



AVTRADER
Publications Corporation

2018
MEDIA PACK

INTRODUCTION

AviTrader has become the leading electronic source for commercial aviation news in the eight years since the first weekly newsletter was launched in 2005. AvTrader provides 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 **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.

Over 65% of **AviTrader** readers are senior executives or company officers in key aviation businesses around the world.

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

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

QUICK FACTS

- **AviTrader Publications** report on major aircraft and engine deals, MRO contracts, financial news, military and defence update and industry trends;
- **AviTrader Publications** are distributed electronically;
- **AviTrader Publications** are distributed free of charge to all registered subscribers;
- The **AviTrader** readership continues to expand rapidly, with readers from around the globe;
- 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** **AviTrader Publications** as a cost-effective advertising vehicle for product and company branding;
- **AviTrader Publications** reach thousands of senior aviation executives and specialists in the global airline and service industry.



ISSN 1718-7966 AUGUST 10, 2015 / VOL. 502

AVITRADER WEEKLY AVIATION HEADLINES
Read by thousands of aviation professionals and technical decision-makers every week

WORLD NEWS

EIA condemns Greek strike action:
Flights to and from Greece were severely disrupted during the first week of August because of a strike by the Greek Air Traffic Controllers Association (GATCA), with further serious action threatened for August 14 and 15. Simon McKinnon, director general of the European Regions Airline Association, says the situation is completely unreasonable. "GATCA's policies to close others may be well placed but using strike action to achieve them is not."

Hydrali selects FLX Merchandise
Hydrali has selected the FLX Merchandise solution from Fantagio Ltd. Its merchandising platform for ancillary revenue generation. The integrated solution gives Fantagio a flexible, scalable and agile content-driven solution to create and optimize a full array of merchandising and customer-centric products. Before merchandising is used as a key instrument to revenue growth, with ancillary revenue reported to be \$48 billion worldwide in 2014.

Lufthansa restaurant service to start in August
From August onwards, passengers on the Lufthansa Business Class will be treated to a new restaurant-style service on the carrier's long haul services. Flight attendants will welcome passengers by name and take their orders and set the table with silverware. Meals will now be served directly from the galley. Trays and flight bottles will be replaced by service plates. Special service training courses for around 4,000 flight attendants have already been running since May this year.

Malaysia MH370 report:
Wing section belonged to the doomed 777
Malaysia Airlines has confirmed that the Bagan report on Reunion Island on 29 July was indeed from flight MH370. This has been confirmed jointly today by the French authorities, Bureau of Enquiry and Analysis for Civil Aviation (BEA), the Malaysian investigation team and the Australian Transport Safety Bureau (ATSB) in Toulouse, France and independently announced by the Prime Minister of Malaysia, Najib Razak. This is indeed a major breakthrough in resolving the disappearance of MH370 in March 2014.

Reunion Island
Last week, on 29th July, the Malaysian authorities that part of an aircraft wing had been found on Reunion Island, the French Indian Ocean.

It is with a heavy heart that I must tell you that an international team of experts have conclusively confirmed that the aircraft debris found on Reunion Island is indeed from MH370."
Najib Razak, Prime Minister of Malaysia

At press time it was reported that additional debris, including seat covers, a window and some aluminium fuel had also been found, without

must tell you that an international team of experts have conclusively confirmed that the aircraft debris found on Reunion Island is indeed from MH370, confirmed Razak.

Continued on page 2

MAGELLAN AVIATION GROUP
magellangroup.net

EXTENDING THE LIFE CYCLE
Magellan Aviation Group is dedicated to keeping your fleet healthy and efficient and make it satisfy your requirements. We are active providers of regional and commercial aircraft and engines so if you need to sell or lease, buy or lease, Magellan can meet your needs.

