

MEDIA KIT 2023

BUSINESS AIR NEWS

75,500
business aircraft
105,800
professionals
ONE
trusted source

MAGAZINE

ONLINE

BULLETIN

HANDBOOK

Trust Business Air News

More people – the right people

Effective advertising delivers its message to all the right people, and that's why Business Air News has been making a mission of circulation research for well over 30 years. We track every business aircraft, and every business serving those aircraft, worldwide – to make sure that the chief pilots, ops managers, post holders and management are all on board and analysed in our subscriber universe. Then we tailor our news and data to precisely meet their needs, every single one of them, individually.

No other business aviation publisher can do this, and so no other magazines, handbooks or news emails can deliver the same targeted and cost-effective advertising options.

75,907

Individuals connected to a business aircraft

56,808

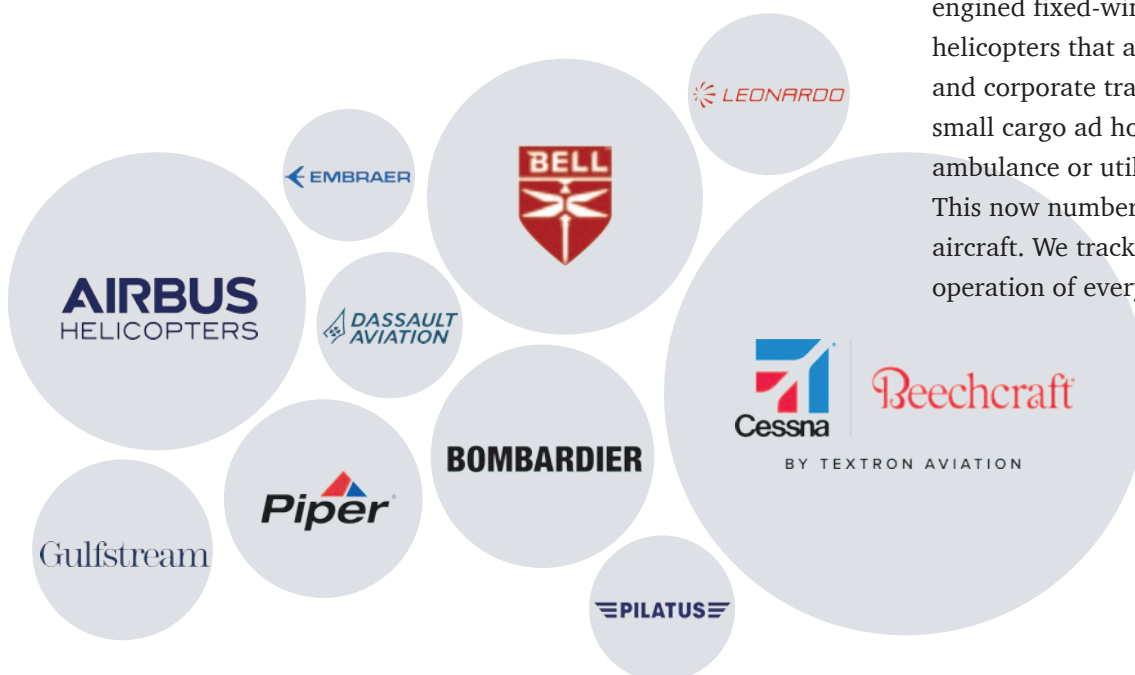
Individuals working for business aviation support companies

Our universe = **105,843** people



The worldwide fleet is now over 75,500

We consider the business aviation fleet to include all turbine-powered or twin-engined fixed-wing aircraft and helicopters that are used for private and corporate transport, passenger or small cargo ad hoc charter, air ambulance or utility all over the world. This now numbers more than 75,500 aircraft. We track the ownership and operation of every last one of them.



The ten largest business aircraft manufacturers by number of aircraft in service



25,059 jets



24,257 helicopters



26,277 turboprops/
twins

Business Air News is based near London, UK, but our subscribers and advertisers are global. In fact, we have more readers in North America than in the rest of the world combined. All of our products have worldwide coverage.



