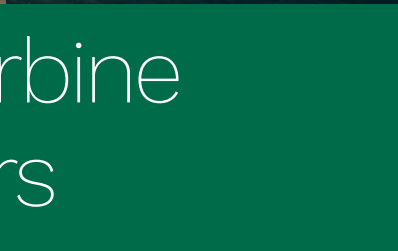


# Essential data for business aviation in print and online



**New for 2023  
Essential  
rotary data**





24,000  
business  
jets

12,000 business  
turboprops

24,000 turbine  
helicopters

# Our audience of 55,000 business aviation professionals

Over 55,000...that is the number of business aviation professionals our Business Aviation Handbooks reach.

Why do they rely on us for their information, business industry data and news?

That's simple...it's down to our hard work, diligence and strict attention to detail that makes our data the very best there is for our subscribers for almost 20 years. At Business Air News research is our speciality, every aspect of our subscriber list and database is researched and researched again, with continuous ongoing updating and amendment.

Our handbooks reach the maximum possible number of current and relevant decision makers worldwide by us ensuring we track every aircraft and support company worldwide across all business aviation sectors, providing our customers with data they can rely on.

The business aviation industry has long recognised the importance and power of the Business Air News range of handbooks. Each one is customised for a specific marketplace. With EMEA, Long Range Worldwide and introducing the brand new Rotary Worldwide handbook there is no one better at meeting our audience's needs.

**Rotary Worldwide:** Our very latest addition to the Business Air News handbook family; providing the world's owners and operators of single and multi engine turbine rotary aircraft the very latest information on aircraft, charter, maintenance, completions and training.

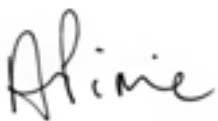
**EMEA:** providing this region's owners and operators of rotary and fixed wing business aircraft with information on aircraft, maintenance, completions, charter, training, FBO/handlers and airports throughout Europe, the Middle East and Africa.

**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.

We provide quick, easily searchable answers to aircraft owners, brokers and operators for everything from FBO services, catering, ground transport, cleaning and detailing as well as training, maintenance and any other essential day-to-day business aviation requirements, sound in the knowledge the information provided is relevant and current.

For your promotional needs this media kit provides all the information you need to reach our valuable audience in an easy cost effective way for both digital and print.

Get in touch today to see how we can help promote your business.



Adele Pirie



# Thanks to our most recent advertisers

access OSLO  
EXECUTIVE HANDLING

EDT  
Hangar  
Services

MAGNUM FBO

AeroJet  
aircompany

Esair  
HANDLING  
EXECUTIVE HANDLING SERVICE

Mainland  
GroundExpress

AIR  
Independence  
Business - Intl.

EURO JET

MEDAVIA  
MEDITERRANEAN AVIATION  
COMPANY LIMITED

AirLinkInternational

EUROPEAN  
AIR AMBULANCE

MCS  
AVIATION

ALPHA JET SERVICES  
VIP Handling & Aircraft Services

excel  
handling

LONDON  
OXFORD  
AIRPORT

ALPHA2BRAVO

EXXAERO  
THE PRIVATE JET COMPANY

S  
SkyAtlas

PSE Handling  
PRIVATE JET HANDLING

FARNBOROUGH  
AIRPORT

Asia  
Flight  
Services

GApartner

SkyMark  
Executive

AVJET ROUTING  
INTERNATIONAL TRIP PLANNING

GAK Global A.K  
Your specialised handler in Korea

SKY  
SERVICES

BILEN  
AVIATION LTD. LTD.

Global Flight Clearances

SouthAir  
at your service!

博悦航空  
Brava Aviation

GÖZEN AIR SERVICES

OS VIPLS

Capital  
AviaNeft

GRAFAIR

Sundt Air  
Executive Handling

CAT AVIATION

Gulfstream

T&T  
AVIATION

Copenhagen Airports  
CPH

AVIATION GROUP SERVICES

VAH  
Vienna  
Aircraft  
Handling

DC AVIATION  
PASSION FOR QUALITY

LIMO+

XLR  
EXECUTIVE JET CENTRE

DUNCAN  
AVIATION

liverpool  
aviation services

# 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:

<b>FBO/handlers</b>	Fuel and lubricants
<b>Airports</b>	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:

<b>Completions centres</b>	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:

<b>Maintenance providers</b>	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:

<b>Aircraft manufacturers</b>	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:

<b>Charter operators</b>
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:

<b>ATO training organisations</b>	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](http://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

### 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

### 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

### Free bonus!

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

### 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.

See [www.businessairnews.com/advertise\\_hb\\_examples.html](http://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



### Rotary Worldwide

For all single and multi engine turbine helicopter operators worldwide



# Coming soon:

# Rotary Worldwide 2023

Business Air News has 19 years experience delivering essential data online to owners and operators of turbine helicopters internationally.

To complement our digital services, our new dedicated printed Rotary Worldwide Handbook is the latest exciting development for 2022.

A comprehensive directory of essential services for every owner and operator of single and multi engine turbine helicopters.

With 30 years experience in researching products and services as well as tracking the airframes themselves, this is the first dedicated Handbook for rotary with four major headings; Aircraft, Charter, Maintenance and Training.

Our in-house research team tracks every single and multi-engine turbine helicopter in order to target the distribution of our printed Handbook to key personnel.

Cost effective display advertising ensures your entry is not missed and you can highlight your services to this valuable audience. From our coveted front cover strip, to the full complement of sizes and options common across all of our Handbooks.

