

AVIATION

BUSINESS



MEDIA PACK

2012

ABOUT AVIATION BUSINESS

There's little doubt that the Middle East is creating some of the most exciting business opportunities in the world for the aviation industry. According to the International Air Transport Association (IATA), an impressive US\$400 million was posted in net profits by Middle Eastern airlines in 2011, even with a constant stream of global industry challenges. These carriers – which include the likes of Emirates, Etihad and Qatar Airways – have gained significant market share, with a 64 percent capacity share between the Middle East and South Asia, a 68 percent share to Europe, a 77 percent share to Southeast Asia, and an 80 percent share to Africa. In addition, regional governments are also investing some US\$7.7 billion in providing airports and infrastructure to support this growth.

Aviation Business is the leading source of information for airline, airport, cargo and government officials, offering impartial and accurate data plus the latest news about the region's infrastructure: prerequisites for intelligent and informed decision-making. High-quality journalism combined with local knowledge means *Aviation Business* delivers valuable industry information in a clear, concise format. We interpret business and technology developments for the local market and help buyers make informed decisions, whether for airframes, engines, maintenance, cargo handling, air traffic control or any aspect of this multi-billion dollar industry.

With a carefully targeted and controlled circulation of more than 5,000 copies each month and reaching more than 15,000 readers in the region, *Aviation Business* is the magazine of choice for advertisers to promote themselves to this lucrative market.

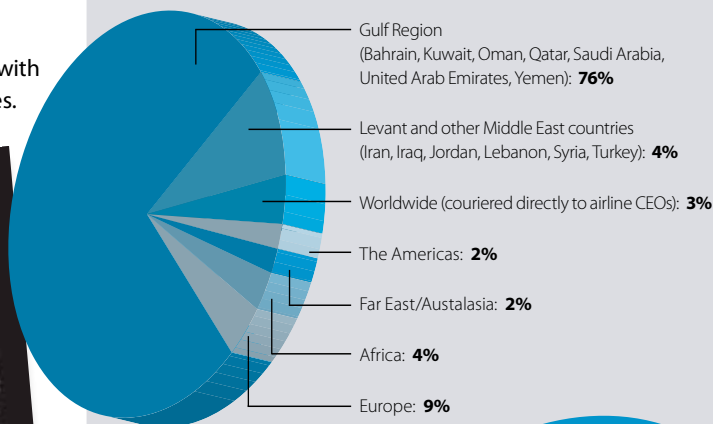
The transport division of ITP Business Publishing comprises two leading titles - *Aviation Business* and *Logistics Middle East*, together with the *AviationBusinessME.com* and *ArabianSupplyChain.com* websites.



CIRCULATION AND READERSHIP

Aviation Business has a circulation of 5,086 copies each month.

BREAKDOWN OF ANALYSED CIRCULATION BY REGION



BREAKDOWN OF ANALYSED CIRCULATION BY SECTOR



BPA
WORLDWIDE™
BUSINESS

Average Qualified Circulation
5,086 copies per month (Jan - June 2011)
Average monthly readership: 19,936
ITP Business Readership Survey June 2011

EDITORIAL FEATURES LIST 2012* SUBJECT TO CHANGE

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
REPORTS	<ul style="list-style-type: none"> • Power List 2012: Arab Airline CEOs • Environmental Issues • Duty Free 	<ul style="list-style-type: none"> • Event Coverage: Bahrain Airshow 2012 • Turboprops • Low Cost Carriers • Preview: MRO Show 	<ul style="list-style-type: none"> • General Aviation • In-flight Entertainment • Passenger to Freighter Conversion 	<ul style="list-style-type: none"> • Aviation Recruitment • Frequent Flier Programmes • Airline Amenity Bags 	<ul style="list-style-type: none"> • Business Aviation • Aircraft Purchasing • Middle East Airports • Airport Suppliers 	<ul style="list-style-type: none"> • Middle East Airlines • Air Cargo • Preview: Farnborough Air Show
SHOWS	<p>Bahrain Airshow Bahrain</p> <p>Smart Stations & Terminals World Dubai, UAE</p>	<p>MRO Middle East Dubai, UAE</p> <p>Aircraft Interiors Middle East Dubai, UAE</p> <p>Singapore Airshow Singapore</p>	<p>Abu Dhabi Air Expo Abu Dhabi</p> <p>Aviation Outlook MENA Dubai, UAE</p>	<p>General Aviation in the Middle East – GAME Dubai, UAE</p>	<p>Airport Show Dubai, UAE</p> <p>EBACE Switzerland</p>	

