

Essential data for business aviation in print and online



MORE DATA THAN EVER BEFORE

**Prices
frozen**

MEDIA KIT 2022



24,000
business
jets



11,000 business
turboprops



24,000 turbine
helicopters



Our audience of 55,000 business aviation professionals

Research, research and more research. We put the same attention to detail and sheer hard work into our subscriber list as we do into our unique business aviation industry data and news. Only by tracking every aircraft and every support company can we be sure that our Handbooks reach the maximum possible number of current and relevant decision-makers worldwide.

For more than 18 years advertisers have recognised the power of the EMEA and Long Range Worldwide Handbooks. Each is targeted at different segments of business aviation:

EMEA; providing the region's owners and operators of rotary and fixed wing business aircraft with information on aircraft, maintenance, completions, charter, training, FBO/handlers and airports throughout Europe, the Middle East and Africa.

Long Range Worldwide; providing the world's owners and operators of super midsize and intercontinental business jets with the same coverage, filtered for this globetrotting audience.

So whenever aircraft owners or brokers are thinking about buying FBO services, catering, ground transportation, cleaning and detailing, training, maintenance or any other essential daily requirement they know that we will have the answers they need, easily searchable and quickly to hand.

This brochure lays out what is available, and reveals how promoting your services to this valuable audience is easy and cost effective; covering both online and print.

Please get in touch to see how we can promote your business today.



Adele Pirie

Thanks to our most recent advertisers

access OSLO
executive handling



AIR
Independence
Business Jets

AirLinkInternational

ALPHA JET SERVICES
VIP Handling & Aviation Services



ASE Handling
Executive Handling Services



AVJET ROUTING
INTERNATIONAL TRIP PLANNING



Capital
AviaNest

CAT AVIATION

Copenhagen Airports CPH

DC AVIATION
PASSION FOR QUALITY

DUNCAN
AVIATION

EDT Hangar
Services



excel
handling

EXXAERO
THE PRIORITY JET COMPANY



GA partner

GAK Global A.K
Your specialized handler in Korea

Global Flight Clearances

GÖZEN AIR SERVICES



Gulfstream



LATAM
AIRLINES

LIMO+



Mainland
GroundExpress

MEDAVIA
MEDITERRANEAN AVIATION
COMPANY LIMITED

MCS AVIATION

LONDON
OXFORD
AIRPORT

PREMIERAVIA
FBO MOSCOW UUEE



SKY
SERVICES



VIPLS

Sundt Air
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TAJ AIR



VAH
Vienna
Aircraft
Handling

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

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 | Maintenance personnel |
| Aircraft parts | Maintenance programmes |
| AOG services | Maintenance software |
| Avionics services | Maintenance training |
| Certification services | Modifications |
| Component repair | Technical documentation |
| Engine services | Testing and analysis |
| Continuing airworthiness management | 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 listed.

Advertising opportunities for:

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

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 300,000 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

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

Free bonus!

All options include repeats of your entry at your linked airport, aircraft, engine and activity pages.

Enhanced

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

Optional positions available with Enhanced and Premium main listings

Logo and 20 word sales message added to as many specific aircraft, airport and engine pages as you choose.

Premium

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

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:

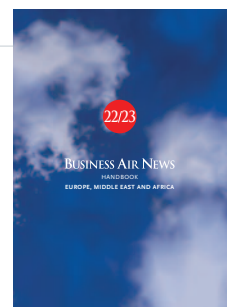
Long Range Worldwide

For long-range business jet operators worldwide



Europe, Middle East and Africa

For all jet, turboprop and turbine helicopter operators throughout EMEA



See full details on pages 7-8.

Long Range Worldwide 2022

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 and Longitude, Legacy, Lineage, Falcon 50, 2000, 900, 7X and 8X, and Gulfstream jets - in short, the biggest spenders in business aviation.

