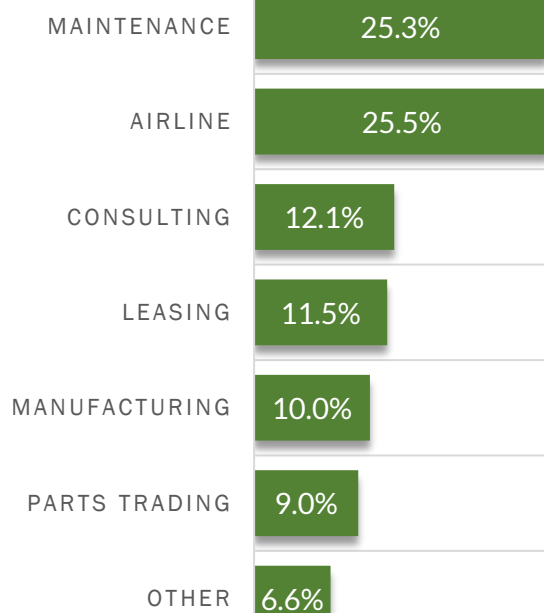


Prices in US Dollars  
per placement

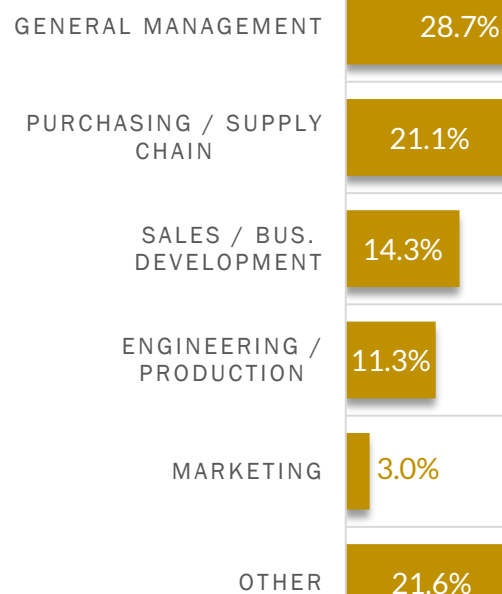
	1 - 3 placements	4 - 11 placements	12 - 26 placements	27 + placements
<b>Full page ad</b> (8.5" x 11.0") 21.59cm x 27.94cm	\$2,072	\$1,865	\$1,658	\$1,450
<b>1/2 page ad</b> (7.5" x 5.1") 19.05cm x 12.95cm	\$1,544	\$1,390	\$1,235	\$1,081
<b>1/4 page ad</b> (7.5" x 2.6") 19.05cm x 6.60cm	\$932	\$839	\$746	\$653
<b>1/8 page ad</b> (7.5" x 1.3") 19.05cm x 3.30cm	\$690	\$621	\$552	\$483
<b>Exclusive sponsor ad</b> 660 x 150 pixels	\$1,000	\$900	\$800	\$700
<b>Advertorial</b> (7.5" x 5.1") 19.05cm x 12.95cm	\$2,500	N/A	N/A	N/A

## Weekly Aviation Headlines Readership Demographics

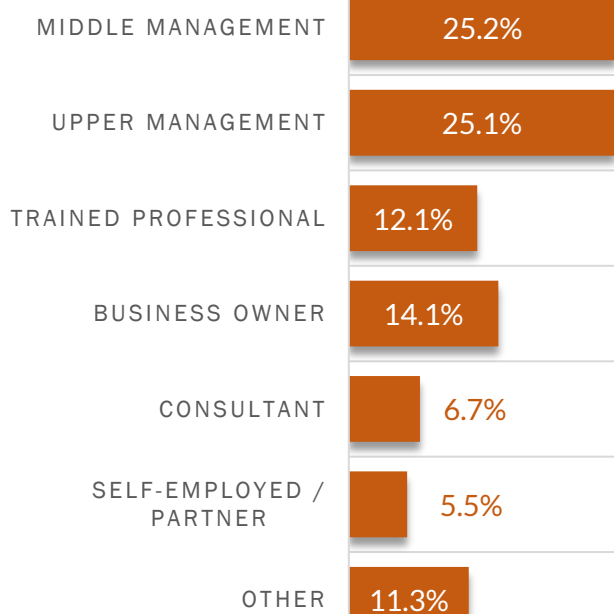
### READERS BY INDUSTRY



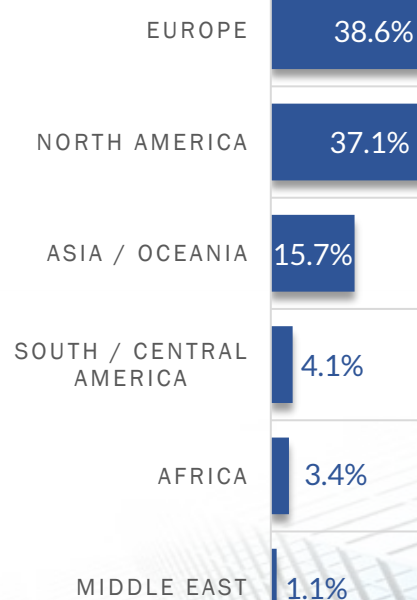
### READERS BY DEPARTMENT



### READERS BY POSITION



### READERS BY REGION





[illegible]

