

Essential data for business aircraft owners and operators



MORE DATA THAN EVER BEFORE
Improved web site



25,000
business
jets



19,000 business
turboprops



28,000 turbine
helicopters



Our audience of 60,000 business aviation professionals

The Business Air News data crew are meticulous. They research every FBO, handler, maintenance company, charter operator and much more besides, in order to produce accurate and comprehensive online and printed directories of unique quality.

But they also research every business aircraft worldwide regularly to ensure that we reach the key purchasing contacts responsible for their acquisition and operation. This includes every business jet, every business turboprop and turbine helicopter on earth. No stone is unturned.

So whenever aircraft owners are thinking about buying FBO services, maintenance, aircraft and any other essential daily requirement, they know that Business Air News Handbook will have the answers they need, easily searchable and quickly to hand.

For more than 15 years advertisers have recognised the power of the Handbook of Business Aviation in Europe and the Global Business Jet Yearbook, and now we have an even better proposition for them. Both books will continue to go from strength to strength under the Business Air News parent brand name, with larger pages and bigger advertising formats. And the two web sites have been merged into one, with a top-to-bottom overhaul. Slicker, faster, more comprehensive, mobile friendly and future-proof, there has never been a better platform for your advertising.

This brochure lays out what is available, and reveals just how cost-effective Handbook advertising can be. But we want to do better than that. Call us today for a no-obligation proposal and we will suggest the best package of advertising across our online and printed products, and make sure you have a deal you simply can't resist.

I look forward to making your day!



Brad Wright

New for 2019

- >> Printed Handbooks increased to A4
- >> Greater legibility, fold-flat pages
- >> Web site optimised for mobile
- >> Web site cleaner, slicker and faster
- >> Coverage expanded to North America

Seven sections of essential operational data



Airports and handlers

Browse by country, or search for specific airports. For each airport we list the handling companies and FBOs that provide services for business aviation, plus maintenance and completions centres and other providers of support services.

Advertising opportunities for:

FBO/handlers	Fuel and lubricants
Airports	Ground equipment
Aircraft cleaning	Ground transportation
Catering services	Hangarage
Concierge services	Weather
Flight support	

Completions

A directory of business aircraft completion centres – companies capable of providing a range of interior and exterior refurbishment by company name, aircraft type or location.

Advertising opportunities for:

Completions centres	Galley equipment
Aeromedical equipment	Galleys
Aircraft painting	In-flight entertainment
Cabin management systems	Insulation
Cabin supplies	Interior design
Cabin trim/panelling	Interior lighting
Cabinetry	Lavatories
Completions management	Metal plating
Environmental systems	Seating/upholstery
Flooring	Windows

Maintenance

Details of type-approved line, base and engine maintenance companies for business aircraft, analysed by aircraft and engine types covered and bases.

Advertising opportunities for:

Maintenance providers	
Aircraft parts	Maintenance personnel
AOG services	Maintenance programmes
Avionics services	Maintenance software
Certification services	Maintenance training
Component repair	Modifications
Engine services	Technical documentation
Continuing airworthiness management	Testing and analysis
	Tooling/workshop equipment

Aircraft

Details of business jets, turboprops and turbine helicopters. For each type we list basic data, along with sales representatives and companies providing maintenance, completions services and type rating training.

Advertising opportunities for:

Aircraft manufacturers	Fractional ownership
Aircraft management	Importation services
Aircraft sales and acquisition	Insurance
Auxiliary power units	Legal services
Avionics systems	Ops consultancy
Crew training	Ops software
Data services	Pilot supplies
Electronic flight bags	Registration/documentation
Emissions trading	Safety
Engine manufacturers	Security
Finance and leasing	Satellite communications
Flight/ground personnel	

Charter

Listing charter companies by name, aircraft type and location.

