

# A fresh perspective on business aviation advertising





Unprecedented  
value for money

► PC-12 owner steps up to the Pilatus jet | ► Business air charter counts down to ACE18

► Read this arrival notice

## BUSINESS AIR NEWS

A weekly bulletin of business aviation news — September 14, 2018

► Top sales team  
KQ business sales team for  
Global charter work

► Malta headquarters  
Villager team five years in  
Malta

► ExecuJet IS-BAH  
ExecuJet reaches IS-  
BAH double figures



SEACONS BBJ



### Singapore traders sign for longer-range BBJ

The Boeing BBJ MAX is growing in popularity and has now amassed 20 orders worldwide, including one from Seacoms Trading of Singapore which currently has a BBJ NG.

► Read the full story

You could sweat every detail of the deal, from interest rates to jurisdictional complexity —

Or, you could let us.

GLOBAL JET  
CAPITAL

LET'S GO

CAJUN PC-24



### PC-12 owner steps up to the Pilatus jet

When your construction projects are in remote locations, you get used to making some pretty short landings. Now Cajun Industries will put the PC-24 through its paces.

► Read the full story

Harrods AVIATION

A complete aviation  
solutions partner

Find out why Harrods Aviation  
chooses World Fuel Services



Customised  
news

CHARTER ON SHOW

# Customised twice, every email is different

The Business Air News Bulletin is published every Wednesday, and covers a whole range of news about business aircraft operators and their entire supply chain of services and products. It encompasses business jets, turboprops, cabin-class twins and turbine helicopters, and is written to the same high standards of journalism and accuracy as our printed Business Air News magazine.

**Customised news:** Every one of over 50,000 professional subscribers worldwide receives news which has been identified as most directly relevant, based on their own country or US State, relationships to different aircraft types, and their business aviation activities. It is sent throughout the day to be sure that it arrives at around 7am local time to each. But the customisation does not stop there.

**Selective advertising:** Every email also features targeted advertising, with just six high profile rectangular banners.

As an advertiser you can select recipients in specific regions, individual countries or even US States. You can narrow down your focus onto broad aircraft categories or specified types, or select only recipients involved with particular supplies and activities. Our years of intensive research for Business Air News magazine and our Handbooks ensure the accuracy of your targeting.

Our Bulletin campaign system keeps track of how many impressions your advertisement receives, and even credits back any emails that are returned undeliverable. The delivered balance is then debited from your own fund of email tokens which can be topped up at any time at highly cost-effective rates.

This is the most innovative, targeted and exciting new advertising opportunity for the business aviation industry all around the world. No blanket email turning into false leads, just genuine potential customers in the areas that you are able to service.

No one else is able to offer this so contact me for a tailor-made Bulletin campaign today. Let me know who your target customers are, and I will advise on how many we could reach each week.

I look forward to working with you soon.

A handwritten signature in black ink, appearing to read 'Brad Wright', with a stylized flourish at the end.

**Brad Wright, sales manager**

[www.businessairnews.com](http://www.businessairnews.com)

# Select your target audience

You can fine tune the audience for your advertising banner by geography, by aircraft types and by activity. Approximate subscriber numbers are shown in each case:

## 1 Geography

Select your audience by region, country or US State.

- >> The whole world (c. 60,000).
- >> A region of the world:
  - Africa (2,500)
  - Asia Pacific (5,500)
  - Europe (14,000)
  - Middle East (1,500)
  - North America (27,500)
  - South America (5,500)
- >> One or more of 244 countries, such as:
  - U.S.A. (25,000)
  - Germany (2,000)
- >> Or one or more US States, such as:
  - California (3,500)
  - Texas (4,500)

## 2 Aircraft

Narrow down your selection according to the recipients' connection to one or more aircraft types, either by ownership/operation, by services supplied to the aircraft type, or by either.