# 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**



<i>Prices in US Dollars per placement</i>	4 weeks	12 weeks	25 weeks	50 weeks
<b>Line advertising</b> (1 - 2 lines)	\$300	\$500	\$800	\$1,200
<b>Line advertising</b> (3 - 5 lines)	\$400	\$750	\$1,200	\$1,800
<b>Line advertising</b> (6 - 10 lines)	\$550	\$1,125	\$1,800	\$2,700
<i>Prices in US\$ per placement</i>				
<b>Display banner</b> (200 x 100 pixels)	\$280	\$252	\$224	\$196
<b>Strip ad</b> (6.25" x 2.0") 15.88cm x 5.08cm	\$476	\$428	\$381	\$333

## 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

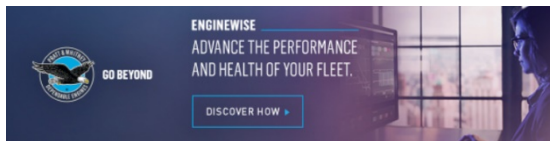


### LATEST NEWS

Tuesday, October 5th, 2021

**P&W gets firm order for ten GTF shipsets with option for 15 more from BOC Aviation**

BOC Aviation Limited (BOC), a leading global aircraft operating leasing company, has announced a firm order for ten Pratt & Whitney GTFM engine shipsets and an option for 15 further shipsets which will be used for its Airbus A320 neo-family aircraft which are on BOC's current order book which are scheduled for delivery between 2023 and 2024.



## 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

**15,100+**

Direct Distribution

**55,000+**

Inter-company Distribution

**248**

Daily Editions

Plus Posted on



## WHAT OUR READERS ARE SAYING

### EDITORIAL CONTENT



### LAYOUT & READABILITY



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

**Strip ad**  
(660 x 150 pixels)

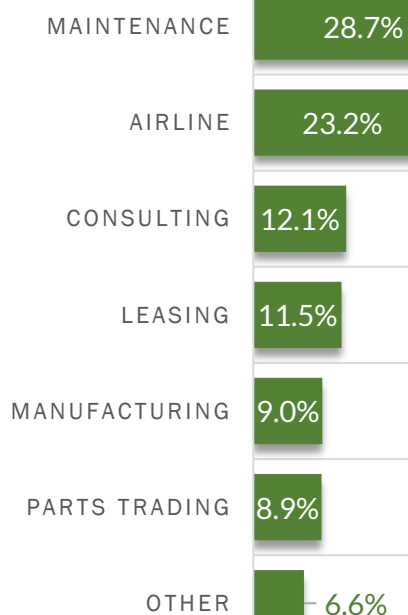
8 placements	16 placements	24 placements	50 placements
\$540	\$490	\$445	\$405

Prices in US\$ per placement (alternating positions)

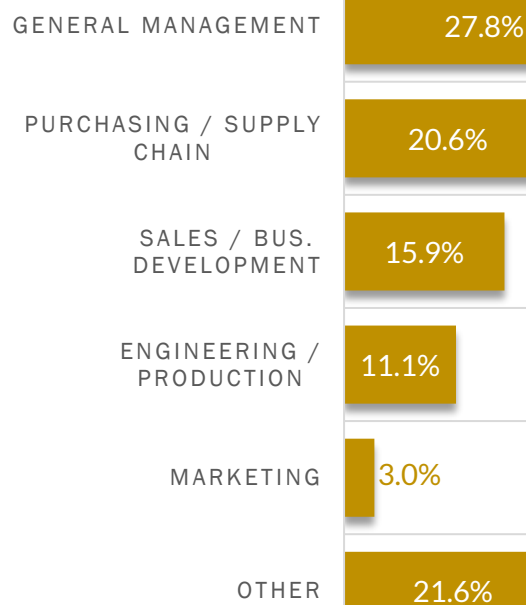
	1 week 5 placements	2 weeks 10 placements	4 weeks 20 placements	8 weeks 40 placements
<b>Top position banner ad</b> (200 x 100 pixels)	\$350	\$315	\$285	\$255

