

MEDIA KIT 2024

BUSINESS AIR NEWS

76,200
business aircraft

117,200
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 over 35 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.

79,900

Individuals connected to a business aircraft

64,200

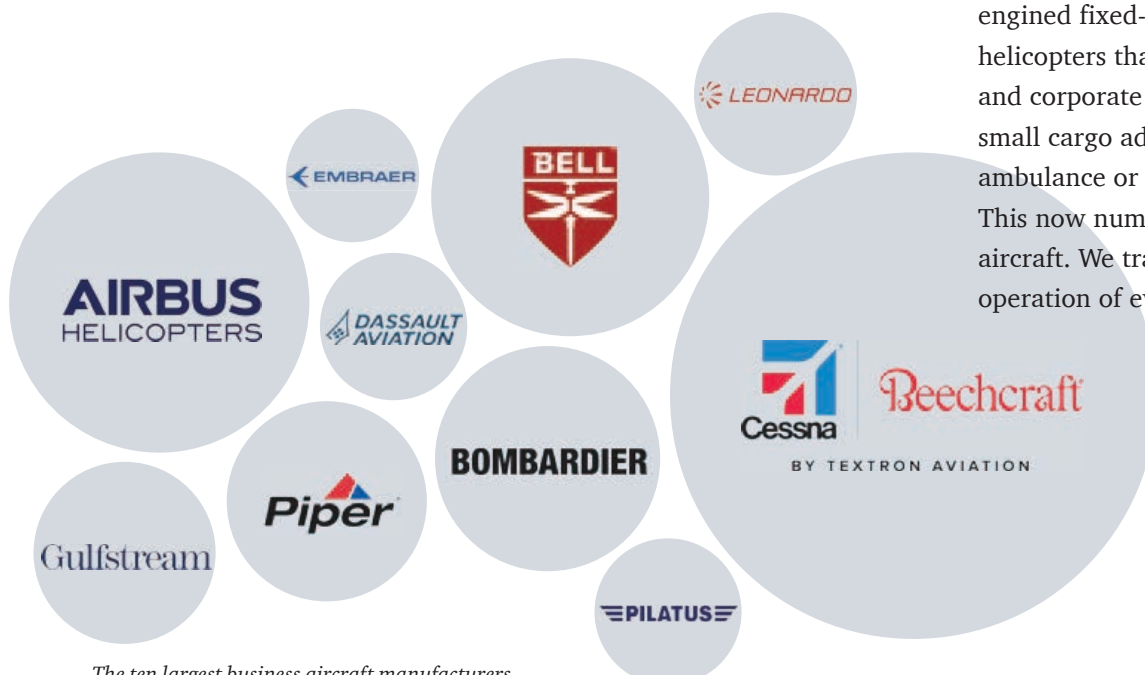
Individuals working for business aviation support companies

Our universe = **117,200** people



The worldwide fleet is now over 76,000

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 76,000 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



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 5.*

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 10.*

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 email-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 15.*



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.



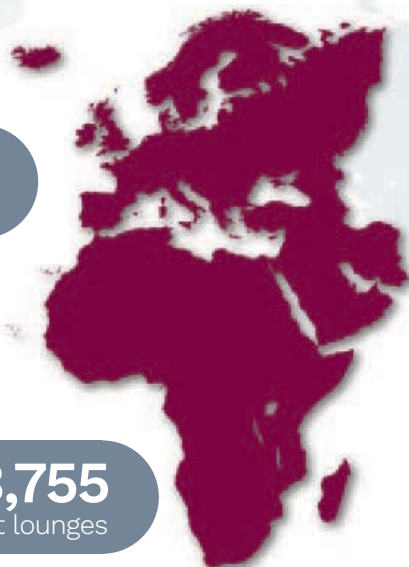
26,119
digital edition



26,296
printed edition



13,755
pilot lounges



Readership numbers for August 2023 edition

Readership

The total readership for our EMEA issue is 66,170. Our in-house data team seeks out post holders with budget responsibility; company directors, chief pilots, operations and maintenance managers.

