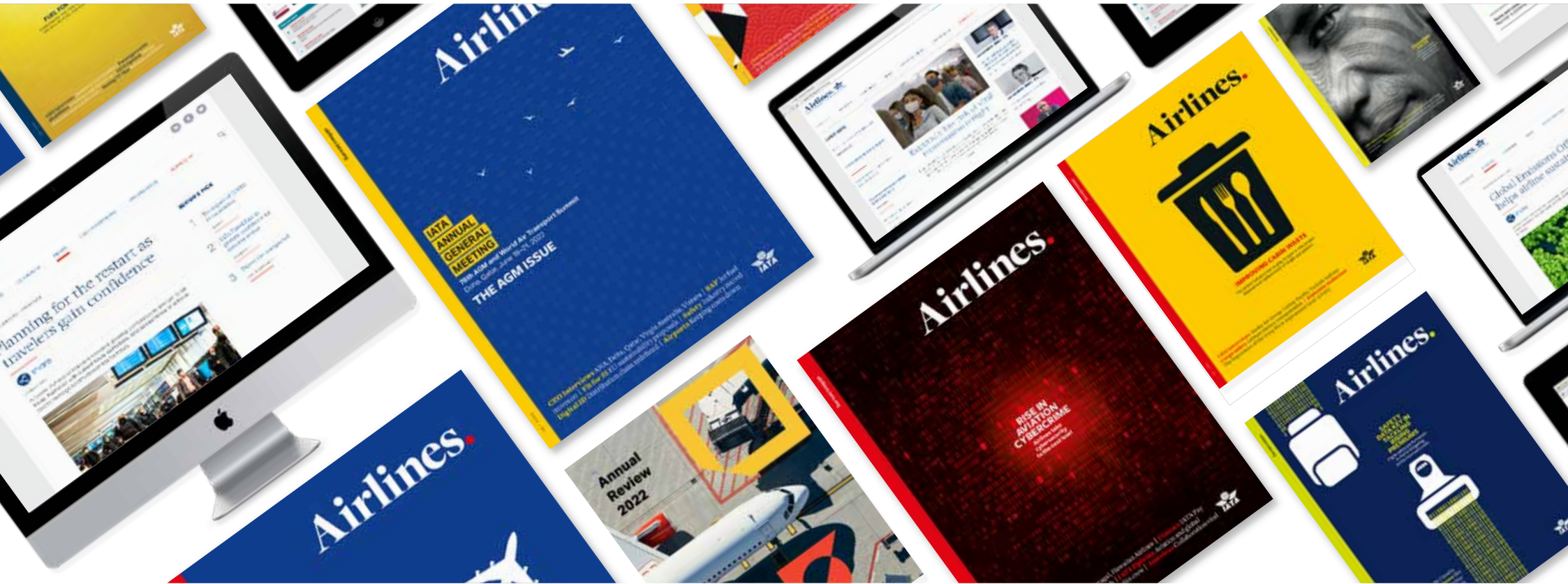


# Airlines.

**AIRLINES.** IS IATA'S PRINCIPAL MEANS OF COMMUNICATING WITH SENIOR MANAGEMENT IN BOTH ITS MEMBER AIRLINES AND THE WIDER AVIATION COMMUNITY. IT IS THE AUTHORITATIVE VOICE OF THE INTERNATIONAL AIR TRANSPORT INDUSTRY, RESPECTED BY OVER **32,000\*** READERS.



