

Unique news, now delivered worldwide



NEW FOR 2019

North American, South American
and Asia Pacific editions



Thank you!



Our advertisers in the past year have included many of the leading companies in business aviation

Trust us to deliver

Business Air News delivers our own unique style of news to business aircraft owners and operators in print, online and by email. In the thirty years since our first issue we have continuously researched our subscriber lists, making sure that we reach decision-makers responsible for every business jet, turboprop, cabin-class twin and turbine helicopter. We have developed a unique editorial style, reporting on the operators themselves, which enables our readers to learn more about their own marketplace, peers, rivals and partners.



Until now our focus has been on Europe and the Middle East, and we have established our reputation as the market-leading magazine in these important and growing regions. In recent years we expanded our coverage to the fast-evolving continent of Africa. And now in 2019 we are ready to bring our meticulous attention to detail, incisive reporting and effective advertising platforms to the whole world.

Alongside our eight regular EMEA editions we will publish special editions for North America, South and Central America and the Asia Pacific.

Each of these new editions has its own unique and thoroughly researched database of regional business aircraft owners and operators, and will be filled with local news. Each will have bonus distribution at the leading business aviation shows.

The audience for each is different, and so the opportunities for advertisers will be more valuable than ever. The large format tabloid pages provide an eye-catching canvas, the web page-turner edition is slick and easy to read, with clickable links from each advertisement. All advertisers also feature on our redesigned web site's news pages with logos and links.

These are exciting times for Business Air News, and we hope to have you on board in 2019.

Mark Ranger
Advertising Manager

Europe, Middle East and Africa

We know exactly how many business aircraft there are in the EMEA region. We track them constantly, combining official register data, commercial sources and our own readers' requests and feedback, in order to ensure that our magazine is mailed directly to decision-makers for every one.

Readers of the July 2018 edition were responsible for 16,809 aircraft - five per cent up on a year previously - including 4,389 jets, 7,475 turbine helicopters and 3,420 business turboprops.

At each organisation we seek out the key individuals and post holders with budget responsibility for aircraft acquisition, daily flight operations and maintenance support. This includes company directors, chief pilots, operations managers and maintenance managers.

This valuable audience will receive local business aviation news every week by email.



25,661
printed edition

Over 400 subscribers told us how many people read their copy of Business Air News. That's how we can confidently estimate a readership figure of 25,661 for the 4,502 individual printed copies mailed in July 2018.



15,854
digital edition

Thousands of our printed issue subscribers also receive our digital edition by email, in addition to the 15,854 who receive only the digital.



13,395
pilot lounges

13,395 is our best estimate of the number of individuals browsing 893 copies of Business Air News strategically located in 93 leading FBO facilities.

www.businessairnews.com





Making the most of major exhibitions

Business Air News will be printing additional copies for distribution to attendees at the leading business aviation events throughout the EMEA region in 2019.

Many of our advertisers are also exhibitors at these shows, and these pre-show editions can be a vitally important way to attract customers to meet there. When surveyed, almost half of Business Air News readers in Europe say they regularly attend EBACE in Geneva.

There is no surcharge for our pre-show editions, they are simply great value for money.



April 2019
Aero Friedrichshafen
10-13 April



May 2019
EBACE, Geneva
21-23 May



June 2019
Paris
17-23 June



September 2019
ACE, Biggin Hill
10 September



MEBAA, Marrakech
17-18 September



October 2019
Helitech, Biggin Hill
16-18 October



November 2019
Dubai
17-21 November

We pioneered the idea of the pan-European business aviation convention when we organised and staged the first European Business Air Show



(EBAS) at London Stansted airport in 1991, with the support and assistance of the EBAA.

In recent years the European business aviation calendar has been dominated by the spectacular EBACE convention, organised by the EBAA with its US counterparts, the NBAA, at Geneva – and our magazine still plays its part in advertising the event and takes its place among the exhibitors.



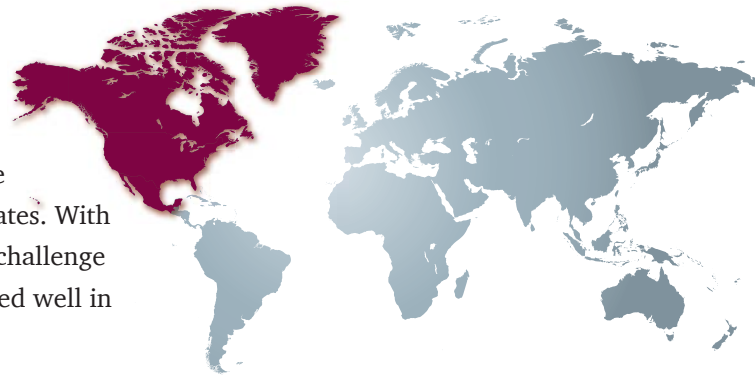
Our May edition will have bonus distribution from our booth and from publication bins.

