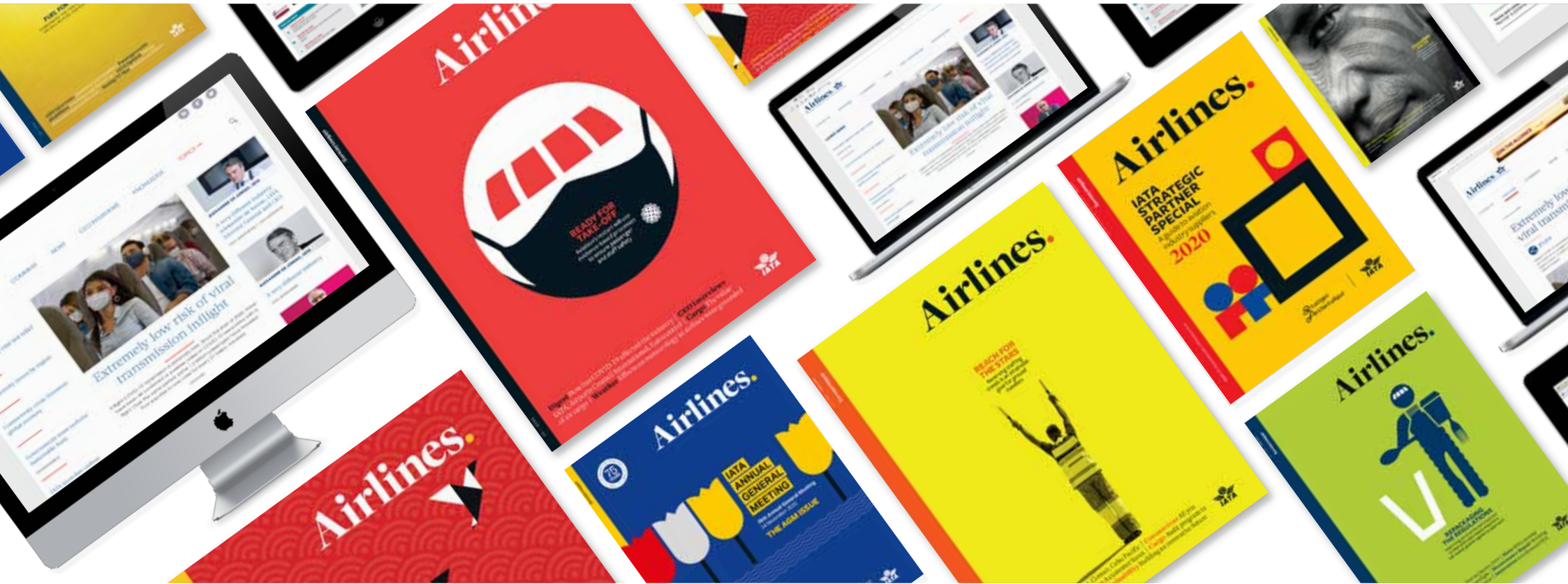


Airlines.

AIRLINES. IS IATA'S PRINCIPAL MEANS OF COMMUNICATING WITH SENIOR MANAGEMENT AND KEY STAKEHOLDERS IN ITS MEMBER AIRLINES. IT IS THE AUTHORITATIVE VOICE OF THE INTERNATIONAL AIR TRANSPORT INDUSTRY, RESPECTED BY ITS **17,500*** PLUS READERS.