Advertising opportunities for:

Charter operators	
Aeromedical services	
Charter sales agents/networks	
Charter brokers	
Jet cards/membership schemes	
Online booking platforms	

Calendar

A handy reference of world events in aviation, sport, business and politics, with dates and nearby airports.

Advertising opportunities for:

Business aviation shows	Local airports
Conferences	

Training

Every type rating organisation for business aircraft types is listed.

Advertising opportunities for:

ATO training organisations	Maintenance training
Crew training	Flight attendant training
Ground crew training	Simulation

Thanks to our most recent advertisers



Cost-effective advertising all year round

Wherever you are in the world, your customers are calling on the Business Air News Handbook every day – whether online, or by browsing our printed books.

Online

The www.businessairnews.com web site welcomes over 240,000 unique visitors per year, and many of the 40,000 unique pages feature regularly in the top ten of internet searches. Aircraft operators, trip planning organisations and many other business aviation professionals buy annual subscriptions for unfettered access every year. Online advertising can be booked for a whole year at any time and will begin working for you straight away. There are three options to choose from:

Regular	Enhanced	Premium	Free bonus!
<ul style="list-style-type: none">>> Your directory entry highlighted and brought to the top of search results>> 20 word sales message added to your own page and search result listings	<ul style="list-style-type: none">>> Your directory entry highlighted and brought to the top of search results>> Photograph and logo added to your own page>> 20 word sales message added to your own page>> Logo and 20 word sales message in search result listings	<ul style="list-style-type: none">>> Your directory entry highlighted, brought to the top of search results and featured on section home pages>> Gallery of photographs and logo added to your own page>> 75 word sales message added to your own page>> Logo and 75 word sales message in search result listings	<p>All options include repeats of your entry at your linked airports, aircraft, engines and activities.</p> <p>Optional positions</p> <p>Logo and 20 word sales message added to as many specific aircraft, airport and engine pages as you choose*</p>

See www.businessairnews.com/advertise_hb_examples.html to see some examples of online advertising.

In print

Our online advertisers are then eligible to take space in our prestigious printed Handbooks:

Long Range Worldwide

(formerly known as the Global Business Jet Yearbook)

For long-range business jet operators worldwide



Europe, Middle East and Africa

(formerly known as the Handbook of Business Aviation - EMEA)

For all jet, turboprop and turbine helicopter operators throughout EMEA



*Only available in conjunction with Enhanced and Premium main listings

See full details on the next page.

www.businessairnews.com

Long Range Worldwide 2019

Long range business aviation is in a golden age, with new aircraft models at all stages of development, and expanding fleets in every emerging market around the world. The continuing globalisation of business is sure to drive the growth of this vital sector of aviation in decades to come.



The Business Air News Handbook – Long Range Worldwide, formerly known as the Global Business Jet Yearbook, is the leading online and printed resource for pilots, operations departments and intercontinental business jet owners all around the world.

Free copies of the annual print edition are mailed to decision-makers worldwide with ACJ, BBJ, Challenger, Global, Citation X, Legacy, Lineage, Falcon 50, 2000, 900, 7X and 8X, and Gulfstream jets - in short, the biggest spenders in business aviation.

In 2019 there is a stunning new front cover advertising slot (one only – first come, first served) and there are premium A4 page advertising slots facing each major section of the book. And our new pricing structure makes our larger-than-ever display advertising sizes lower priced and better value than ever before.

Advertising booking deadline	November 28, 2018
Materials date	December 5, 2018
Publication date	January 9, 2019

See full details of the range of advertising options on page 10.



16,465
business
aviation
company
entries

8,744
long range
business
jets

244
countries

Get a great deal in 2019

Our market-leading web site and the two printed books are a powerful combination, and we aim to turbocharge your advertising throughout the year.

Europe, Middle East & Africa 2019/20



The Business Air News Handbook - Europe, Middle East and Africa is a trusted and unique source of contact information essential for professionals responsible for aircraft operations, maintenance, training, sales and acquisition. It provides an excellent advertising opportunity throughout the year.