- Quarterly magazine
- *Plus worldwide products*

- Eight times yearly magazine
- Annual Handbook
- *Plus worldwide products*

- Annual Long-range Handbook
- Weekly email bulletin
- Online Handbook





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



Four market-leading advertising vehicles

MAGAZINE

Magazine – high impact

We hand-select the key individuals responsible for every aircraft and ensure a personally-addressed copy reaches each one.

Our magazine has large, A3 pages – the perfect canvas for stunning advertising. Every year we publish eight issues for our subscribers in Europe, Middle East and Africa, and four for our North American readers. *See page 6.*

ONLINE

Online banners – immediate results

Choose from standard banner or monster billboard, select a frequency and buy the number of impressions you want to deliver. It could not be simpler, nor more immediately effective. We can have campaigns running within hours and over 140,000 page impressions per month to offer. Subject to availability. *See page 11.*

BULLETIN

Email Bulletin – targeted action

So you want to reach only Dassault Falcon owners in the US. No problem, this or any other combination of audience profile by aircraft, business type and location can be available for your advertising.

Every one of the Bulletin emails we send out is double-customised; once to meet our advertisers' needs, but also to include only the news reports most directly relevant to the recipient. You only pay for delivered emails, through our token-counting system. Just tell us who you need to reach and we will do the rest. *See page 12.*

HANDBOOK

Handbooks – bring customers to your door

Spanning print and the web, Business Air News Handbooks are the leading source of accurate, cross-referenced data in the industry. Flight ops professionals and aircraft owners worldwide refer to our printed editions or take subscriptions to our online, simply-searchable data. *See page 14.*



Europe, Middle East, Africa

Our flagship product, the magazine for business aviation throughout the EMEA, is printed eight times a year.

Its unique news coverage reports on aircraft owners and operators, providing a vital insight for our readers keen to keep ahead of their peers. We track every business aircraft, 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.



23,993
digital edition



28,444
printed edition



14,430
pilot lounges

*Readership numbers for
August 2022 edition*

Readership

The total readership for our EMEA issue is 66,867. Our in-house data team seeks out post holders with budget responsibility; company directors, chief pilots, operations and maintenance managers.

**Our EMEA
readers fly**



4,310 jets









8,041 helicopters



4,878 turboprops/twins

Publication Schedule

| Issue | Booking/materials | Publication | Special issue |
|-----------|-------------------|-------------|---|
| February | 1 February | 10 February | AirOps / HeliExpo   |
| March | 1 March | 10 March | Aero Friedrichshafen |
| May | 3 May | 12 May | EBACE  |
| June | 31 May | 9 June | Paris Air Show  |
| August | 2 August | 11 August | |
| September | 30 August | 8 September | ACE'23 /Dubai   |
| November | 1 November | 10 November | |
| December | 29 November | 8 December | |

Turn to page 10 for rates and data

**Don't forget
our North
America issues**

See page 8

Bonus distribution



May 2023
issue

EBACE, Geneva

Our May issue will preview Europe's largest business aviation exhibition. We will distribute additional copies from publication bins at the entrance and from our own booth.



September
2023 issue

Air Charter Expo (ACE), Biggin Hill

Business Air News organises and stages the Air Charter Expo every year, in conjunction with The Air Charter Association and London Biggin Hill airport. Distributed onsite, our September issue is not to be missed.

North America

Just like in the EMEA region, we track each of the 41,289 private business aircraft in North America. Our in-house team use a combination of register data, commercial sources and our own requests for feedback and information in order to ensure we can mail a printed copy to every single one.



35,685
digital edition



26,978
printed edition



15,000
pilot lounges

*Readership numbers for
February 2022 edition*

Readership

Our research team works tirelessly to tackle business aviation's biggest market by far, the United States. We now track and analyse 41,485 aircraft in the USA, Canada and Mexico.

