

AVIATRADER™

publications



2020 MEDIA PACK

INTRODUCTION

AviTrader has become the leading electronic source for commercial aviation news in the fourteen years since the first weekly newsletter was launched in 2005. AviTrader provides the most up-to-date news, insight and data covering developments in the aviation community - delivered daily to our readers inbox.

- Our DAILY AVIATION NEWS ALERT provides a quick overview about what happens on a daily basis;
- Our WEEKLY AVIATION HEADLINE NEWS publication is enjoyed by thousands of senior aviation executives worldwide;
- Our 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 defense 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 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.



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.

READERSHIP BY INDUSTRY

MRO service provider	25.4%
Airline	22.1%
Adviser / 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 / production	5.5%
Other	28.3%

AviTrader Readership Survey 2012

READERSHIP BY POSITION

Officer	13.6%
Executive / senior vice president	5.9%
Vice president	8.5%
Director	21.0%
Senior manager / manager	32.7%
Team leader / supervisor	6.6%
Sales & marketing, other	11.7%

AviTrader Readership Survey 2012

READERSHIP BY REGION

Europe	43.8%
North America	35.3%
Asia Pacific	13.2%
Middle East	1.8%
Other	5.9%

AviTrader Readership Survey 2012

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 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

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

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

Pam Corrie, CFO & OwZner, 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 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

Avitrader's e-magazine is good to read.

Roger Meels, Technical Director, Direct Maintenance

Superb, great service as always. We appreciate it.

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

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

2020 EDITORIAL CALENDAR MRO MAGAZINE

Jan	Sourcing of aircraft material in the secondary market
Feb	Cargo conversions Wheels & brakes
Mar	Predictive maintenance and the inventory challenges
Apr	Cabin solutions Heavy structural modifications and repairs
May	Components
Jun	Engine maintenance
Jul	Maintenance Organisation Approvals - Support for return to service
Aug	Base maintenance
Sep	Integrated MRO services for new generation aircraft
Oct	Auxillary Power Units (APUs) MRO Europe report
Nov	Cockpit and avionics
Dec	Turboprop overhaul MRO outlook 2021

ADVERTISING RATES 2020

DAILY AVIATION EMAIL ALERT

Prices in US\$ per placement

	8 placements	16 placements	24 placements	48 placements
Strip ads (600 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

MONTHLY MRO MAGAZINE

Prices in US\$ 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 600 x 150 pixels	\$1,000	\$900	\$800	\$700

WEEKLY AVIATION HEADLINE NEWS

Prices in US\$ 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 600 x 150 pixels	\$1,000	\$900	\$800	\$700

ADVERTISING RATES 2020

AIRCRAFT & ENGINE MARKETPLACE

(distributed with the WEEKLY AVIATION HEADLINE NEWS)

	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) Prices in US\$ per package	\$550	\$1,125	\$1,800	\$2,700
Display banner (148 x 61 pixels)	\$280	\$252	\$224	\$196
Strip ad (6.25" x 2.0") 15.88cm x 5.08cm Prices in US\$ per week	\$476	\$428	\$381	\$333

WWW.AVITRADER.COM WEBPAGE BANNER

	3 months placements	6 months placements	9 months placements	12 months 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

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

TECHNICAL SPECIFICATIONS

DAILY AVIATION NEWS ALERT

	Dimensions	File format	File size	Animation
Strip ads	600 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	600 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

WWW.AVITRADER.COM WEBPAGE BANNER

	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	< 150 kb	No
Exclusive news landing page banner (XXL)	900x150 pixels	PDF / JPG / GIF / PNG	<1mb	No

CONTACT US TO DISCUSS YOUR ADVERTISING OPTIONS

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