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
REPORTS	<ul style="list-style-type: none"> • Charter Airlines • Alliances and Codeshares • Social Corporate Responsibility • MRO (Maintenance, Repair & Overhaul) 	<ul style="list-style-type: none"> • Airline Security • E-Ticketing • Business Aviation • Aviation Training 	<ul style="list-style-type: none"> • Airline Route Development • Trade Associations • In-flight Innovation 	<ul style="list-style-type: none"> • In-flight Catering • Airline Marketing • Preview: Aviation Business Awards • MRO (Maintenance, Repair & Overhaul) 	<ul style="list-style-type: none"> • Airline Finance • Airport Innovation • AACO AGM Special 	<ul style="list-style-type: none"> • Annual Review 2012 • Private Jets • Report: Aviation Business Awards • Preview: Middle East Business Aviation (MEBA)
SHOWS	<p>Farnborough Airshow UK</p>		<p>World Route Development Forum Abu Dhabi</p> <p>Berlin Airshow Germany</p>		<p>Helishow Dubai, UAE</p>	<p>Aviation Business Awards Abu Dhabi</p> <p>Middle East Business Aviation Dubai, UAE</p>

The Middle East and North African aviation market is undergoing an unprecedented period of growth

- Middle East and North African carriers accounted for less than 7% of international traffic in 2004. Today it is over 11%, according to IATA figures.
- Boeing reported a 17.8 percent increase in international traffic for Middle East carriers in 2010 - far exceeding the world average of 8.2 percent growth.
- Capacity at the Gulf's big three carriers (Emirates, Qatar Airways and Etihad) has grown 23 percent annually over the past 10 years. Around half the 885 airplanes on order in the Middle East, including 72 percent of widebodies, will go to these carriers.
- Airbus has predicted that 7 percent of global aircraft deliveries will be made to Middle East airlines between 2011 and 2030.

TESTIMONIALS

“Aviation Business is an excellent source of information on the aviation industry- both globally and regionally - but especially the latter. Considering that the regional aviation sector is going through its most dynamic phase ever, Aviation Business is a must have for anyone connected with the industry. The reporting is factual and incisive covering a wide range of industry-related subjects.”

COMMS DEPARTMENT

The Boeing Company, Middle East & Africa

“Aviation Business is a highly respected and well read title at SITA's many offices around the MENA region. It keeps us up to date on the latest news in an industry that is very important to us, not only because we are part of it, but also because it includes our potential and existing customers.”

RAFIF NSOULI HAMMOUD

SITA INC, Senior Marketing Manager, Middle East, Africa, South & Central Asia

“ITP publications are of great information source for us as it helps us to keep tab on the Middle East as well as global business trends. Their insight and analysis of the industry, particularly the aviation industry, is very valuable.”

COMMS DEPARTMENT

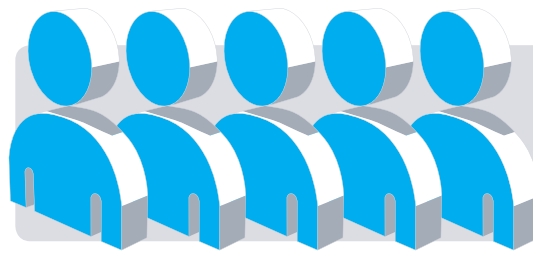
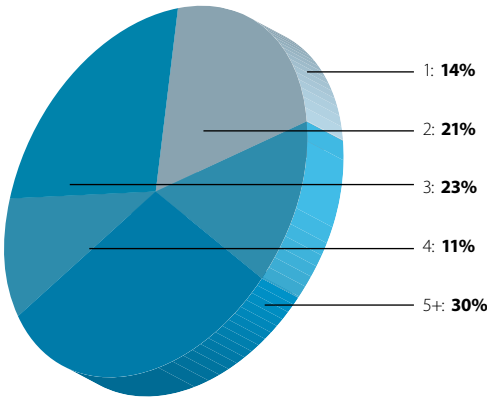
Gulf Air