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USA, Canada and Mexico

Our research team has been working tirelessly to tackle business aviation's biggest market by far, the United States. With over 30,000 aircraft to analyse it has been our biggest challenge to date but our qualified subscriber list will be completed well in time for launch in January 2019.



Following the best practice of our European data, we seek out the key individuals and post holders with budget responsibility for aircraft acquisition, daily flight operations and maintenance support. This includes company directors, chief pilots, operations managers and maintenance managers. This valuable audience will receive local business aviation news every week by email.

Two printed issues of the North American edition will be published in 2019, with bonus distribution at the following key shows:



January 2019
NBAA Schedulers & Dispatchers,
San Antonio
29 January-1 February



October 2019
NBAA-BACE, Las Vegas
22-24 October



27,500
digital edition

Thousands of our printed issue subscribers will also receive our digital edition by email, in addition to the estimated 27,500 who receive only the digital.



33,060
printed edition

As a new publication for North America we expect to make waves. We predict a readership figure of 33,060 for approximately 5,800 individual printed copies which will be mailed in January 2019.



15,000
pilot lounges

15,000 is our best estimate of the number of individuals browsing 1,000 copies of the North American edition of Business Air News strategically located in 100 leading FBO facilities.

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South & Central America and the Caribbean

The Business Air News team has long-standing and extensive experience throughout South America, having produced the definitive online Handbook of Business Aviation for the region for many years. Our research has also been able to draw on the contacts of sister publication Charter Broker in the commercial sector.

Now for the first time we will be providing news directly to our researched database of subscribers, key individuals and post holders with budget responsibility for aircraft acquisition, daily flight operations and maintenance support. This includes company directors, chief pilots, operations managers and maintenance managers. Each will receive weekly news by email as well as a special printed issue in July 2019.

The numbers shown here are best estimates, so do please check the web site at www.businessairnews.com for the latest circulation breakdown.



One issue of the South American edition will be published in 2019, with bonus distribution at the all-important LABACE show:



July 2019

LABACE, São Paulo
13-15 August



7,500
pilot lounges

7,500 is our best estimate of the number of individuals browsing 500 copies of the South and Central America edition of Business Air News strategically located in 50 leading FBO facilities.



8,270
digital edition

Thousands of our printed issue subscribers will also receive our digital edition by email, in addition to the estimated 8,270 who receive only the digital.



26,853
printed edition

Based on our meticulously researched subscriber database, we predict a readership figure of 26,853 for approximately 4,711 individual printed copies of our debut South American edition in July.

www.businessairnews.com



Asia Pacific

The Business Air News team has long-standing and extensive experience throughout the Asia Pacific, having produced regular email news bulletins for the region for many years.

Now for the first time we will be providing news in print to our researched database of subscribers, key individuals and post holders with budget responsibility for aircraft acquisition, daily flight operations and maintenance support. This includes company directors, chief pilots, operations managers and maintenance managers. Each will receive weekly news by email as well as a special printed issue in March 2019.

The numbers shown here are best estimates, so do please check the web site at www.businessairnews.com for the latest circulation breakdown.

One issue of the Asia Pacific edition will be published in 2019, with bonus distribution at the fast-growing ABACE show:



March 2019
ABACE, Shanghai
16-18 April



8,602
digital edition

Thousands of our printed issue subscribers will also receive our digital edition by email, in addition to the estimated 8,602 who receive only the digital.



25,023
printed edition

Based on our meticulously researched subscriber database, we predict a readership figure of 25,023 for approximately 4,390 individual printed copies of our debut Asia Pacific edition in March.



7,500
pilot lounges

7,500 is our best estimate of the number of individuals browsing 500 copies of the Asia Pacific edition of Business Air News strategically located in 50 leading FBO facilities.

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Optimised
for mobile



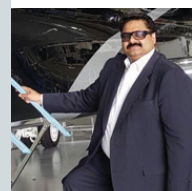
Harnessing the full power of digital

All of our worldwide editions of Business Air News are published in print, and also in high resolution page-turner format on the web. As well as providing a great platform for your artwork this also enables direct click-throughs to your site, and extends our readership beyond subscribers to all-comers.

All advertisers are also included throughout the news pages of www.businessairnews.com with logo, headline and direct links.

We publish circulation statements for every edition published, detailing the printed and digital copies distributed, and providing breakdowns of the qualifications of our readers and the overall size and composition of the business aircraft fleet in countries covered. No other publisher provides more comprehensive detail.

**Celebrating
30 years of
Business Air
News**



The complete package of advertising options

For aircraft manufacturers, FBOs and handlers, flight service providers, aircraft dealers and the whole myriad of business aviation suppliers, Business Air News offers an unbeatable and direct way to put a strong message in front of the most important customers. Our printed edition carries unique editorial in a large format to provide the perfect canvas for advertising. Meticulous attention to detail and thorough research ensures that Business Air News' regional distribution is unsurpassed by any other business aviation magazine.