Publication schedule

**Don't forget
our EMEA issues**

See page 7

| Issue | Booking/materials | Publication | Bonus distribution | |
|---------|-------------------|-------------|-------------------------------|---|
| January | 4 January | 13 January | NBAA Schedulers & Dispatchers |  |
| April | 29 March | 11 April | | |
| July | 28 June | 7 July | | |
| October | 27 September | 6 October | NBAA-BACE |  |

Turn to page 10 for rates and data

**Our North American
readers fly**



17,341 jets



9,015 helicopters



15,129 turboprops/twins



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

Circulation statements

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**

Rates and data

Space booked

Full colour (price per issue)

| | 1-2 Insertions | 3-6 Insertions | 7-11 Insertions |
|----------------------|-------------------|-------------------|--------------------|
| Double page | \$19,950 | \$17,955 | \$15,960 |
| Double magazine page | \$14,950 | \$13,455 | \$11,960 |
| Page | \$11,950 | \$10,755 | \$9,560 |
| Magazine page | \$8,700 | \$7,830 | \$6,960 |
| Half page | \$6,700 | \$6,030 | \$5,360 |
| Junior magazine page | \$5,200 | \$4,680 | \$4,160 |
| Quarter page | \$3,750 | \$3,375 | \$3,000 |
| Front cover strips | POA | POA | POA |
| Column centimetre | \$100 | \$90 | \$80 |

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 | | |

Front cover positions

Premium positions.
Bespoke options are
available. Call for
details.



Junior magazine page

Magazine page

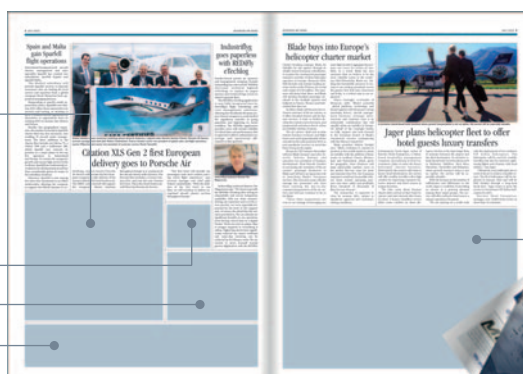
Square quarter

Custom size display
ads, for example:

1 col x 5cm

2 cols x 8cm

5 cols x 5cm



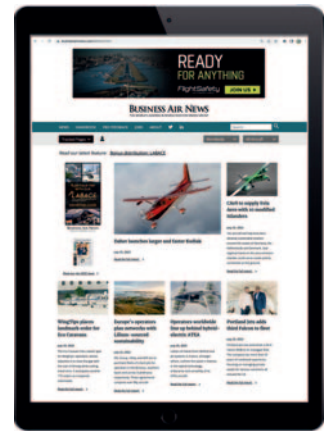
Half page

Loose and stitched inserts

Business Air News offers loose inserts, stitched inserts, wraparounds, gatefolds and other special formats.
Rates on request from Brad Wright, brad@businessairnews.com

Local news and data, worldwide

The Business Air News website is a hive of activity. Publishing up to the minute news and home to our online Handbook containing data from across the industry, it offers market intelligence like no other source. It has handy exhibitor guides and free job postings, offering a wealth of information at your fingertips.



80,000
pages of data and news

419,000
unique visitors a year

1,405,000
page views a year

Web banners

Flexibility is king at Business Air News. We have two choices of web banner size, plus an MPU-sized version for mobile devices. You can choose the frequency the banner appears and set your impression quantity. It really is as easy as one, two, three.

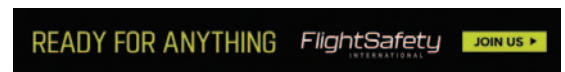


Mobile:
300x250 pixels



Billboard:
970x250 pixels

Leaderboard:
728x90 pixels



Rates and data

| Frequency | Coverage | 25k | 50k | 100k | 200k | |
|---------------|----------|---------|----------|----------|----------|---|
| Standard | 15% | 5 weeks | 10 weeks | 19 weeks | 38 weeks | |
| Premium | 30% | 3 weeks | 6 weeks | 10 weeks | 19 weeks | |
| High | 45% | 2 weeks | 4 weeks | 8 weeks | 12 weeks | |
| <i>Prices</i> | | | | | | Dimensions (pixels, width x depth) |
| Leaderboard | | £630 | £1,260 | £2,100 | £3,990 | 728 x 90 (+ mobile 300 x 250) |
| Billboard | | £945 | £1,890 | £3,150 | £5,985 | 970 x 250 (+ mobile 300 x 250) |

Customised twice, every email is different

We know our audience well; where they are and what they do. This enables us to provide a tailored news bulletin to every reader with local news relevant to their area of business. We even time each email to arrive at the start of the working day no matter where they are in the world.