- >> Most broadly all contacts by aircraft market:
  - Fixed-wing (34,000)
  - Rotary (11,000)
  - Global jets - super-midsize, long-range and large, and all worldwide suppliers (22,000)
- >> More specifically by owners and operators of aircraft in selected categories:
  - Single engine helicopters (6,200)
  - Twin engine helicopters (5,500)
  - Multi-engine piston aircraft (3,000)
  - Single engine turboprops (3,500)
  - Multi-engine turboprops (10,500)
  - Very light jets (1,800)
  - Small jets (12,800)
  - Midsize jets (7,800)
  - Super midsize jets (8,000)
  - Long range and large jets (6,300)
- >> Most accurately by individual aircraft types. Choose from 255, such as:
  - Airbus Helicopters H135 (950)
  - Cessna 208 Caravan (1,700)
  - Embraer Phenom 300 (1,850)

You can also choose individuals who provide services to these aircraft types.

For super-midsize jets this is 4,200 contacts.

And for the Airbus Helicopters H135 it is 750. Combining this with owners gives a total coverage for that type of 1,400.



### 3 Activity

Narrow your selection according to our subscribers' business activities. Note that you can select all aircraft owners and operators by choosing all ten aircraft categories in the Aircraft options (40,000).

>> Choose from seven wide-ranging sectors and 81 more specific categories, such as:  
Aircraft Maintenance (5,300)  
Flight Support (1,500)  
Charter Brokers (3,500)

### 4 Casual subscribers

You can also choose to add our casual subscriber list. These are anonymous direct requests for the Bulletin. They have also been confirmed by response, and number about 1,500.

## Fine tune the perfect advertising campaign

Using combinations of the geographical, aircraft and activity criteria, it is simple to create a highly accurate, targeted campaign. Here are just a few examples:

- >> Aircraft management company in southern Germany seeks new clients  
We suggest – a German language banner, limited to fixed wing aircraft owners in Germany, Austria and Switzerland. **Weekly audience: 1,850. Weekly cost: £27 to £36.**
- >> STC holder seeks Gulfstream jet decision makers  
We suggest – a worldwide banner, limited to owner/operators of Gulfstream jets, and maintenance providers to those types. **Weekly audience: 4,700. Weekly cost: £68.**
- >> Helicopter manufacturer seeks sales leads for twin helicopters  
We suggest – a worldwide banner, limited to current owners of all turbine helicopters.  
**Weekly audience: 8,330. Weekly cost: £120.**
- >> European charter operator seeks more business from European brokers  
We suggest – a banner, limited to charter brokers in Europe and Middle East.  
**Weekly audience: 2,050. Weekly cost: £30 to £40.**
- >> FBO seeks more long-range business jet visitors  
We suggest – a worldwide banner, limited to owner/operators of super-midsize and long-range aircraft types.  
**Weekly audience: 10,800. Weekly cost: £156.**

#### You stay in control

Our online Campaign Portal provides you with data on email delivery numbers each week, and individual campaigns can be paused if not every week is required.

[www.businessairnews.com](http://www.businessairnews.com)



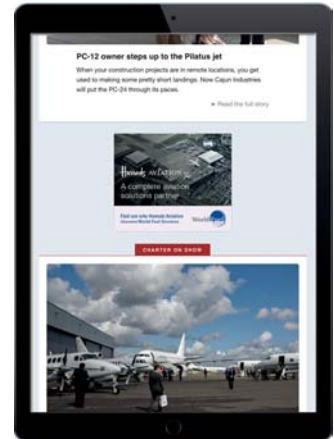


# The ideal banner for desktop and mobile

Up to six advertising banners appear on each email, framed individually between news items. Each is in the popular 300 x 250 pixels rectangular format which works well on desktop and is perfect for mobiles.

The format must be gif and we encourage animation.

Note: When more than six advertisements are selected for a particular email then inclusion is according to the price per thousand, and if these are equal then a random selection is made. Of course, we only charge for the number of emails delivered.



← 300 pixels →

↑  
250  
pixels



100kb maximum size

Animation 10 seconds or less, looping with five second delay

No artwork?

No problem!

Our in-house designers can produce a banner for you at a flat rate of £100.

Contact Brad Wright to find out more  
[brad@businessairnews.com](mailto:brad@businessairnews.com)



# Flexible pricing for all campaigns

Advertisers on the Business Air News Bulletin can buy an allocation of email tokens in advance, from 10,000 to one million, and one of these is then spent for every email delivered.

The time limit for spending the tokens is two years, so there is plenty of flexibility to pick and choose the numbers of emails sent each week, the audience and even to pause campaigns completely.