Our subscriber database includes the key individuals with responsibility for all the business jets and turboprops, cabin-class twins and turbine helicopters in the Europe, Russia, Middle East and Africa region, each entitled to request a free copy of our printed Handbook.

In fact since the Handbook's first appearance 16 years ago we have witnessed a major growth in business aviation throughout the region, and we expect this to continue unabated. And now with all of Africa included, the current fleet and future potential are even greater.

In 2019 there is a stunning new front cover advertising slot (one only – first come, first served) and there are premium A4 page advertising slots facing each major section of the book. And our new pricing structure makes our larger-than-ever display advertising sizes lower priced and better value than ever before.

Advertising booking deadline	April 3, 2019
Materials date	April 15, 2019
Publication date	May 15, 2019

See full details of the range of advertising options on page 10.



12,968
business
aviation
company
entries

16,787
business
aircraft

129
countries

To get a great deal, just email Brad Wright at brad@businessairnews.com and we will suggest a package that will impact your target audience in the most cost-effective way.

- >> Highlight your company listing, or advertise alongside specific airports or aircraft
- >> Great discounts are available for multiple bookings
- >> New for 2019 – larger A4 pages and advertising sizes for maximum impact

High impact advertising options in our printed Handbooks

Online advertisers are also eligible to take advertising in our printed Handbooks.

Front cover sponsorship

The most prominent position in the Handbook is available at a competitive rate for year-round exposure.

Bonus: Free bold listing

Double page features

Double page spreads are available at the front of each section as advertorials or adverts.

Bonus: Free bold listing

Full page adverts

Full page adverts are available throughout the Handbook.

Bonus: Free bold listing

Half and quarter pages

Full colour quarter and half pages can be located with your entry, or at any strategic location.

Bonus: Free bold listing

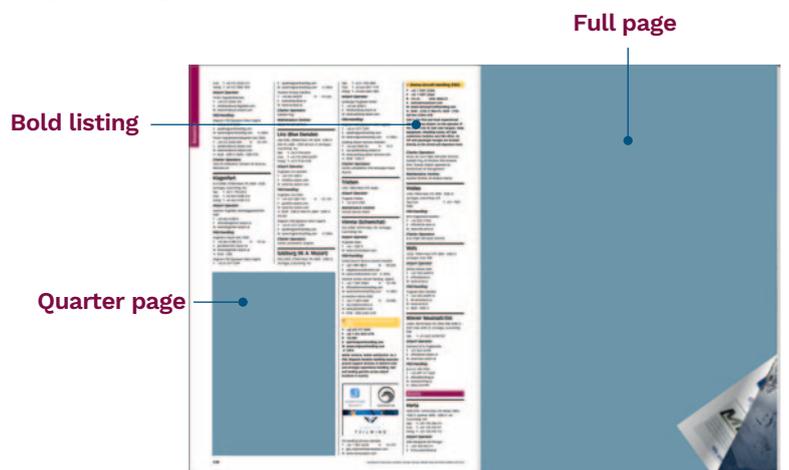
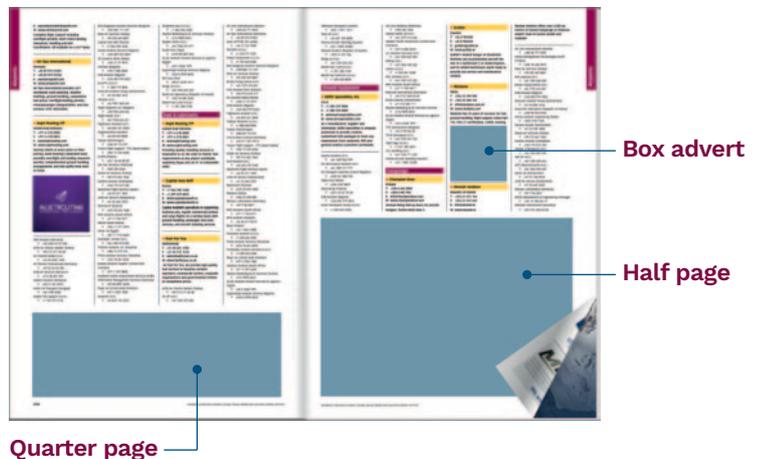
Box adverts

High impact, full colour box adverts above your listing in the printed Handbook or at any other location.