PRODUCT OVERVIEW

MONTHLY MRO E-MAGAZINE

- Subscription-free monthly magazine straight to your inbox, as pdf attachment or link to hosted site
- Direct distribution: 19,800
- Estimated reach including inter-company distribution: 69,000
- Monthly features focusing on key issues in MRO sector, exclusive insight from senior industry executives, regular in-depth company profiles
- A comprehensive overview of the top monthly industry news



WEEKLY AVIATION HEADLINES

- The industry-leading weekly aviation newsletter
- Direct distribution: 19,500
- Estimated reach including inter-company distribution: 71000
- No subscription fees
- Distributed electronically in newsletter format every Monday
- Over 65% of readers are senior industry executives or company officers
- 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



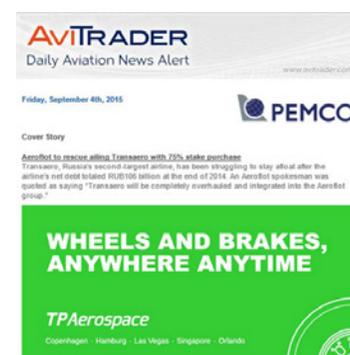
WWW.AVITRADER.COM WEBPAGE

- 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 as visitor scrolls down



DAILY EMAIL ALERT

- Distributed electronically to thousands of users worldwide
- Direct distribution: 14,300
- Estimated reach including inter-company distribution: 52,000
- Easy reading layout for mobile devices
- Exclusive strip ads available for highest ad visibility



REACH YOUR TARGET MARKET WITH AVITRADER'S DIGITAL PUBLICATIONS

READERSHIP DEMOGRAPHICS

AviTrader's digital publications, from our comprehensive [AviTrader.com](#) website to our widely-read daily and weekly news services and our respected monthly [AviTrader MRO](#) magazine, provide the perfect package for you to showcase your company to existing and potential customers.

AviTrader Publications' all-digital format is more relevant to your business than ever: The global spend on brand advertising online is forecast to grow faster than either traditional advertising or

direct-response online advertising, according to the Deloitte consultancy, which says that online branding, including banner ads, rich media and sponsorships, is expected to rise 50% year-on-year to \$20 billion as marketers 'realize and invest in online advertising's ability to build long-term value for brands'.

Roughly a quarter of AviTrader's readers work either at an airline or an MRO services provider, with the remainder split among consultancies, manufacturers, lessors and other sectors of the aviation industry, giving you a comprehensive target range. What's more, over 65% of our regular readers occupy key

decision-making positions within their companies.

AviTrader readers are based around the world, with Europe, including Turkey and the CIS, representing close to 44% and North America a further 35%.

Our readership base has been growing rapidly each year and we're recognized as one of the leading digital sources for aviation news and insight in the world. Can you afford not to advertise with [AviTrader Publications](#)? Contact our commercial department today to choose from our many advertising options or build a tailored package to suit your marketing needs.

We forecast internet advertising to overtake newspapers for the first time in 2013, and then exceed the combined total of newspaper and magazine advertising in 2015... Between 2012 and 2015 we expect internet advertising to account for 68% of the growth in total expenditure.

ZenithOptimedia

READERSHIP BY INDUSTRY	
MRO services provider	25.4%
Airline	22.1%
Advisor / consultant	16.5%
Manufacturer	13.2%
Leasing company	5.9%
Other	16.9%

AviTrader Readership Survey 2012

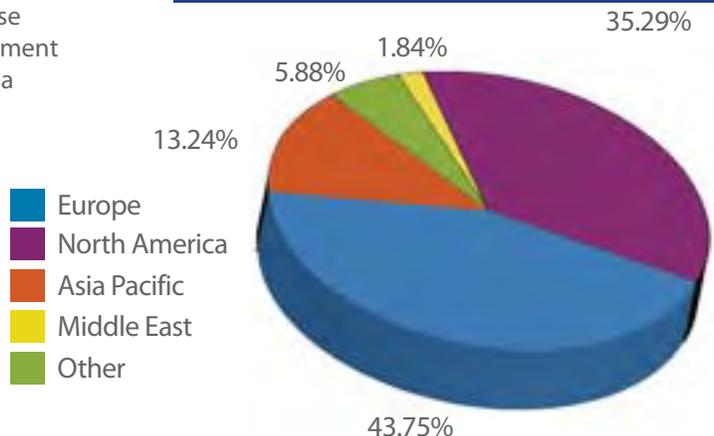
READERSHIP BY BUSINESS AREA	
General management	28.7%
Engineering	22.4%
Purchasing / supply chain	11.8%
Finance	3.3%
Planning	2.9%
Production	2.6%
Other	28.3%

AviTrader Readership Survey 2012

READERSHIP BY POSITION	
Officer	13.6%
Executive / senior vice president	5.88%
Vice president	8.46%
Director	21.0%
Senior manager / manager	32.7%
Team leader / supervisor	6.6%
Sales & marketing, other	11.8%

AviTrader Readership Survey 2012

REGIONAL DISTRIBUTION



TESTIMONIALS

HERE'S WHAT SOME OF OUR READERS HAVE TO SAY 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

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

Avitrader's e-magazine is good to read.