This enables you to select your target audience by country or US State, and by aircraft type or business activity.

The Business Air News Bulletin is published every Tuesday/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 that 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 8am 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.

CUSTOMISE YOUR CAMPAIGN

Select geography



Select aircraft type or business activity



Select frequency and budget



Your message is delivered, timed to arrive at the perfect moment



Challenge Brad!

Drop Brad Wright a line, giving an idea of the audience you need to reach. He'll do the research and fire back the numbers and costs. No obligation. It couldn't be simpler.

brad@businessairnews.com

Totally Flexible

Every audience is different, and for that reason we sell banners by the thousand. This gives you total flexibility on campaign length. The more specific you can be the better. You can deliver different messages to separate audiences, safe in the knowledge that each recipient receives only the message you want them to. A zero waste approach, every recipient will be your prospect!

No artwork? No problem!

Our in-house designers can produce a banner for you at a flat rate of £110.

Contact Brad Wright to find out more

brad@businessairnews.com

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: 2,037. Weekly cost: £33 to £44.**
- >> 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: 8,699. Weekly cost: £63 to £141.**
- >> Helicopter manufacturer seeks sales leads for twin helicopters
We suggest – a worldwide banner, limited to current owners of all turbine helicopters.
Weekly audience: 12,739. Weekly cost: £93 to £206.
- >> European charter operator seeks more business from European brokers
We suggest – a banner, limited to charter brokers in Europe and Middle East.
Weekly audience: 2,460. Weekly cost: £40 to £52.
- >> 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: 16,180. Weekly cost: £120 to £265.

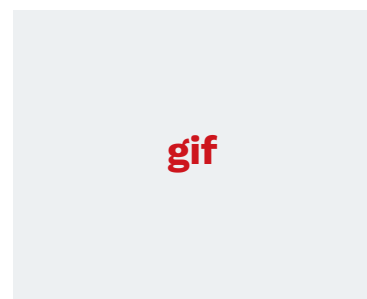
Rates and data

| Quantity | Cost |
|-------------------|------------------------------|
| 10,000 banners | £225 (£22.50 per thousand) |
| 100,000 banners | £1,700 (£17.00 per thousand) |
| 1 million banners | £7,600 (£7.60 per thousand) |