Bonus: Free bold listing

Bold listings

Stand out with your company name highlighted, and your own 20 word sales message.



Rates and data

Multiple insertions

Substantial discounts
on request! Call +44 (0)1279
714509 or 714521

Online entry prices

Rates are in UK Pounds Sterling (GBP), per year

Regular	Bold entry, 20 words	£195
Enhanced	Bold, logo, photo, 20 words	£295
Premium	Bold, logo, gallery, 75 words	£345

Optional positions:

Positions at specific Airport/Aircraft/Engine pages	£25 each
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Printed entry prices

All print advertising bookings include one copy of the Handbook (cover price UK £35.00). See previous pages for what's included in each advertising package. Note that printed advertising is only available in conjunction with online advertising.

Booking schedule	Long Range Worldwide	Europe, Middle East and Africa
Advertising booking deadline	November 28, 2018	April 3, 2019
Materials date	December 5, 2018	April 10, 2019
Publication date	January 9, 2019	May 15, 2019

Prices are per Handbook

Rates are in UK Pounds Sterling (GBP)

Front cover	UK £3,995
Back cover	UK £1,995
Inside cover	UK £595
Double page spread	UK £595
Section front full page	UK £595
Page	UK £495
Half page	UK £395
Quarter page	UK £295
Box advert	UK £175
Bold listing	UK £75

New A4 format for 2019

Size	Type area	Trim	Bleed
A4 (210mm x 297mm)	Width x depth (mm)	Width x depth (mm)	Width x depth (mm)
Double page spread	386 x 270	420 x 297	426 x 303
Full page	180 x 270	210 x 297	216 x 303
Front cover sponsorship		210 x 83	216 x 89
Half page	180 x 132		
Quarter page (portrait)	87.5 x 132		
Quarter page (landscape)	180 x 64		
Box advert	40 x 40		

Print specification:

Business Air News Handbook is printed sheetfed offset onto coated stock, saddle stitched and trimmed to A4 size.

Advertising materials should be supplied as high resolution, CMYK, font embedded pdf files with no transparency. Other digital formats can be accepted, please call before sending materials.

Agency discount:

Recognised agencies providing finished digital materials may deduct a commission of 15 per cent from the standard rates.

Bleed positions:

Bleed advertising is available for half page insertions or larger at a five per cent supplement to the standard rates.

Your contacts

Looking for a good deal or unsure of your options? We'll always be happy to put together tailor-made, cost-effective packages that work best for you.

Mark Ranger Advertising Manager

Direct line: +44 (0)1279 714509

Email: mark@businessairnews.com

Brad Wright Advertising Sales

Direct line: +44 (0)1279 714521

Email: brad@businessairnews.com

Stephen Campbell Editor

Direct line: +44 (0)1279 714512

Email: stephen@businessairnews.com



Business Air News Handbooks

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Published by Stansted News Limited

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.



Business Air News Bulletin

Every recipient of our weekly Bulletin email receives business aviation news that has been identified as most directly relevant, based on their location, connections to different aircraft types, and their business aviation activities. This makes the Business Air News Bulletin essential reading for over 60,000 professionals worldwide.

Each email is customised twice – with banner advertisers able to select the precise audience they need, by aircraft types, activities and geographic location. The result is the world of business aviation's most cost-effective advertising by far.

See our Bulletin media brochure for full details at 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 Handbooks 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.