>> Online statistics analyse tokens purchased, delivered emails and balance available.

>> Artwork can be changed as often as required.

>> Run multiple campaigns to reach different audiences with targeted messages.

## Price list:

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>> 10,000 tokens: £195 (£19.50 per thousand)

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>> 100,000 tokens: £1,450 (£14.50 per thousand)

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>> 1 million tokens: £6,995 (£7.00 per thousand)

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Confused?

Call us for free campaign advice

We can advise on the audience that best suits you, monitoring and fine tuning the campaign as required.

Contact Brad Wright to find out more  
**[brad@businessairnews.com](mailto:brad@businessairnews.com)**

[www.businessairnews.com](http://www.businessairnews.com)



# Your contacts

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## Business Air News magazine

The leading magazine for business aviation in Europe, the Middle East and Africa is expanding in 2019.

For the first time there will be editions devoted to North America, South America and the Asia Pacific region, with local news reporting. These will be distributed to audiences of business aircraft owners and operators thoroughly researched to cover every aircraft in those regions. Each will also have bonus distribution at one of the leading global exhibitions.

See our magazine media brochure for full details at [www.businessairnews.com/advertise.html](http://www.businessairnews.com/advertise.html).



## Business Air News Handbooks

The leading resource for business aircraft owners and operators worldwide, with online and printed editions.

Long-range and large jets worldwide edition published each January, and European, Middle East and Africa edition for all aircraft types in May.

See our handbook media brochure for full details at [www.businessairnews.com/advertise.html](http://www.businessairnews.com/advertise.html).



### **Booking conditions:**

1. The Publisher reserves the right to refuse, amend, withdraw or otherwise deal with all advertisements submitted to him at his absolute discretion and without explanation. All advertisements must comply with the The UK Code of Non-broadcast Advertising, Sales Promotion and Direct Marketing.
2. The Publisher will not be liable for any loss or damage consequential or otherwise occasioned by error, late publication or the failure of an advertisement to appear from any cause whatsoever.
3. The Advertiser will indemnify the Publisher against any damage and/or loss and/or expense which the Publisher may incur as a direct or indirect consequence of the Advertiser's announcement.
4. The Publisher reserves the right to increase advertisement rates at any time or to amend the terms of contract as regards space or frequency insertion. In such event the Advertiser has the option of cancelling the balance of the contract without surcharge.
5. The Publisher reserves the right to refuse stop-orders, cancellations or transfers unless they are received not less than ten weeks before the copy date. The cancellation by the customer of any

advertising after the booking deadline will incur a cancellation fee of 100% of the charges that would be payable if the advertising had been published.

6. If the Advertiser cancels the balance of a contract, except in the circumstances stated in paragraph 4, all unearned series discount will be surcharged. The Publisher reserves the right to surcharge in the event of insertions not being completed within the contractual period.

7. Where credit facilities are granted, failure to pay accounts within 30 days nett from the invoice date will make advertising agencies liable to the following reductions in any commission otherwise allowed to agencies:-

(a). 5 per cent on the gross rate where the sum owing has not been paid one month after the due date.

(b). The full 15 per cent where the sum owing remains unpaid two months after due date.

8. Copy must be supplied without application from the Publisher. In the event of copy instructions not being received by the copy date the Publisher reserves the right to repeat the copy last used.

9. All advertisement orders, amendment and

cancellations are acknowledged. Proof of posting advertisement instructions will not be accepted as evidence of receipt.

10. Provided copy is received by the stipulated copy date, except in the case of repeat advertisements, the Publisher will provide proofs if requested and it is practicable to do so.

11. The Advertiser shall be responsible for the insurance of all advertisement material delivered by him to the Publisher and the Publisher cannot accept any responsibility for loss or damage.

12. The Publisher reserves the right to destroy all materials which have been in his custody for 12 months, provided that the Advertiser or his agent has not given instructions to the contrary. The Publisher may exercise this right without notice.

13. All advertisements due to appear in the Business Air News Bulletins will only be accepted on condition that the Advertiser warrants that the advertisement does not in any way contravene the provisions of The Business Protection from Misleading Marketing Regulations, 2008, and its subsequent amendments.