Our EMEA readers fly



4,248 jets



7,861 helicopters



4,776 turboprops/twins

Publication schedule *Turn to page 9 for rates and data*

Issue	Booking/materials	Publication	Special issue		Enhanced offering
February	31 January	9 February	HeliExpo		Show Daily + Bonus distribution
March	28 February	8 March			
May	1 May	10 May	EBACE		Show Daily + Bonus distribution
June	29 May	7 June	Farnborough Air Show		Bonus distribution
August	31 July	9 August			
September	28 August	6 September	ACE'24		Show Daily + Bonus distribution
November	30 October	8 November			
December	27 November	6 December	MEBAA		Bonus distribution

FBO Feedback survey – a unique sponsorship opportunity

BUSINESS AIR NEWS
fbofeedback24

For 30 years Business Air News has asked its pilot, owner and operator readership to rank their favourite FBO and airport facilities.

Thousands of votes are cast across two surveys; one for the EMEA region and one for the North America region.

The winners are presented with our coveted FBO trophy alongside publication of results in Business Air News Magazine. The EMEA survey results are announced in the September magazine and our North America winner is published in our October magazine.

One lucky voter from each survey receives a fantastic prize.

Sponsorship of both the EMEA and North American awards is available exclusively to one sponsor per award. As a sponsor you get substantial visibility and coverage throughout the voting and results period, including:

- > Website banner on the FBO survey 'Vote' page
- > Logo on all call for vote emails sent for at least two months
- > Logo on all promotional adverts in *Business Air News Magazine*
- > Logo on all promotional Business Air News Bulletin banners
- > Logo on Business Air News web banners
- > Front page logo on the announcement issue of *Business Air News Magazine*
- > Logo on the FBO Survey trophy

Over one million logo impressions, and reaching more than 70,000 readers in print.

FBO Feedback sponsorship

EMEA Survey: £4995

North America Survey: £4995

North America

Just like in the EMEA region, we track each of the 42,429 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.



39,914
digital edition



15,000
pilot lounges



27,707
printed edition

Readership

Our research team works tirelessly to tackle business aviation's biggest market by far, the United States. We now track and analyse 42,429 aircraft in the USA, Canada and Mexico.

Publication schedule *Turn to page 9 for rates and data*

Issue	Booking/materials	Publication	Special issues	Enhanced offering
January	3 January	12 January	NBAA Schedulers & Dispatchers 	Bonus distribution
April	22 March	12 April		
July	21 June	12 July		
October	26 September	11 October	NBBA-BACE 	Show Daily + Bonus distribution

Our North American readers fly



17,995 jets



9,109 helicopters



15,325 turboprops/twins

Rates and data

Space booked				Artwork sizes in mm - width x depth			
Full colour (price per issue)				Type area	Trim area	Bleed area	
	1-2 Insertions	3-6 Insertions	7-11 Insertions				
Double page	\$19,950	\$17,955	\$15,960	Double page	569 x 380	594 x 420	600 x 426
Double magazine page	\$14,950	\$13,455	\$11,960	Double mag page	457 x 270		
Page	\$11,950	\$10,755	\$9,560	Page	273 x 380	297 x 420	303 x 426
Magazine page	\$8,700	\$7,830	\$6,960	Magazine page	217 x 270		
Half page	\$6,700	\$6,030	\$5,360	Half page	273 x 187		
Junior magazine page	\$5,200	\$4,680	\$4,160	Junior mag page	161 x 210		
Quarter page	\$3,750	\$3,375	\$3,000	Quarter page			
				- portrait	106 x 232		
				- landscape	273 x 93		
				- square	161 x 150		
Front cover strips	POA	POA	POA	Front page strip	Various		
Column centimetre	\$100	\$90	\$80	Single column	Minimum 51 x 50		

Front cover positions

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



Junior magazine page

Magazine page

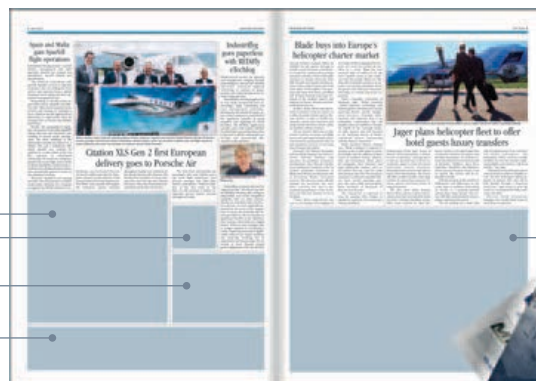
Square quarter

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

Targeted video

The power of audio visual storytelling site-wide



Audio visual messaging is a fantastic way to quickly and comprehensively communicate your brand identity and services in an engaging way.