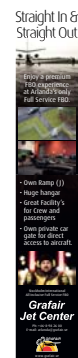
Each issue is also published as a spectacular page-turner edition on the web site, for our extended database of contacts and casual visitors alike.

Display advertising

Leading aircraft manufacturers, flight support specialists, fuel suppliers, airports and FBOs will be seen regularly gracing the pages of Business Air News. You can choose from our dramatic full pages, front cover strips or part pages all the way down to small banner style adverts, that will keep your company in front of our dedicated readership. All display advertising booked into Business Air News appears in our print and digital editions at no additional charge.

Bespoke advertising

We are happy to discuss any exciting and eye-catching advertising options, among them loose inserts, sponsored features, advertorials, cover wraparounds and tip-ins.



The Greatest Value in Aviation Training

Quality • Experience
Service • Technology

Your Most Trusted Safety Partner

Customers choose FlightSafety for our unparalleled experience, master instructors and advanced technology training devices. But they return for the consistent value they receive in every other-based training program we offer. At each of our numerous locations that span the globe, Customers know they're trained by experts, and trained by FlightSafety instructors who go above and beyond to ensure the best possible experience. With unmatched service and support, Customers become part of the FlightSafety family during and after their training. They train on precision simulators designed and manufactured by engineers and technicians with decades of real-world training experience to match today's sophisticated aircraft. Expect the greatest value from your most trusted training provider. Only FlightSafety delivers it.

Unmatched Advantages

- 1000+ master instructors deliver 2.4 million hours of instruction annually
- Unsurpassed Customer service, attentive and friendly including Proficiency Protection
- Global network of Learning Centers provides worldwide reach for training
- Unmatched advanced training programs and most complete range of courses
- "Master Aircraft" takes pilots beyond proficiency, delivering the highest accuracy in safety
- Largest fleet of advanced technology simulators maintained by our experts
- Dedicated to enhancing aviation safety since 1951

Aviation professionals have earned the world trust as to provide the highest quality training and outstanding service. More than 100,000 flight crewmembers and maintenance personnel attend FlightSafety training annually. From our comprehensive training systems and customer technology, FlightSafety is uniquely designed to enhance safety, from our training to FlightSafety. And our only no-fee master performance based fee service choice. And from since 1951.

FlightSafety

You could worry about the depreciative effect new models are going to have on the **business aircraft** market –

Or, you could **let us**.

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Rates and data

Issue	Distribution	Booking	Materials	Publication	Bonus distribution
January	North America	3 January	5 January	14 January	NBAA S&D/San Antonio
February	Europe, ME & Africa	31 January	2 February	11 February	
March	Asia Pacific	26 February	28 February	8 March	ABACE/Shanghai
April	Europe, ME & Africa	25 March	27 March	5 April	
May	Europe, ME & Africa	1 May	3 May	13 May	EBACE/Geneva
June	Europe, ME & Africa	30 May	1 June	10 June	Paris
July	South America	24 June	26 June	5 July	LABACE/São Paulo
August	Europe, ME & Africa	30 July	1 August	9 August	
September	Europe, ME & Africa	23 August	28 August	6 September	ACE/Biggin Hill & MEBA Morocco
October	North America	25 September	27 September	7 October	NBAA/Las Vegas Helitech, Farnborough
November	Europe, ME & Africa	29 October	31 October	8 November	Dubai
December	Europe, ME & Africa	27 November	29 November	9 December	

Space booked

Full colour (price per issue)

	1-2 Insertions	3-6 Insertions	7-11 Insertions
Double page	\$20,530	\$18,485	\$16,550
Double magazine page	\$15,375	\$13,945	\$12,450
Page	\$11,355	\$10,240	\$9,175
Magazine page	\$8,035	\$7,225	\$6,465
Half page	\$6,165	\$5,545	\$4,970
Junior magazine page	\$4,840	\$4,360	\$3,895
Quarter page	\$3,475	\$3,145	\$2,820
Front cover strips	POA	POA	POA
Column centimetre	\$94.00	\$86.00	\$75.00

Print specification:

Business Air News is printed sheetfed offset onto coated stock, saddle stitched and trimmed to A3 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.

Artwork sizes in mm - width x depth

	Type area	Trim area	Bleed area
Double page	569 x 380	594 x 420	600 x 426
Double mag page	457 x 270		
Page	273 x 380	297 x 420	303 x 426
Magazine page	217 x 270		
Half page	273 x 187		
Junior mag page	161 x 210		
Quarter page			
– portrait	106 x 232		
– landscape	273 x 93		
– square	161 x 150		
Front page strip	Various		
Single column	Minimum 51 x 50		

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.

www.businessairnews.com



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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.



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 Business Air News 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.



Business Air News

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