Roger Meels, Technical Director, Direct Maintenance.

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

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

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

After the article and exposure in Avitrader, we fielded many calls. We look forward to advertising with your fine publication for many years to come.

Andrew L. Cohen, Reliance Aircraft International, Inc.

Superb, great service as always. We appreciate it.

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

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

John Eichten, TIMCO Aviation Services

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, LJWalch

AVITRADER

ADVERTISING RATES 2018

AVITRADER DAILY EMAIL ALERT

Strip ad (price per placement)

	1 - 3 Placements	4 - 11 Placements	12 - 26 Placements	27 and more Placements
Position 1 (6.25" x 2.0")	\$650	\$500	\$415	\$360
Position 2 (6.25" x 2.0")	\$585	\$455	\$375	\$325
Position 3 (6.25" x 2.0")	\$520	\$405	\$330	\$290
Position 4 (6.25" x 2.0")	\$455	\$350	\$290	\$250
Position 5 (6.25" x 2.0")	\$390	\$300	\$250	\$215

Banner ad (price per month)

	1 month	2 - 3 months	4 - 6 months	7 - 12 months
Banner ad (148x61 pixels)	\$1165	\$907	\$745	\$648

AVITRADER WEEKLY AVIATION HEADLINES

Full colour ads (price per placement)

	1 - 3 Placements	4 - 11 Placements	12 - 26 Placements	27 and more Placements
Cover 1/8 page ad (7.5" x 1.3")	\$1.290	\$1.161	\$1.032	\$903
Full page ad (letter size - 8.5" x 11.0")	\$2.072	\$1.865	\$1.658	\$1.450
1/2 page ad (7.5" x 5.1")	\$1.544	\$1.390	\$1.235	\$1.081
1/4 page ad (7.5" x 2.6")	\$932	\$839	\$746	\$653
1/8 page ad (7.5" x 1.3")	\$690	\$621	\$552	\$483
Mail out sponsor ad (6.25" x 2.0")	\$1.000	\$900	\$800	\$700

AVITRADER MONTHLY MRO MAGAZINE

Full colour ads (price per placement)

	1 Placement	2 - 3 Placements	4 - 6 Placements	7 - 12 Placements
Full page ad (letter size - 8.5" x 11.0")	\$3.000	\$2.700	\$2.400	\$2.100
1/2 page ad (7.5" x 5.1")	\$2.000	\$1.800	\$1.600	\$1.400
1/4 page ad (7.5" x 2.6")	\$1.500	\$1.350	\$1.200	\$1.050
1/8 page ad (7.5" x 1.3")	\$1.000	\$900	\$800	\$700
Mail out sponsor ad (6.25" x 2.0")	\$1.500	\$1.350	\$1.200	\$1.050

AVITRADER

ADVERTISING RATES 2018

AVITRADER WEEKLY AIRCRAFT & ENGINE MARKETPLACE

Banner and strip ad (price per placement)

	4 Placements	12 Placements	25 Placements	50 Placements
Display banner ad (148x61 pixels)	\$280	\$252	\$224	\$196
Strip ad (6.25" x 2.0")	\$476	\$428	\$381	\$333

Line advertisement (price per package)

	4 Placements	12 Placements	25 Placements	50 Placements
S-pack (up to 2 lines)	\$300	\$500	\$800	\$1.200
M-pack (up to 5 lines)	\$400	\$750	\$1.200	\$1.800
L-pack (up to 10 lines)	\$550	\$1.125	\$1.800	\$2.700

AVITRADER WEEKLY TRADING LETTER

Line advertisement (price per package)

	10 lines credit	25 lines credit	100 lines credit	250 lines credit
Trader Basic plan	\$90	\$200	\$700	\$1.500
Trader Professional plan	\$450	\$1.000	\$3.500	\$7.500