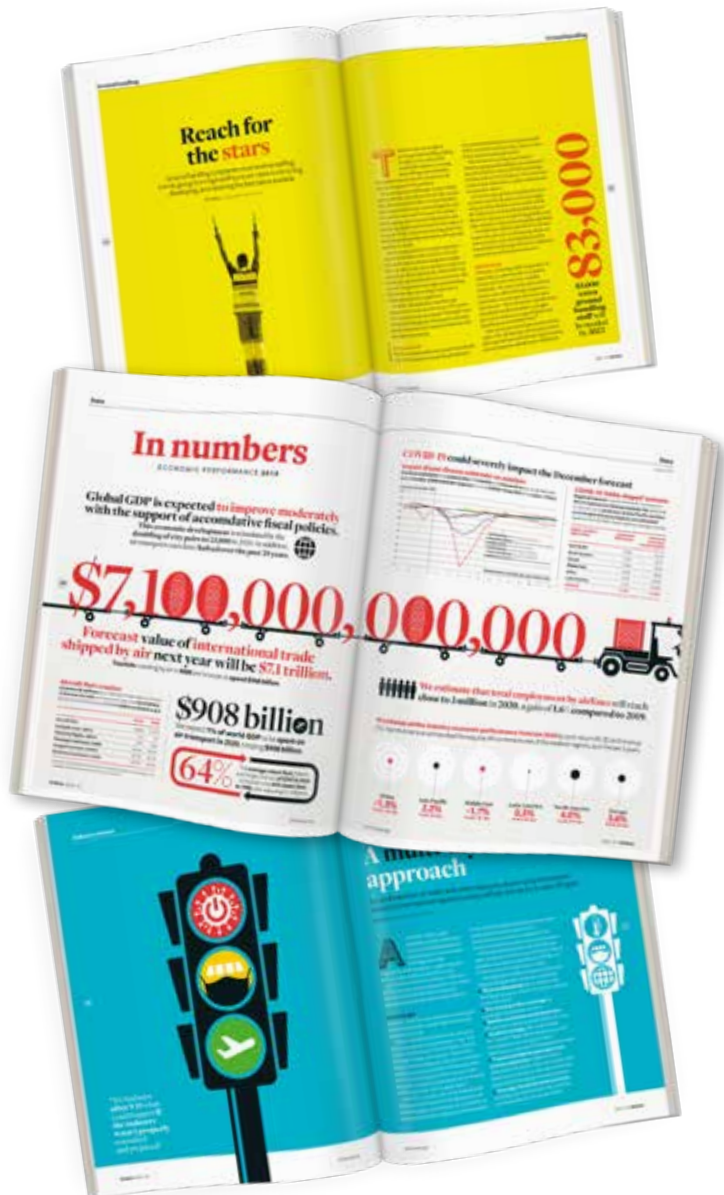


MEDIA INFORMATION 2021



Tel: +44 (0) 20 7880 7661 **Email:** airlines@redactive.co.uk

*7,500 print and 10,000 digital readers



Airlines. is the official magazine of IATA – the trade association for the world’s airlines.

IATA’s mission is to ‘represent, lead and serve the airline industry’. It has some 298 member airlines that represent 82% of total air traffic.

Airlines. is IATA’s principal means of communicating with senior management and key stakeholders in its member airlines. It is the authoritative voice of the international air transport industry, respected by its **17,500** plus readers. It informs and influences airline management, industry associates and government officials on the latest trends, analysis and developments in the airline industry, as well as IATA’s policies, projects and services.

More than **100,000** flights per day bring people and goods to their destination. Each day, cargo to the value of US\$17.5bn – 35% of all world trade travels by air.

The multimedia magazine will be published quarterly in 2021 and will be distributed in print to its **7,500** global circulation as well as digitally with a reach of over **54,000** individuals* including the dedicated *Airlines.* website: www.airlines.iata.org.

*Made up of over 10,000 digital edition readers, 24,000 average users per month in 2020 and over 20,000 e-newsletter recipients

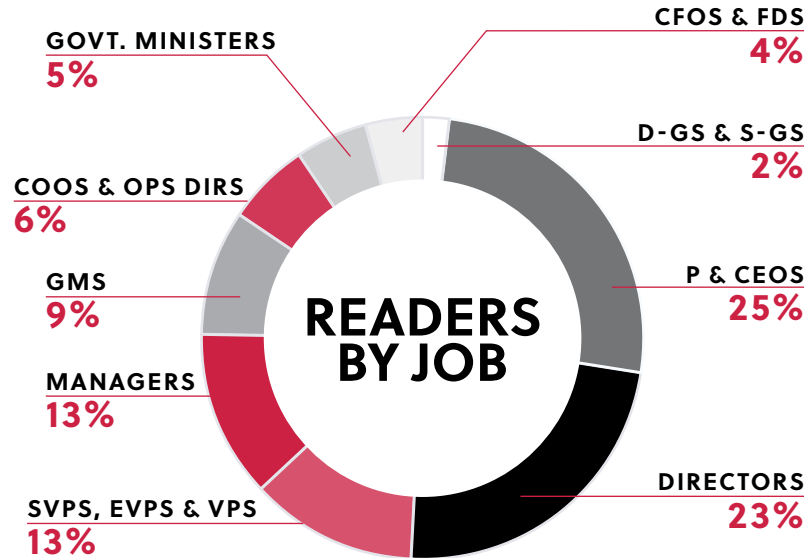
Airlines.