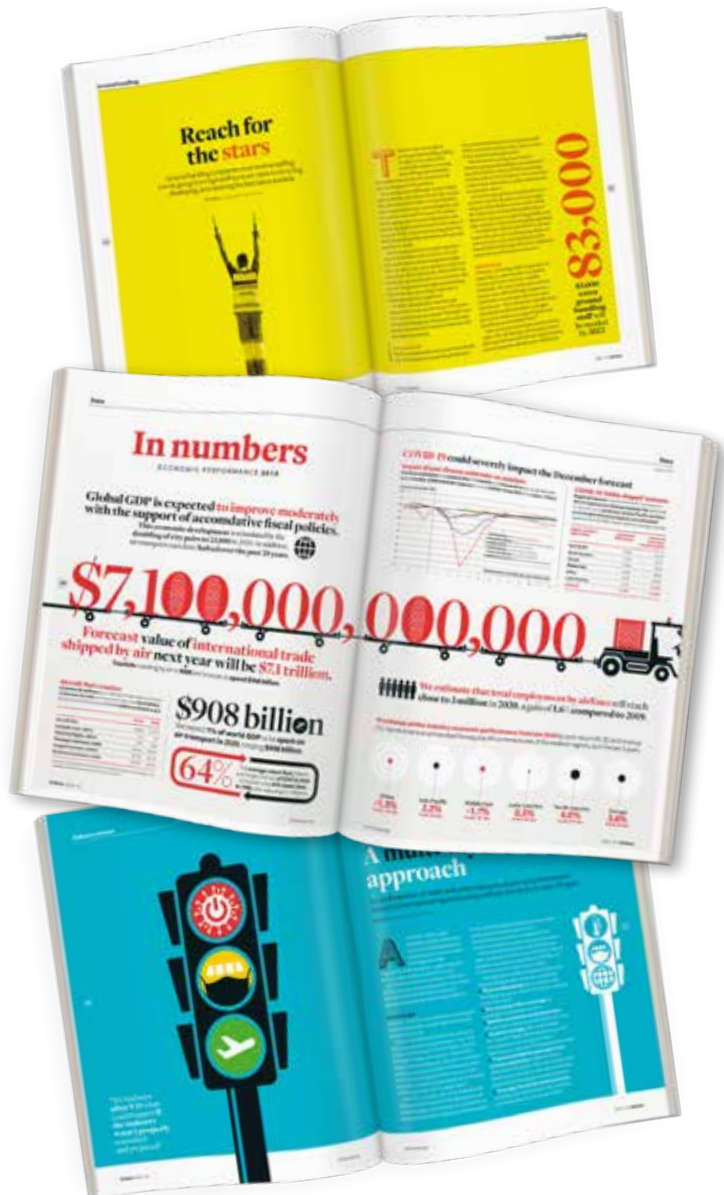
## MEDIA INFORMATION 2024



**redactive**

**Tel:** +44 (0) 20 7324 2763 **Email:** [airlines@redactive.co.uk](mailto:airlines@redactive.co.uk)

\*11,000 magazine readers per issue plus 21,803 website users per month



**Airlines.** is the official magazine of IATA – the trade association for the world’s airlines.

**IATA’s mission is to ‘represent, lead and serve the airline industry’. It has some 290 member airlines that represent 82% of total air traffic.**

*Airlines.* is IATA’s principal means of communicating with senior management in both its member airlines and the wider aviation community. It is the authoritative voice of the international air transport industry, respected by over **32,000** plus readers. It informs and influences airline management, industry associates and government officials on the latest trends, analysis and developments in the airline industry, as well as IATA’s policies, projects and services.

The magazine will be published quarterly in 2024 and will be distributed to a global circulation of over **11,000** readers.

The *Airlines.* website ([www.airlines.iata.org](http://www.airlines.iata.org)) attracts **22,000** users per month and *Airlines.* e-newsletter is distributed to over **20,000** aviation professionals fortnightly and more frequently around major industry events.

A broad range of content and advertising opportunities are available across all channels to enable industry suppliers to engage IATA’s influential audience.

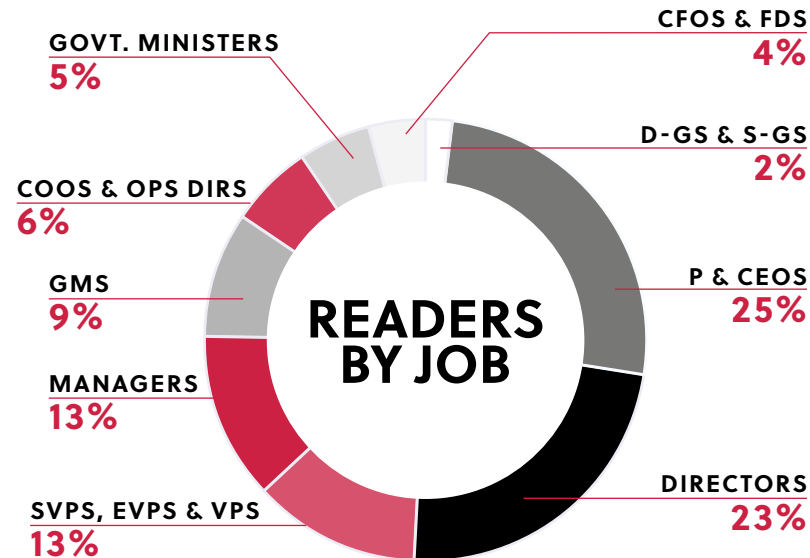
# Airlines.