Webpage www.avitrader.com

Banner advertisement (price per package)

	3 months placement	6 months placement	9 months placement	12 months placement
Home page top banner (148x61 pixels)	\$3.378	\$6.006	\$8.672	\$10.512
News landing page top banner (148x61 pixels)	\$3.753	\$6.672	\$9.633	\$11.676
All chapter pages top banner (148x61 pixels)	\$2.628	\$4.668	\$6.742	\$8.172
Home page side banner (148x61 pixels)	\$3.378	\$6.006	\$8.672	\$10.512
News landing page side banner (148x61 pixels)	\$3.753	\$6.672	\$9.633	\$11.676
All chapter pages side banner (148x61 pixels)	\$2.628	\$4.668	\$6.742	\$8.172
Home page side banner (291x90 pixels)	\$3.715	\$6.606	\$9.539	\$11.563
News landing page side banner (291x90 pixels)	\$4.128	\$7.339	\$10.595	\$12.843
All chapter pages side banner (291x90 pixels)	\$2.890	\$5.134	\$7.375	\$8.939

AVITRADER

Technical Specifications

AVITRADER DAILY EMAIL ALERT

	Dimensions	File Format	File Size	Animation
Strip Ad (Position 1 – 5)	600 x 150 pixels	pdf / jpg / gif / png	< 100 kb	No
Banner Ad	148 x 61	pdf / jpg / gif / png	< 150 kb	No

AVITRADER WEEKLY AVIATION HEADLINES

	Dimensions	File Format	File Size	Animation
Cover 1/8 page ad	(7.5" x 1.3")	.pdf*	< 150 kb	No
Full page ad	(letter size - 8.5" x 11.0")	.pdf*	< 500 kb	No
1/2 page ad	(7.5" x 5.1")	.pdf*	< 300 kb	No
1/4 page ad	(7.5" x 2.6")	.pdf*	< 200 kb	No
1/8 page ad	(7.5" x 1.3")	.pdf*	< 150 kb	No
Mail out sponsor ad (6.25" x 2.0")	600 x 150 pixels	pdf / jpg / gif / png	< 100 kb	No

**Must be an un-flattened file and not an image file converted to pdf format*

AVITRADER MONTHLY MRO MAGAZINE

	Dimensions	File Format	File Size	Animation
Full page ad	(letter size – 8.5" x 11.0")	.pdf*	< 500 kb	No
1/2 page ad	(7.5" x 5.1")	.pdf*	< 300 kb	No
1/4 page ad	(7.5" x 2.6")	.pdf*	< 200 kb	No
1/8 page ad	(7.5" x 1.3")	.pdf*	< 150 kb	No
Mail out sponsor ad (6.25" x 2.0")	600 x 150 pixels	pdf / jpg / gif / png	< 100 kb	No

**Must be an un-flattened file and not an image file converted to pdf format*

AVITRADER WEEKLY AIRCRAFT & ENGINE MARKETPLACE

	Dimensions	File Format	File Size	Animation
Display banner ad	2"x1.5"	.pdf*	< 100 kb	No
Strip Ad	6.25" x 2.0"	.pdf*	< 150 kb	No

**Must be an un-flattened file and not an image file converted to pdf format*

Webpage www.avitrader.com

	Dimensions	File Format	File Size	Animation
Banner Ad (All Pages)	148 x 61 pixels	pdf / jpg / gif / png	< 100 kb	Yes
Banner Ad (All Pages)	291 x 90 pixels	pdf / jpg / gif / png	< 150 kb	Yes

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.

Advertising Inquiries

Jenny Falk

85368 Moosburg / Munich
Germany

Tel: + 49 (0) 8761 346 007

Cell: + 49 (0) 151 121 45 674

Email: jenny.falk@avitrader.com

Editorial

Heike Tamm

Tel: + 34 971 670 834

Email: heike.tamm@avitrader.com

Publisher / Head Office
AviTrader Publications Corp.

Peter Jorssen

Suite 305, South Tower

5811 Cooney Road

Richmond, BC

Canada V6X 3M1

+1 (424) 644-6996

Email: pjorssen@avitrader.com