At Business Air News flexibility is key, and positioning your video correctly is as important as its content.

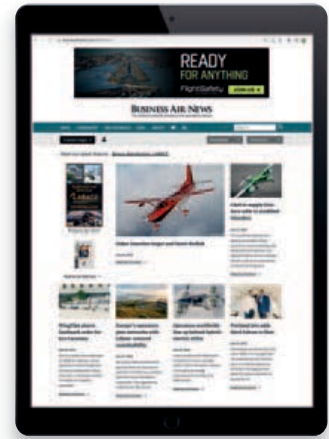
This is why we offer flexible positioning across the Business Air News website. You can choose between different website positions including homepage, news pages or specific Handbook pages; ensuring your video is seen by the right audience. With one click your video will play in the preview window, and can be expanded to full screen size.

Rates and data

Position	Estimated monthly impressions	Cost per calendar month
News pages	20,000	£2,450
Airport pages	12,500	£2,050
Aircraft pages	5,500	£1,750
Home page	5,500	£2,050

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.



70,000
pages of data and news

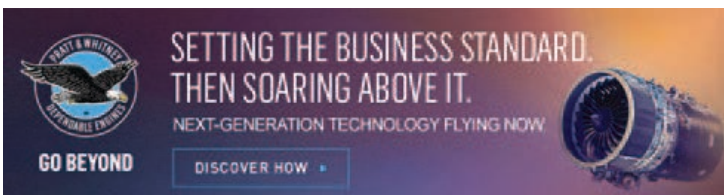
485,000
unique visitors a year

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	
Prices						Dimensions (pixels, width x depth)
Leaderboard		£695	£1,385	£2,300	£4,390	728 x 90 (+ mobile 300 x 250)
Billboard		£1,040	£2,075	£3,460	£6,575	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.

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.

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.

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.

**New
for
2024**

Select recipients by responsibility:
aircraft owner/maintenance/operations



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

CUSTOMISE YOUR CAMPAIGN

Select geography



Select aircraft type, business activity



Select the recipient responsibilities



Select frequency and budget



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



Sent every week
Twice weekly for the weeks of HAI, EBACE and NBAA-BACE

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 £120.

New for 2024

We now offer the option of a simple and impactful logo plus 150 characters of text instead – simple and fast to set up.

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: £37 to £48.**
- >> 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: £69 to £155.**
- >> 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: £102 to £227.**
- >> 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: £51 to £60.**
- >> 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: £132 to £291.**

Rates and data

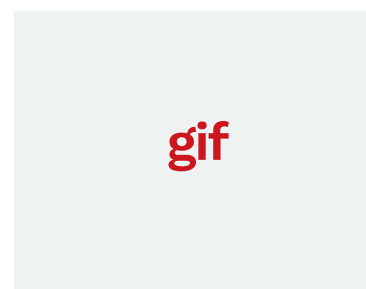
Quantity	Cost
10,000 banners	£245 (£24.50 per thousand)
100,000 banners	£1,850 (£18.50 per thousand)
1 million banners	£8,250 (£8.25 per thousand)

100kb maximum size

Animation 10 seconds or less,
looping with five second delay



← 300 pixels →

↑
250
pixels
↓



Breaking expo news, as it happens

Our show daily email Bulletins are a fantastic way to support your conference attendance. Each daily Bulletin has six news stories covering major events and developments to come out of the event. With six exclusive banner spaces per email, booked on a day by day basis, you can showcase your brand and ensure you are first in mind.