READERSHIP KEY STATS



7,500+

print circulation, plus bonus distribution at airline industry and IATA events

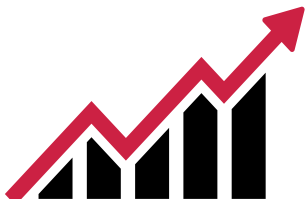


20,000+

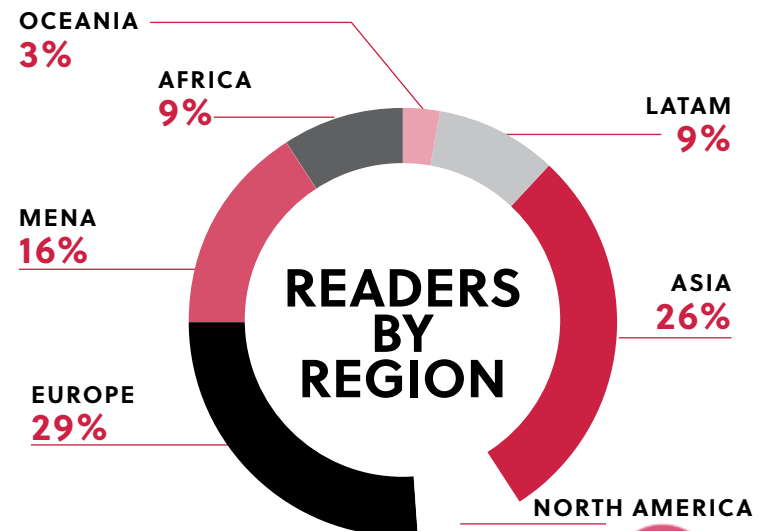
e-newsletter recipients every week

25,000+

users per month and growing**



monthly viewers on the airlines.iata.org website**



Airlines. MAGAZINE ADVERTISING OPPORTUNITIES

PURCHASING POWER

Airlines. is the essential bi-monthly read for the international air transport industry. This means that your partnership with us will land in the hands of those with purchasing power.

Advertising within these pages will ensure that your brand and proposition is recognised and understood by the air transport community.

It's the sure-fire media partner to get your organisation noticed by the movers and shakers.

The influencers and decision-makers who control how and with whom budgets are spent.

You'll attract the attention of a highly targeted audience that can truly make a difference.

Advertising dates

	2020-01 Digital	2020-02-AGM Printed	2020-03 Digital	2020-04 Digital
Booking deadline	25 Feb 21	27 May 21	26 Aug 21	18 Nov 21
Publication date	8 Mar 21	22 Jun 21	7 Sep 21	29 Nov 21
Features	Issue 1: Testing	Issue 2: IATA AGM, Environment	Issue 3: Cargo	Issue 4: Passenger Experience in 2022

Advertising rates

Size and position	Price
IFC Double page spread:	£9,950
IFC:	£6,235
Double page spread:	£1,540
Full page:	£3,580
IBC:	£3,580
OBC:	£1,540
Half page:	£1,540
Quarter page:	£1,540
Quarter page strip (editorial page):	£1,540

In order to be eligible for the series booking discounts, advertisements must be booked in advance and cannot be subsequently cancelled. For advertorial, please add 10% to each rate.

Additional opportunities

Type	Price
Gatefold:	POA
Bellyband:	POA
Place marker:	POA
Tip-on:	POA

Insert rates

Type	Price (up to 10gm)
Full run (per thousand):	£11,500
Segmented run (per thousand):	£14,175



Airlines. DIGITAL ADVERTISING OPPORTUNITIES

E-NEWSLETTER

Sent out fortnightly, the e-newsletter is sent to over **20,000** subscribers and directs traffic to your website or hosted content on the *Airlines.* website. The newsletter includes the day's top stories, along with informed opinion and analysis.



RATE - (1-3 MONTH)

Type	Size/package	Price (p/m)
Leaderboard banner	728 x 90	£1,500
MPU	300 x 250	£900
Sponsored content	25 words and image	£950

*Series booking discount available on request

SOLUS EMAIL

Be the sole sponsor of a *Airlines.* solus email sent to over **20,000** industry professionals. Including in-email content plus a call to action, solus emails are a highly effective way to engage the audience.



RATE

Type/quantity	Price
1x <i>Airlines.</i>	£3,450
1x IATA eblast	£4,500

RUN OF SITE BANNERS

The *Airlines.* website attracts over **24,000** aviation professionals every month. By advertising through the array of site-wide options on airlines.iata.org you can engage with the sector and increase your brand exposure. See page x for more info.