In 2022 there is a stunning 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 12, 2021 |
| Materials date | November 19, 2021 |
| Publication date | January 9, 2022 |

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

19,882
business
aviation
company
entries

9,865
long range
business
jets

244
countries

Get a great deal in 2022

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

Europe, Middle East & Africa 2022/23



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 19 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 2022 there is a stunning 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 | March 29, 2022 |
| Materials date | April 5, 2022 |
| Publication date | May 5, 2022 |

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



13,362
business
aviation
company
entries



17,965
business
aircraft



129
countries



To get a great deal, just email Adele Pirie at adele@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 2022 – third printed Handbook, for air charter worldwide

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.

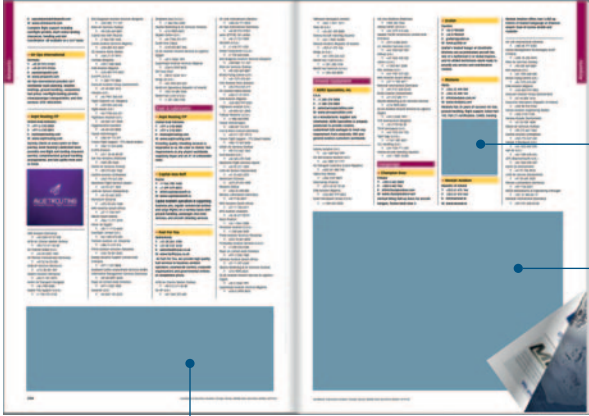
Bonus: Free bold listing

Bold listings

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



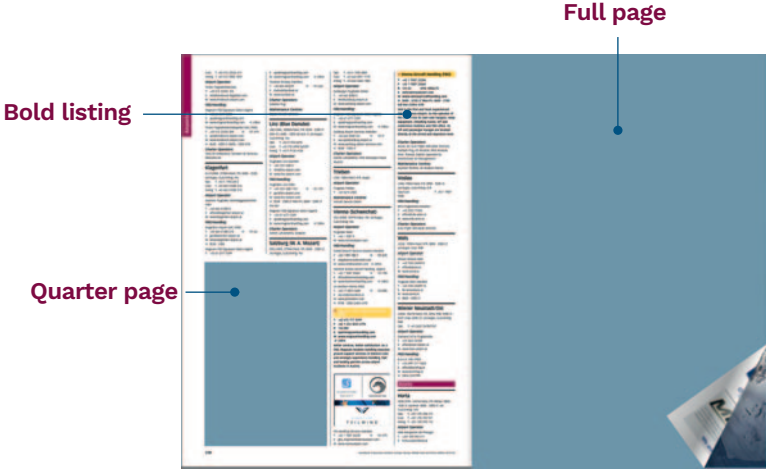
Front cover sponsorship



Box advert

Half page

Quarter page



Full page

Bold listing

Quarter page

Rates and data

Multiple insertions

**Substantial discounts
on request!**

Contact Adele on
+44 (0)1279 714505 or
adele@businessairnews.com

Online entry prices

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

| | | |
|----------|-------------------------------|------|
| Regular | Bold entry, 20 words | £205 |
| Enhanced | Bold, logo, photo, 20 words | £315 |
| Premium | Bold, logo, gallery, 75 words | £365 |

Optional positions:

| | |
|---|----------|
| Positions at specific Airport/Aircraft/Engine pages | £25 each |
|---|----------|

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.

Long Range Worldwide

Europe, Middle East and Africa

| | | |
|-------------------------|-------------------|----------------|
| Booking deadline | November 12, 2021 | March 29, 2022 |
| Materials date | November 19, 2021 | April 5, 2022 |
| Publication date | January 9, 2022 | May 5, 2022 |

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 £525 |
| Half page | UK £415 |
| Quarter page | UK £310 |
| Box advert | UK £185 |
| Bold listing | UK £79 |

Advertising sizes

| 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 Handbooks are printed sheetfed offset onto coated stock, perfect bound 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.

Adele Pirie Advertising Sales

Direct line: +44 (0)1279 714505

Email: adele@businessairnews.com

Stephen Campbell Editor

Direct line: +44 (0)1279 714512

Email: stephen@businessairnews.com



Business Air News Handbooks

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www.businessairnews.com

Published by Stansted News Limited

Business Air News magazine

The leading magazine for business aviation has worldwide coverage.

There are now 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 50,000 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.