<b>Advertising booking deadline</b>	July 26, 2022
<b>Materials date</b>	August 2, 2022
<b>Publication date</b>	September 5, 2022

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



4,000  
rotary  
company  
entries



24,000  
rotary  
aircraft



244  
countries

# Long Range Worldwide 2023

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 2023 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 pricing structure makes our larger-than-ever display advertising sizes lower priced and better value than ever before.

<b>Advertising booking deadline</b>	November 14, 2022
<b>Materials date</b>	November 21, 2022
<b>Publication date</b>	January 9, 2023

*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 2023

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 2023/24



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.

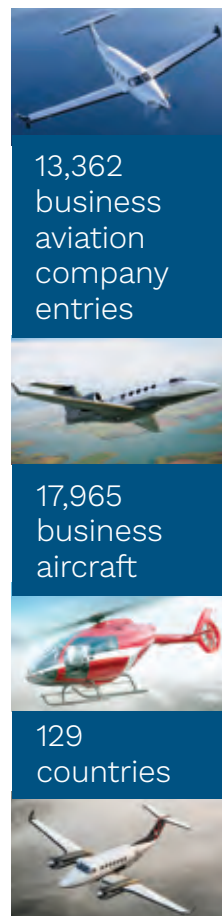
Our subscriber database includes the key individuals with responsibility for all the business jets and turboprops, cabin-class twins and turbine helicopters in the Europe, Russia, Middle East and Africa region, each entitled to request a free copy of our printed Handbook.

In fact since the Handbook's first appearance 20 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 2023 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 pricing structure makes our larger-than-ever display advertising sizes lower priced and better value than ever before.

<b>Advertising booking deadline</b>	March 28, 2023
<b>Materials date</b>	April 4, 2023
<b>Publication date</b>	May 4, 2023

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



**To get a great deal**, just email Adele Pirie at [adele@businessairnews.com](mailto: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 2023 – third printed Handbook, for rotary 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

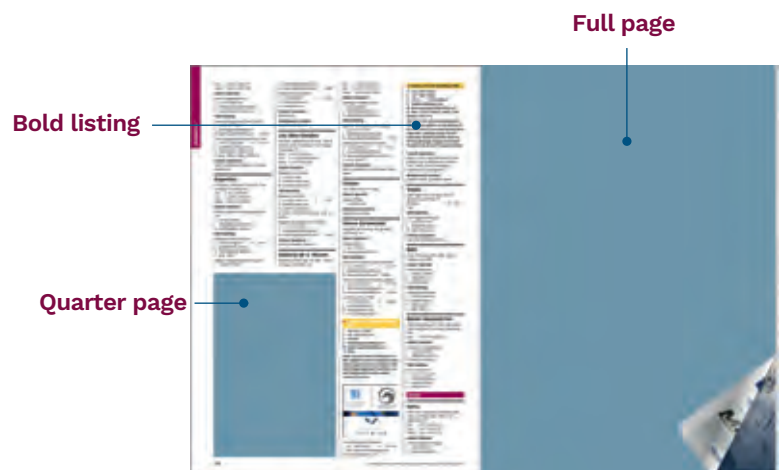
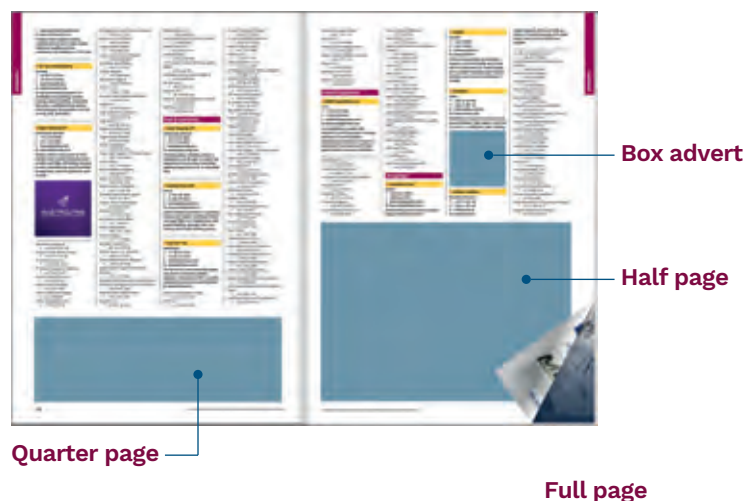
## Box adverts

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.



# Rates and data

## Multiple insertions

**Substantial discounts  
on request!**

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

## Online entry prices

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

Regular	Bold entry, 20 words	£210
Enhanced	Bold, logo, photo, 20 words	£325
Premium	Bold, logo, gallery, 75 words	£375

### 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.

	Long Range Worldwide	Europe, Middle East and Africa	Rotary Worldwide
<b>Booking deadline</b>	November 14, 2022	March 28, 2023	July 26, 2022
<b>Materials date</b>	November 21, 2022	April 4, 2023	August 2, 2022
<b>Publication date</b>	January 9, 2023	May 4, 2023	September 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 £615
Double page spread	UK £615
Section front full page	UK £615
Page	UK £549
Half page	UK £430
Quarter page	UK £320
Box advert	UK £190
Bold listing	UK £85

### 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](mailto:adele@businessairnews.com)

## **Stephen Campbell** Editor

Direct line: +44 (0)1279 714512

Email: [stephen@businessairnews.com](mailto:stephen@businessairnews.com)

## 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](http://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 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](http://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.



## **Business Air News Handbooks**

134 South Street, Bishop's Stortford,  
Hertfordshire, CM23 3BQ, UK

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[www.businessairnews.com](http://www.businessairnews.com)

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