

Unique news, now delivered worldwide



EMEA, North American,
South American and
Asia Pacific editions

**Prices
frozen**

MEDIA KIT 2021

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 over 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.



Traditionally 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 we also bring our meticulous attention to detail, incisive reporting and effective advertising platforms to the whole world.

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

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

The audience for each is different, and so the opportunities for advertisers are 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 2021.

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 August 2020 edition were responsible for 16,643 aircraft - including 4,175 jets, 7,680 turbine helicopters and 2,780 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.



30,062
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 30,062 for the 5,274 individual printed copies mailed in August 2020.



18,897
digital edition

Thousands of our printed issue subscribers also receive our digital edition by email, in addition to the 18,897 who receive only the digital.



14,025
pilot lounges

14,025 is our best estimate of the number of individuals browsing 935 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 2021.

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.

January 2021
MEBAA, Dubai
 22-24 February

March 2021
Helitech Expo
 10-12 March

May 2021
EBACE, Geneva
 18-20 May

June 2021
Paris Air Show
 21-27 June

August 2021
ACE, Biggin Hill
 14 September

September 2021
MEBAA, Morocco
 22-23 September

November 2021
Dubai Airshow, Dubai
 14-18 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.

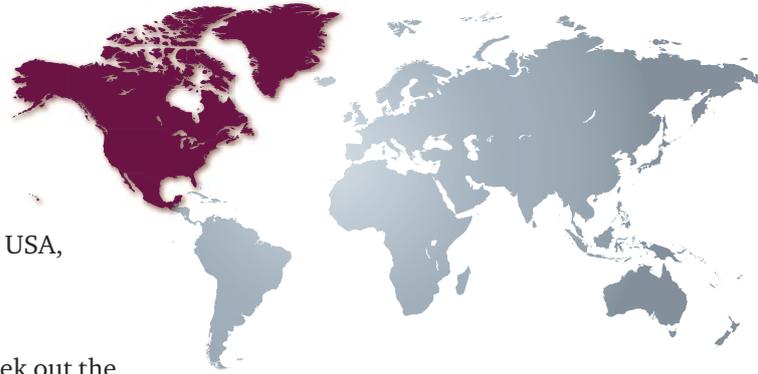


Our May edition will have bonus distribution from our booth and from publication bins.

www.businessairnews.com



USA, Canada and Mexico



Our research team has been working tirelessly to tackle business aviation's biggest market by far, the United States. We now track and analyse 38,846 aircraft in the USA, Canada and Mexico.

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 receives local business aviation news every week by email.

Two printed issues of the North American edition will be published in 2021, with bonus distribution at the following key shows:



February 2021
NBAA Schedulers & Dispatchers,
Fort Worth
23-26 February



September 2021
NBAA-BACE, Las Vegas
12-14 October



31,221
digital edition

Thousands of our printed issue subscribers also receive our digital edition by email, in addition to the 31,221 who receive only the digital.



31,338
printed edition

As a new publication for North America we are making waves. We have a readership figure of 31,338 for 5,498 individual printed copies.



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 leading FBO facilities.

www.businessairnews.com



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.

Now we provide 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 receives weekly news by email as well as a special printed issue in July 2021.

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 2021, with bonus distribution at the all-important LABACE show:



July 2020
LABACE, São Paulo
10-12 August



4,500
pilot lounges

4,500 is our best estimate of the number of individuals browsing 300 copies of the South and Central America edition of Business Air News strategically located in leading FBO facilities.



12,464
digital edition

Thousands of our printed issue subscribers also receive our digital edition by email, in addition to the 12,464 who receive only the digital.



21,870
printed edition

Based on our meticulously researched subscriber database, we predict a readership figure of 21,870 for 3,837 individual printed copies of our 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 we provide 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 receives weekly news by email as well as a special printed issue in April 2021.

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



24,749
printed edition

One issue of the Asia Pacific edition will be published in 2021, with bonus distribution at the fast-growing ABACE show:



Based on our meticulously researched subscriber database, we predict a readership figure of 24,749 for 4,342 individual printed copies of our Asia Pacific edition in March.



13,198
digital edition



3,000
pilot lounges

Thousands of our printed issue subscribers also receive our digital edition by email, in addition to the 13,198 who receive only the digital.

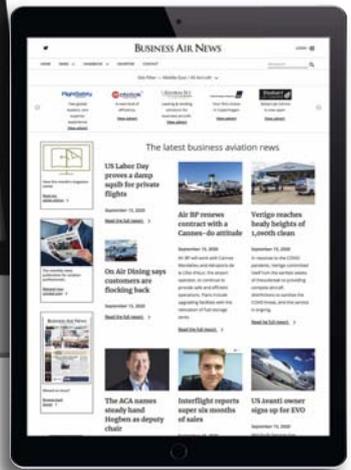
3,000 is our best estimate of the number of individuals browsing 200 copies of the Asia Pacific edition of Business Air News strategically located in leading FBO facilities.

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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.

See our features planner at businessairnews.com/advertise



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.

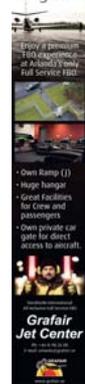
Display advertising

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.

Straight In & Straight Out



INSTRUCTOR-LED TRAINING ONLINE



Learn on Your Schedule From Your Location

Trust online training developed and perfected to maximize and enhance the learning experience. Choose from scheduled, instructor-led recurrent ground school and maintenance training, always-available eLearning courses, or develop a custom course library to meet your specific needs.



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Rates and data

Issue	Distribution	Booking	Materials	Publication	Special issue
January	Europe, ME & Africa	7 January	8 January	15 January	MEBAA
February	North America	4 February	5 February	12 February	NBAA S&D
March	Europe, ME & Africa	4 March	5 March	12 March	Helitech Expo and HAI
April	Asia Pacific	31 March	1 April	9 April	ABACE
May	Europe, ME & Africa	29 April	30 April	7 May	EBACE
June	Europe, ME & Africa	3 June	4 June	11 June	
July	South America	8 July	9 July	16 July	LABACE
August	Europe, ME & Africa	5 August	6 August	13 August	ACE 21
September	North America	2 September	3 September	10 September	NBAA-BACE
October	Europe, ME & Africa	7 October	8 October	18 October	
November	Europe, ME & Africa	4 November	5 November	12 November	Dubai
December	Europe, ME & Africa	2 December	3 December	10 December	

Space booked

Full colour (price per issue)

	1-2 Insertions	3-6 Insertions	7-11 Insertions
Double page	\$20,940	\$18,855	\$16,880
Double magazine page	\$15,685	\$14,225	\$12,700
Page	\$11,585	\$10,630	\$9,360
Magazine page	\$8,195	\$7,370	\$6,600
Half page	\$6,300	\$5,655	\$5,070
Junior magazine page	\$4,890	\$4,450	\$3,975
Quarter page	\$3,545	\$3,208	\$2,877
Front cover strips	POA	POA	POA
Column centimetre	\$96.00	\$87.50	\$76.50

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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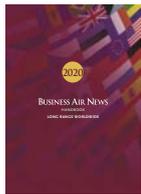
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www.businessairnews.com

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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 and Charter Worldwide in September.

See our handbook 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 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 55,000 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.