RATE

Type	Size	Price (p/m)
Site takeover	-	£3,500
Billboard	970 x 250	£1,950
Leaderboard	728 x 90	£1,250
MPU	300 x 250	£900

Partnering on a webinar with Airlines. is a unique opportunity to achieve:

- Wide ranging brand exposure
- In-depth thought leadership
- High-volume lead generation

Each of our webinar packages can be tailored to your specific requirements.

Key benefits will include:

- The chance to work with the editor to shape the theme and agenda for the live event
- Promotion via a *Airlines.* magazine e-mail campaign, carrying your branding to *Airlines.*'s full database of aviation professionals
- Use of all data captured from registered and opted-in viewers

Price includes the following promotional campaign:

Campaign before the webinar:

- Digital advertising
- Email promotion
- Social media promotion
- Magazine advertising (if applicable)

The webinar itself:

- A one-hour, live audio webinar with slides presented in a co-branded console
- Presentation format, with up to four speakers and hosted by a member of the *Airlines.* content team
- Live questions posed by the audience with questions and details passed to the sponsor after the event for follow-up

Campaign after the webinar:

- Recording of webinar alongside banner and MPU linking to on demand webinar hosted on airlines.iata.org
- Mention on *Airlines.*'s e-newsletter
- Call out on social media
- Editorial write up in magazine

PACKAGE PRICE
£16,000+VAT

PROMOTION TO OVER
15,000
AVIATION
PROFESSIONALS



In addition to our existing robust content offering, we are now presenting the opportunity to co-create a sponsored podcast with *Airlines.*

Sponsored podcasts are a great way to align yourself with the *Airlines.* brand whilst building rapport and brand exposure in the process. They are a creative, flexible and cost-effective way to deliver your content using authentic storytelling rather than a hard sell and to be seen as an authority on a topical area of business interest.

The trust you gain from decision makers within the aviation industry can then lead to your specific objective being met.

The **20 minute** podcast is hosted by the editor of *Airlines.*, joined by a sponsor representative, and a relevant speaker(s) from the industry.

There are two packages to choose from when sponsoring a *Airlines.* podcast, both of which utilise the magazine's various print and digital channels for promotion.

Airlines. podcast sponsorship package – brand association:

- Sponsor receives branding on all podcast promotion
- Announcement as sponsor at the opening and close of podcast
- Sponsor message stating the sponsor's USPs at opening of podcast

£3,060

Airlines. podcast sponsorship package – brand association and content:

- All of the brand association package, plus the ability to shape content and participate in the podcast
- *Airlines.*'s editor will agree the theme and content plan with the sponsor
- Sponsor representative included in podcast content as one of three or four participants –editor of *Airlines.*, joined by a sponsor representative, and a relevant speaker(s) from the industry.

£5,500

7.1 million
people in the UK now
listen to podcasts
each week

(Media nations report 2019)

On-the-go.
Audience
can listen any
time, anywhere

**Hosting on Spotify,
Apple Podcasts and
other big podcast
platforms**



As part of a new service, *Airlines.* now offers consultative content solutions to deliver specific messages directly to your audience.

We can help open a dialogue between your organisation and the engaged member readership. From thought leadership, to infographics, surveys, video and case studies, we are positioned to create the most effective assets for your needs, utilising our resources at *Airlines.*

Our dedicated teams are able to advise and create targeted multichannel strategies based on your objectives, aligning you with the credibility and authority of the voice of *Airlines.*

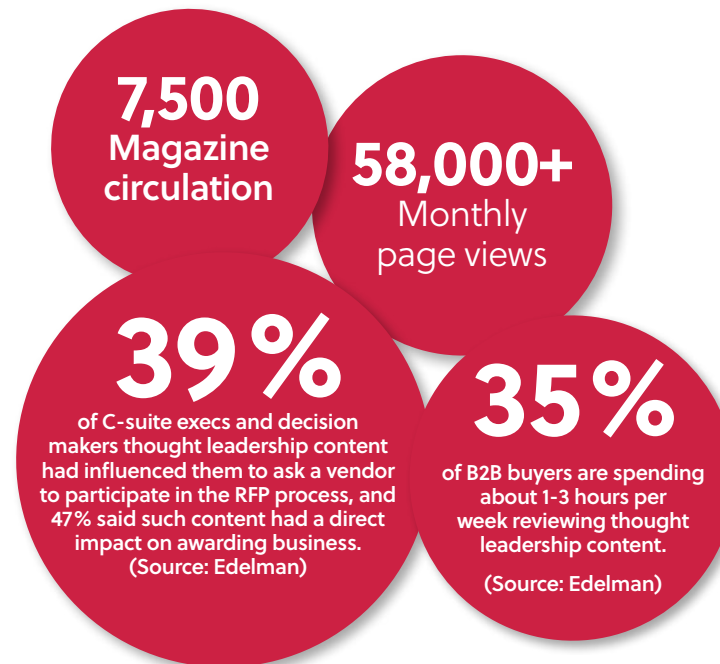
Why content?