100kb maximum size
Animation 10 seconds or less,
looping with five second delay

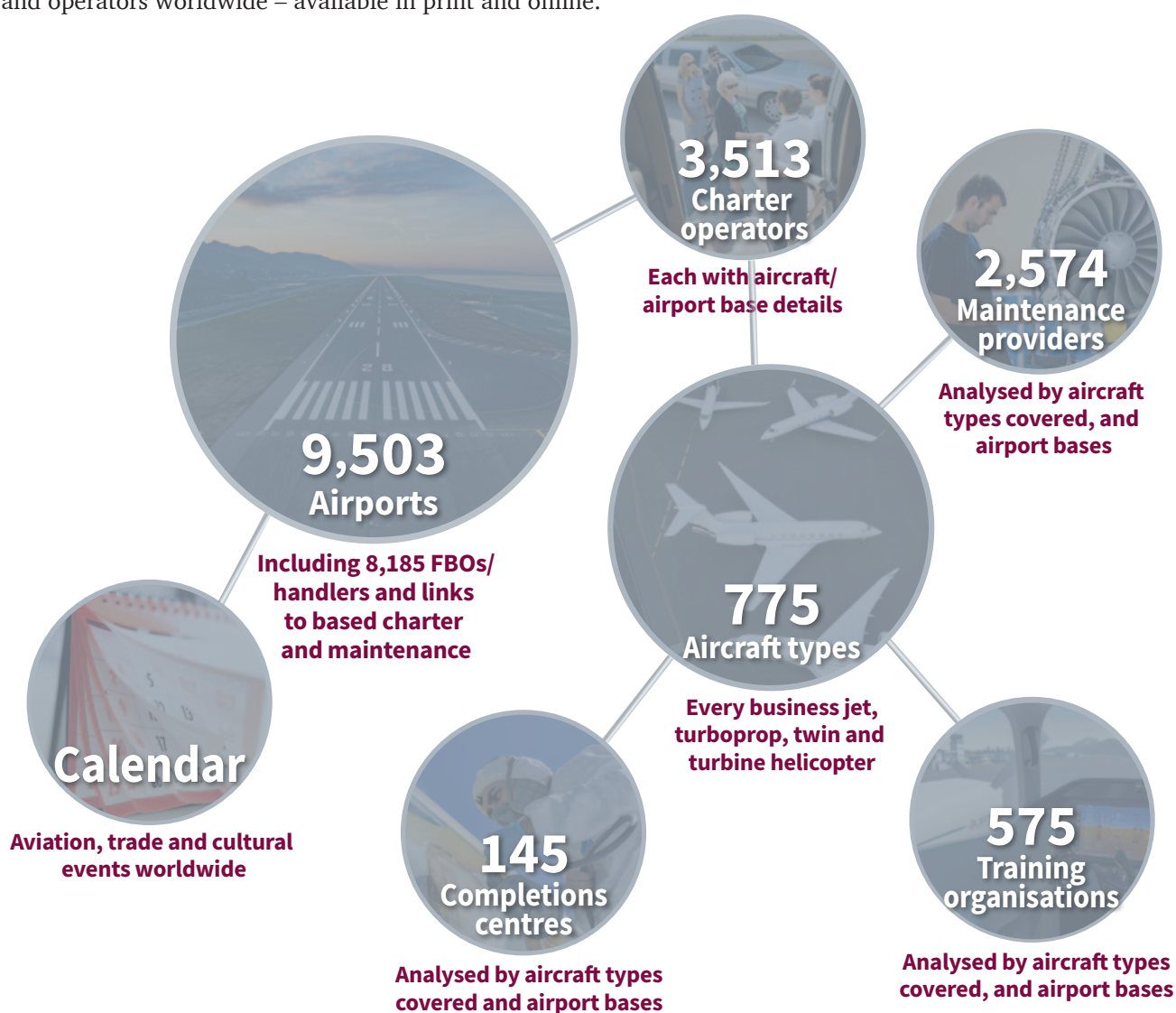
← 300 pixels →

↑
250
pixels



Essential data for business aircraft operators

The Business Air News Handbook is the most comprehensive, fully cross-referenced source of information for business aircraft owners and operators worldwide – available in print and online.



**New for
2023!**

Business aircraft engines

with links to aircraft types, manufacturer and approved maintenance organisations

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

Printed



Europe, Middle East and Africa

Sent to owners of business aircraft (jets, turboprops/twins and turbine helicopters) for the whole EMEA region.

Published May 2023



Long Range Worldwide

Sent to owners of long-range and large business jets (the high value, biggest spenders) worldwide.

Published January 2023

Categorised into seven sections, our Handbooks cover every service and product those responsible for aircraft ownership and operation could ever need. All our data is available on the Handbook website, and we target specific audiences with our annual printed editions.

Basic entries are free of charge, but aren't guaranteed to make the print editions. Highlighting your services and guaranteeing your inclusion has never been easier. Choose your enhancement online, and this then qualifies you to choose an enhancement in the annual printed Handbook.