READERSHIP SURVEY: JANUARY 2011*

READERSHIP

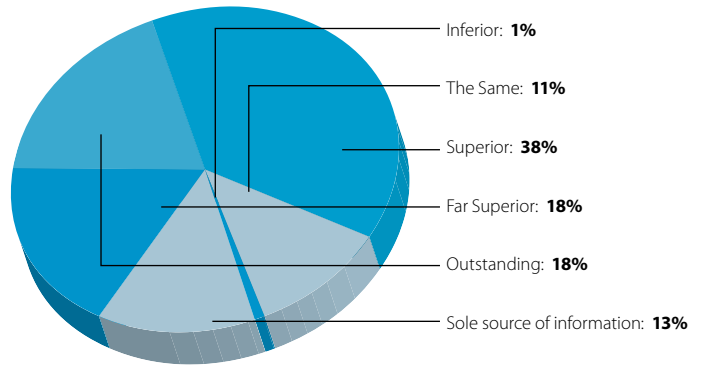
How many people read your copy of *Aviation Business*?



35%

of *Aviation Business* subscribers have their copy read by five people or more.

How do you rate *Aviation Business* against other publications that focus on the aviation sector in the region?



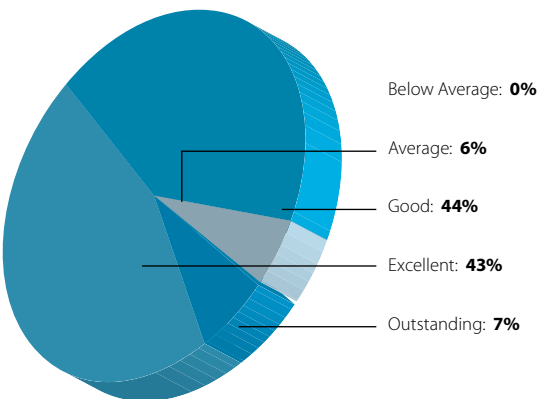
86%

of *Aviation Business* subscribers have their copy read by two people or more.



EDITORIAL

How do you rate the editorial content of *Aviation Business* against other publications in the same sector within the region?



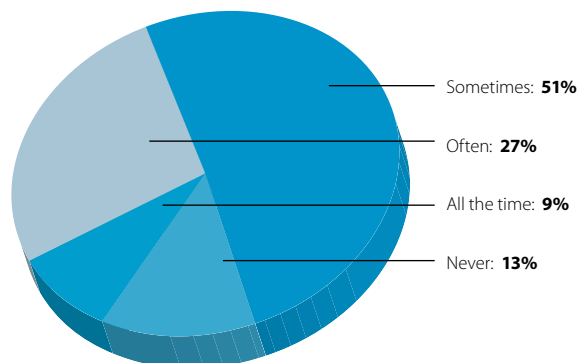
95%

of readers consider *Aviation Business* magazines' editorial to be good or better than other publications in the aviation industry in the region.



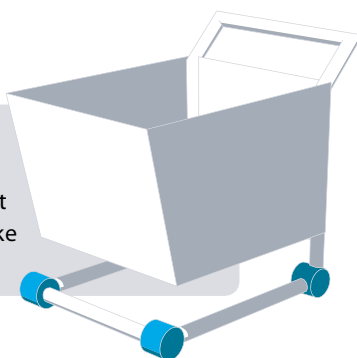
PURCHASING DECISIONS

Do you use *Aviation Business* to identify industry trends and help you make purchasing decisions?



79%

of readers have at some point used *Aviation Business* to make purchasing decisions.