Our readers (your audience) are B2B purchasers. One of the most effective ways to influence is to educate and inform; content is a powerful vessel to do this. Content-led marketing gives an authoritative voice to an organisation, and we can give you access to the most receptive and high quality audience to hear it.

Airlines. reach:

Print – 7,500 readers
Digital – 54,000 audience*

Prices start from **£750**. Please contact us to discuss how *Airlines.* can help you with a content strategy.



*Made up of over 10,000 digital edition readers, 24,000 average users per month in 2020 and over 20,000 e-newsletter recipients

Recent campaigns include:

- Video series in association with NEC
- White paper series on behalf of Hexaware



CONTENT HOSTING

Get your content, whether it's a whitepaper or video, the exposure it deserves.

Our online knowledge centre is designed to host your existing or latest research, reports and any other content types to ensure that they reach the widest, most relevant audience possible. We're equipped to host content in any format, including:

- Whitepapers, reports, e-books
- Podcast, presentation, video
- Surveys, infographics

Your content can be open access to reach the widest possible audience or locked for data capture, enabling you to generate valuable qualified new business leads, and effective ROI.

All reports are hosted on their own dedicated, co-branded web page within our easily searchable knowledge centre.

To maximise exposure, we will promote all of your content via our e-newsletter and from our website homepage – airlines.iata.org

Prominently positioned
on the
Airlines. website
for 3 months

From £750
+ VAT

SPONSORED SURVEYS

Capture exclusive insight and create market leading intelligence from aviation professionals.

Surveys and research are a fantastic way to engage with our unrivalled audience and generate data and knowledge for future campaigns through engagement with key decision makers. This includes:

- Survey promoted via *Airlines.*'s digital channels
- A summary of findings published in *Airlines.*
- *Airlines.*'s content team will work closely with you to collate survey findings and produce a white paper - hosted for 3 months and locked for data capture
- Full page print advert in *Airlines.* to promote white paper



From £12,500
+ VAT

Airlines. IATA STRATEGIC PARTNER SPECIAL

In 2021, issue 2 of *Airlines.* sees the publication of the seventh edition of **IATA Strategic Partner Special.**

This essential publication provides aviation industry decision-makers with insight into managing effective procurement processes and supply chains as well as a comprehensive overview of the leading suppliers to the industry – IATA Strategic Partners.

All IATA Strategic Partners receive a standard listing in the publication as an inclusive part of their Strategic Partner package, but there are many ways of enhancing your presence and engaging even further with the *Airlines.* C-Suite readership.



Rates

Advertising	Price
Headline sponsorship: (+gate fold = 3 pages)	£9,950 (£12,500)
Inside/outside back gate fold cover:	£7,950
DPS profile:	£4,950
Display advertising page:	£3,450
Question & Answer response:	£1,950
Case studies (DPS size)	£4,950
Product/service category sponsorship:	£1,950
Enhanced listing	£950

Distributed to a global circulation of 7,500 + airline industry decision makers and at key IATA events, including IATA AGM

SUPPLYING ARTWORK

Airlines. operates a digital workflow system and so prefers to receive artwork as a Pass4Press PDF via email to Jane.easterman@redactive.co.uk, or via https://filetransfer.redactive.co.uk/dropbox/jane_easterman

Colours should be saved as CMYK with fonts and hi-resolution images embedded.

We are able to accept some other formats with prior agreement with **Jane Easterman (+44 (0) 20 7880 6248)**.

Word or PowerPoint files are NOT acceptable as artwork.

Digital data

File Types Accepted

Digital display/images: JPEG, PNG, GIF

Sponsored email: HTML (to be replicated), Word Doc

Digital copy contact: airlines@redactive.co.uk



DATES

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SPECIFICATIONS

DOUBLE PAGE SPREAD (H X W)
Type - 246mm x 400mm
Trim - 270mm x 420mm
Bleed - 276mm x 426mm

HALF PAGE
H: 120mm x 186mm
V: 246mm x 91mm

FULL PAGE (H X W)
Type - 246mm x 186mm
Trim - 270mm x 210mm
Bleed - 276mm x 216mm

QUARTER PAGE (H X W)
H: 57mm x 186mm