Audience: Rotary owners and operators worldwide

Readership	Show Daily	Banner cost
13,000	27/02 Day One	£320.00
13,000	28/02 Day Two	£320.00
13,000	29/02 Day Three	£320.00






Audience: Owners and operators of all business use aircraft EMEA

Readership	Show Daily	Banner cost
22,000	27/05 Eve of Show	£540.00
22,000	28/05 Day One	£540.00
22,000	29/05 Day Two	£540.00
22,000	30/05 Day Three	£540.00

Audience: Owners and operators of all business use aircraft EMEA

Readership	Show Daily	Banner cost
22,000	09/09 Eve of Show	£540.00

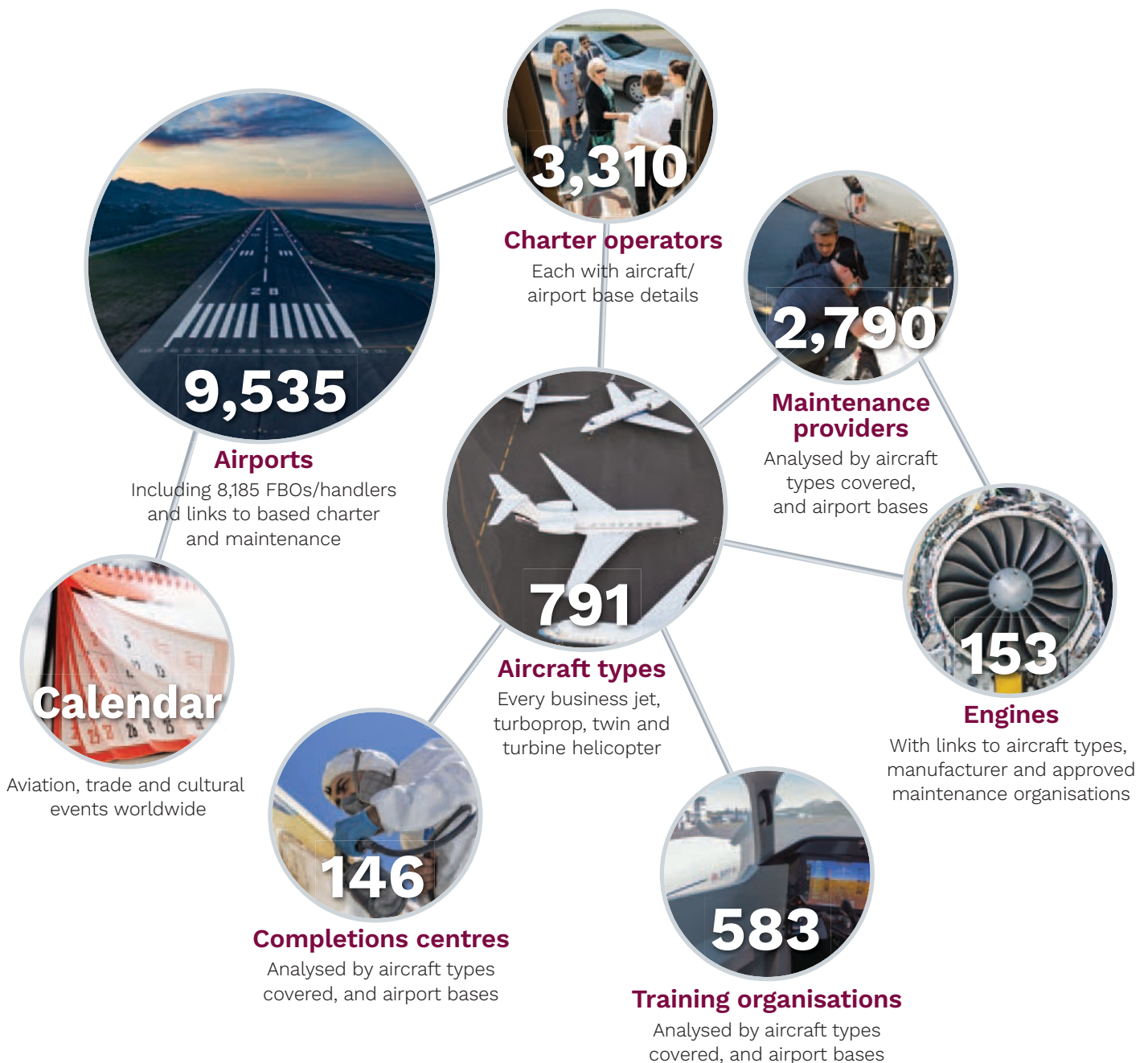



Audience: Owners and operators of all business use aircraft North America

Readership	Show Daily	Banner cost
27,000	21/10 Eve of Show	£660.00
27,000	22/10 Day One	£660.00
27,000	23/10 Day Two	£660.00
27,000	24/10 Day Three	£660.00

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.