## Daily News Alert Readership Demographics

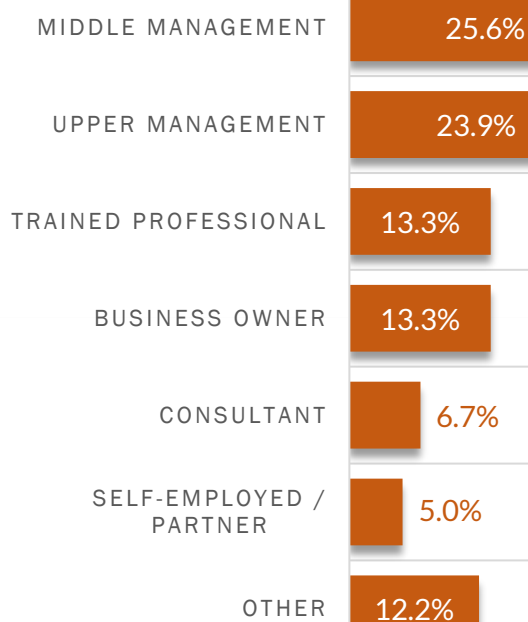
### READERS BY INDUSTRY



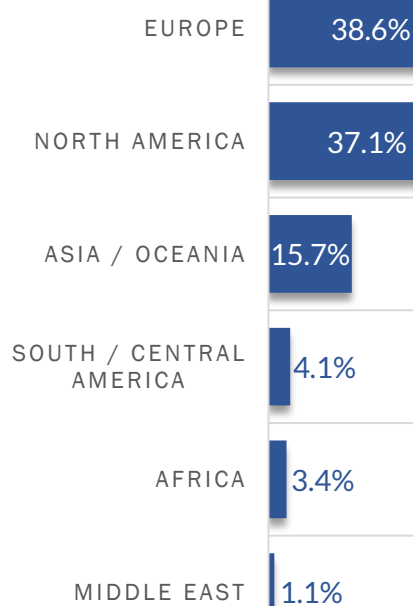
### READERS BY DEPARTMENT



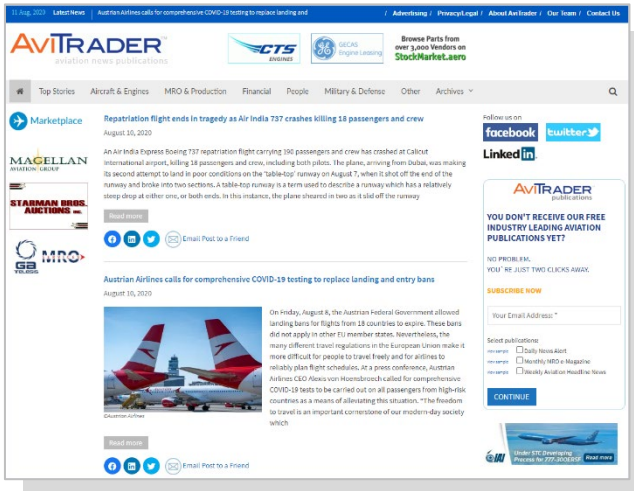
### READERS BY POSITION



### READERS BY REGION







## 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

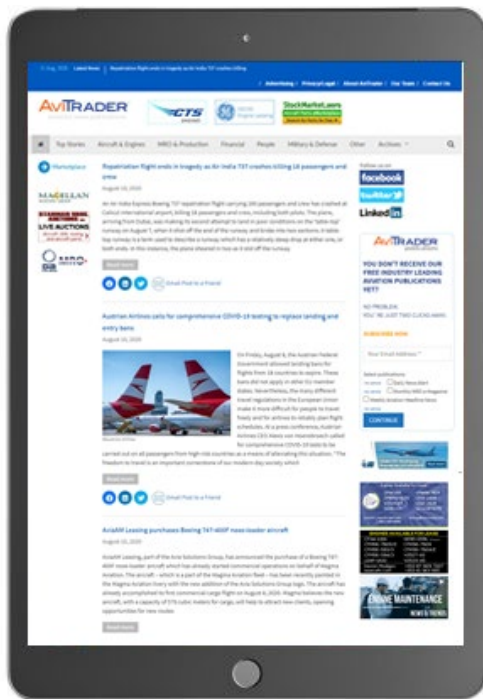
**92k**

Unique Visitors

**5.4**

Views / Visitor

Plus Posted on 



### 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
<b>All pages top banner*</b> (200 x 100 pixels)	\$950	\$805	\$685	\$580
<b>All pages side banner*</b> (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
<b>Exclusive news landing page banner</b> (900x150)	\$1,500	\$1,275	\$1,085	\$925
<b>Video Hosting</b> Link from a paid ad / per video	Permanent (1 time fee)			
	\$100			

## 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

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Vice President Sales and Business Development

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**Malte Tamm**

Sales and Marketing Manager

Email: [malte.tamm@avitrader.com](mailto: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](mailto:press@avitrader.com)

Website: [avitrader.com](http://avitrader.com)



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