Front cover sponsorship

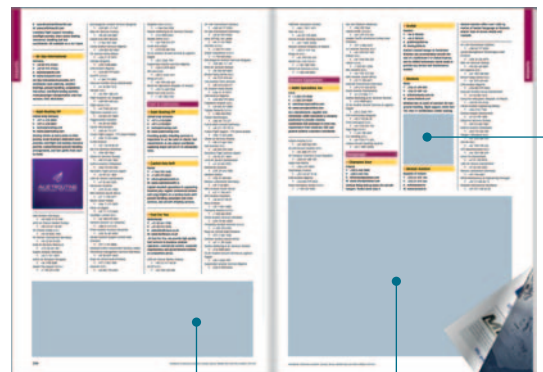
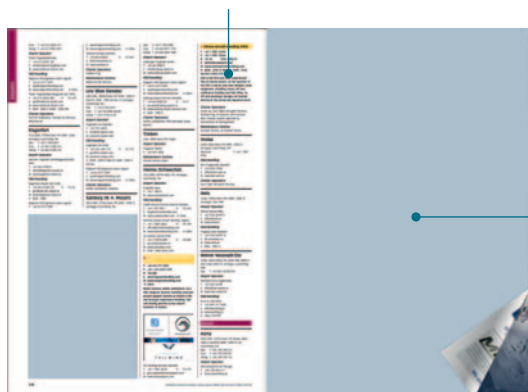
The most prominent position in the Handbook is available at a competitive rate for year-round exposure.

Bonus: Free bold listing



Bold listings

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



Half and quarter page adverts

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

Bonus: Free bold listing

Box adverts

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

Bonus: Free bold listing

Full page adverts

Available throughout the Handbooks.

Bonus: Free bold listing

Double page features

Available at the front of each section as advertorials or adverts.

Bonus: Free bold listing

Rates and data

Online entry prices

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

| | | |
|---|-------------------------------|----------|
| Regular | Bold entry, 20 words | £225 |
| Enhanced | Bold, logo, photo, 20 words | £345 |
| Premium | Bold, logo, gallery, 75 words | £395 |
| Optional positions: | | |
| Positions at specific Airport/Aircraft/Engine pages | | £27 each |

Multiple insertions

**Substantial discounts
on request!**

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

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 14, 2022 | March 28, 2023 |
| Materials date | November 21, 2022 | April 4, 2023 |
| Publication date | January 9, 2023 | May 4, 2023 |

Prices are per Handbook

Rates are in UK Pounds Sterling (GBP)

| | |
|-------------------------|-----------|
| Front cover | UK £3,995 |
| Back cover | UK £1,995 |
| Double page spread | UK £795 |
| Inside cover | UK £645 |
| Section front full page | UK £645 |
| Page | UK £575 |
| Half page | UK £450 |
| Quarter page | UK £335 |
| Box advert | UK £200 |
| Bold listing | UK £90 |

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.

Aircraft specific data

New for
2023!

For specific aircraft types our data team have compiled our new PDF reports. The Business Air News Handbook Index series covers essential products and services for owners and operators. These reports are a quick and easy way to lay out all the suppliers from maintenance and training through to charter and sales.

Downloadable from the Business Air News website and updated daily the reports provide an excellent way for operators to equip themselves with the latest market place intelligence.

Sponsoring a report brings it out from behind the login and makes it available to all visitors without delay.

Companies included in the report who have taken out paid advertising on the Business Air News Handbook web site are automatically highlighted in the report.

Sponsorship, what's included:

- Name on front cover
- Full page advertisement on page two
- Sponsored report made available to all-comers without login
- Prominent name and web links alongside the download on the aircraft's main page on the Handbook web site
- Advertising message included in an email to all owners of and suppliers to this aircraft
- Exclusivity: Each report has just one sponsor



Each at **£1,950 per year**

Contact Brad Wright at brad@businessairnews.com

Your contacts

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David Wright Editor and publisher

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Email: david@businessairnews.com

Booking conditions:

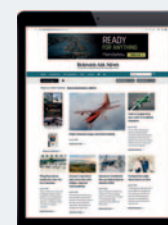
1. The Publisher reserves the right to refuse, amend, withdraw or otherwise deal with all advertisements submitted to him at his absolute discretion and without explanation. All advertisements must comply with the The UK Code of Non-broadcast Advertising, Sales Promotion and Direct Marketing.
2. The 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.



Business Air News

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www.businessairnews.com

Business Air News and the Handbooks are
published by Stansted News Limited
www.stanstednews.com

And finally,
something for
nothing!



BANJOBS

Free entries in the jobs
section of the printed
magazine and online

www.businessairnews.com/jobs