Online

The www.businessairnews.com web site welcomes over 485,000 unique visitors per year, and many of the 70,000 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

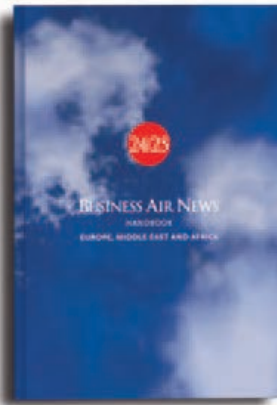
Printed



Long Range Worldwide

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

Published January 2024



Europe, Middle East and Africa

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

Published May 2024

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

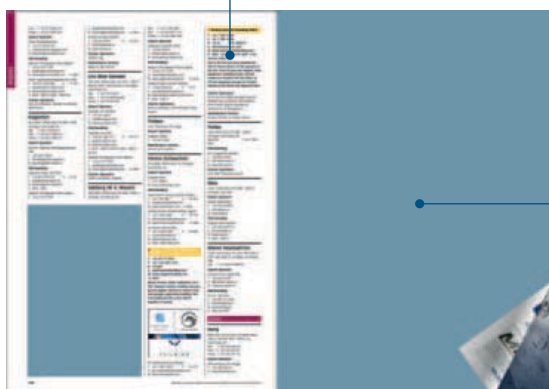
The most prominent position in the Handbook is available at a competitive rate for year-round exposure.

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

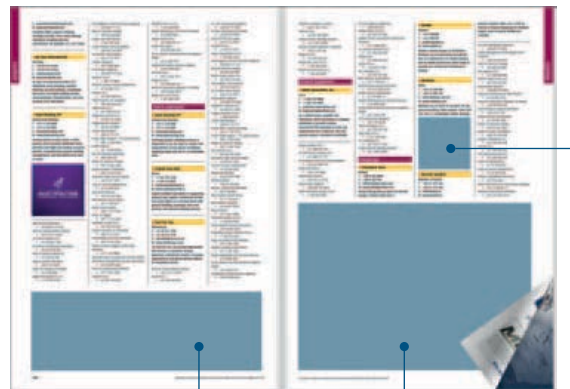
Full colour half and quarter pages can be located with your entry, or at any strategic location.

Bonus: Free bold listing

Full page adverts

Available throughout the Handbooks.

Bonus: Free bold listing



Box adverts

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

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	£245
Enhanced	Bold, logo, photo, 20 words	£380
Premium	Bold, logo, gallery, 75 words	£435

Optional positions:

Positions at specific Airport/Aircraft/Engine pages £29 each

Multiple insertions

Substantial discounts on request!

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

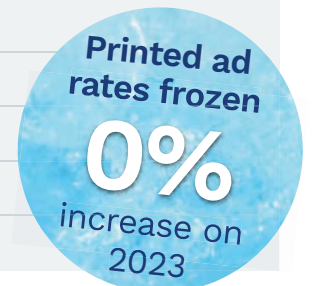


Printed entry prices

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 13, 2023	April 7, 2024
Materials date	November 20, 2023	April 14, 2024
Publication date	January 5, 2024	May 11, 2024

Prices are per Handbook		Advertising sizes			
Rates are in UK Pounds Sterling (GBP)		Size	Type area	Trim	Bleed
Front cover	UK £3,995	A4 (210mm x 297mm)	Width x depth (mm)	Width x depth (mm)	Width x depth (mm)
Back cover	UK £1,995				
Double page spread	UK £795	Double page spread	386 x 270	420 x 297	426 x 303
Inside cover	UK £645	Full page	180 x 270	210 x 297	216 x 303
Section front full page	UK £645	Front cover sponsorship		210 x 83	216 x 89
Page	UK £575	Half page	180 x 132		
Half page	UK £450	Quarter page (portrait)	87.5 x 132		
Quarter page	UK £335	Quarter page (landscape)	180 x 64		
Box advert	UK £200	Box advert	40 x 40		
Bold listing	UK £90				



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

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

Brad Wright Advertising sales

Direct line: +44 (0)1279 714521

Email: brad@businessairnews.com**Adele Pirie** Advertising sales

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Email: stephen@businessairnews.com**Caroline Hodge** ReporterEmail: newsdesk@businessairnews.com**Janet Edwards** Circulation/subscriptions

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www.businessairnews.com

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