*Source: ITP Business Readership Survey January 2011

MAGAZINE ADVERTISING RATES

POSITION	SINGLE INSERTION	6 INSERTIONS <i>(price per insertion)</i>	12 INSERTIONS <i>(price per insertion)</i>
STANDARD ADVERTISING			
Full Page	AED 25,315	AED 22,780	AED 21,515
Half Page	AED 16,680	AED 15,015	AED 14,165
Quarter Page	AED 12,560	AED 11,295	AED 10,685
PRIME POSITIONS			
Inside Front Cover	AED 30,000	AED 26,900	AED 25,420
Inside Back Cover	AED 27,830	AED 25,045	AED 23,650
Outside Back Cover	AED 29,900	AED 26,900	AED 25,420
Inside Front Double Page Spread	AED 44,850	AED 40,370	AED 38,135
Double Page Spread	AED 37,120	AED 33,400	AED 31,545
CREATIVE ADVERTISING			
False Front Cover	AED 63,342	POA	POA
Magazine Wraps (Belly Bands)	AED 42,228	POA	POA
Front Cover Gate Folds	AED 63,342	POA	POA
Bespoke Supplements	AED 63,342	POA	POA

PRODUCTION INFORMATION

SPECIFICATION	TRIM SIZE <i>WxH (mm)</i>	BLEED SIZE <i>WxH (mm)</i>	TYPE SIZE <i>WxH (mm)</i>
Full Page	205 x 275	215 x 285	190 x 260
Double Page Spread	410 x 275	420 x 285	395 x 260
1/2 Horizontal	-	-	175 x 114
1/2 Vertical	-	-	85 x 245
1/4 Vertical	-	-	45 x 245
1/4 Regular	-	-	87 x 115

eNEWSLETTER

The Aviation Business eNewsletter is sent to just over 11,725 professionals from across the aviation industry on a daily basis, with direct links to the brand new AviationBusinessME.com website.

NAME	SINGLE INSERTION	6 INSERTIONS <i>(price per insertion)</i>	12 INSERTIONS <i>(price per insertion)</i>	24 INSERTIONS <i>(price per insertion)</i>
Sponsorship Banner	AED 14,780	AED 13,300	AED 12,560	AED 11,085
Marquee Banner	AED 8,445	AED 7,600	AED 7,180	AED 6,335
Vertical Banner	AED 6,335	AED 5,700	AED 5,390	AED 4,750
Square Button	AED 5,280	AED 4,750	AED 4,500	AED 3,970

ONLINE ADVERTISING

STANDARD ONLINE ADVERTISING



NAME	FORMAT	DIMENSIONS	FILE SIZE	RATE
Leaderboard Banner	GIF, JPEG, Flash	728px X 90px	50 KB	AED 340 CPM
Skyscraper Banner	GIF, JPEG, Flash	120px X 600px	35 KB	AED 235 CPM
Top Banner	GIF, JPEG, Flash	468px X 60px	20 KB	AED 190 CPM



DEDICATED E-MARKETING

NAME	FORMAT	DIMENSIONS	FILE SIZE	RATE
Emailshots	GIF, JPEG, HTML, Text	Width can be reduced or increased <i>(up to 750px)</i>	100 KB	AED 1,140 CPM



CONTACTS

ADVERTISING

Diarmuid O'Malley
Publishing Director
 Tel: +971 4 444 3568
 Mobile: +971 50 559 7339
 Email: diarmuid.omalley@itp.com

Kenneth Mitchen
Sales Manager
 Direct: +971 4 444 3811
 Mobile: +971 55 289 1739
 Email: kenneth.mitchen@itp.com

Stephane De Remusat
European Sales Representative
 Tel: +33 680 844 378
 email: sremusat@aol.com

EDITORIAL

David Ingham
Editorial Director
 Tel: +971 4 444 3312
 Email: david.ingham@itp.com

Robeel Haq
Senior Group Editor
 Tel: +971 4 444 3597
 Mobile: +971 50 215 8675
 Email: robeel.haq@itp.com

PRODUCTION

Radomir Medojevic
Production Coordinator
 Tel: +971 4 444 3788
 Email: radomir.medojevic@itp.com

SUBSCRIPTIONS

Customer Service
 Tel: +971 4 444 3000
 Email: subscriptions@itp.com