# READERSHIP KEY STATS



## 11,000

circulation, plus bonus distribution at airline industry and IATA events

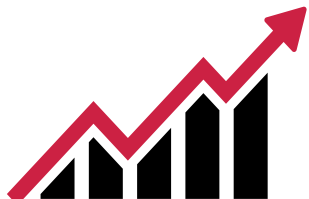


## 20,000+

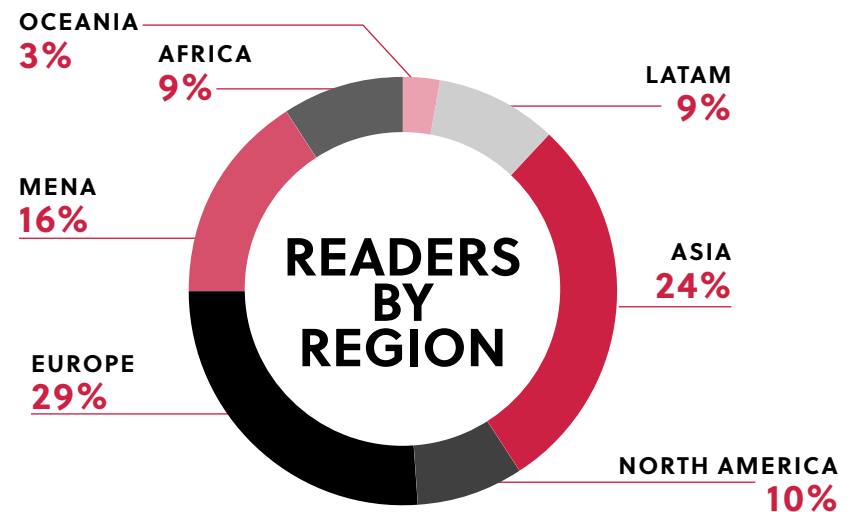
e-newsletter recipients every week

## 22,000

users per month and growing\*



monthly views on the airlines.iata.org website\*



\* Airlines. Google Analytics: December 2020 to November 2021.



## PURCHASING POWER

*Airlines.* is the essential quarterly read for the international air transport industry. This means that your partnership with us will engage those with purchasing power.

Advertising within these pages will ensure that your brand and proposition is recognised and understood by the air transport community.

It's the sure-fire media partner to get your organisation noticed by the movers and shakers.

The influencers and decision-makers who control how and with whom budgets are spent.

You'll attract the attention of a highly targeted audience that can truly make a difference.

## Advertising rates

| Size and position                    | Price  |
|--------------------------------------|--------|
| IFC Double page spread:              | £9,950 |
| IFC:                                 | £6,235 |
| Double page spread:                  | £5,450 |
| Full page:                           | £3,580 |
| IBC:                                 | £3,580 |
| OBC:                                 | £4,540 |
| Half page:                           | £2,250 |
| Quarter page:                        | £1,540 |
| Quarter page strip (editorial page): | £1,540 |

In order to be eligible for the series booking discounts, advertisements must be booked in advance and cannot be subsequently cancelled. **For advertorial, please add 10% to each rate.**

## Additional opportunities

| Type          | Price |
|---------------|-------|
| Gatefold:     | POA   |
| Bellyband:    | POA   |
| Place marker: | POA   |
| Tip-on:       | POA   |

## Insert rates

| Type                          | Price (up to 10gm) |
|-------------------------------|--------------------|
| Full run (per thousand):      | £750               |
| Segmented run (per thousand): | £950               |

## Advertising dates

|                  | 2024-01     | 2024-02 AGM | 2024-03     | 2024-04     |
|------------------|-------------|-------------|-------------|-------------|
| Booking deadline | 23 January  | 22 April    | 19 August   | 22 October  |
| Publication date | 23 February | 24 May      | 2 September | 22 November |

## E-NEWSLETTER

Sent out fortnightly, the e-newsletter is sent to over **20,000** subscribers and directs traffic to your website or hosted content on the *Airlines.* website. The newsletter includes the day's top stories, along with informed opinion and analysis.



RATE - (1-3 MONTH)

| Type               | Size/package       | Price (p/m) |
|--------------------|--------------------|-------------|
| Leaderboard banner | 728 x 90           | £1,500      |
| MPU                | 300 x 250          | £900        |
| Sponsored content  | 25 words and image | £950        |

## SOLUS EMAIL

Be the sole sponsor of a *Airlines.* solus email sent to over **20,000** industry professionals. Including in-email content plus a call to action, solus emails are a highly effective way to engage the audience.



RATE

| Type/quantity       | Price  |
|---------------------|--------|
| 1x <i>Airlines.</i> | £3,450 |
| 1x IATA eblast      | £4,500 |

## RUN OF SITE BANNERS

The *Airlines.* website attracts **22,000** aviation professionals every month. By advertising through the array of site-wide options on [airlines.iata.org](http://airlines.iata.org) you can engage with the sector and increase your brand exposure.



RATE

| Type          | Size      | Price (p/m) |
|---------------|-----------|-------------|
| Site takeover | -         | £3,500      |
| Billboard     | 970 x 250 | £1,950      |
| Leaderboard   | 728 x 90  | £1,250      |
| MPU           | 300 x 250 | £900        |

\*Series booking discount available on request

**Partnering on a webinar with Airlines. is a unique opportunity to achieve:**

- Wide ranging brand exposure
- In-depth thought leadership
- High-volume lead generation

**Each of our webinar packages can be tailored to your specific requirements.**

**Key benefits will include:**

- The chance to work with the editor to shape the theme and agenda for the live event
- Promotion via an Airlines. magazine e-mail campaign, carrying your branding to Airlines.'s full database of aviation professionals
- Use of all data captured from registered and opted-in viewers

**Price includes the following promotional campaign:**

**Campaign before the webinar:**

- Digital advertising
- Email promotion
- Social media promotion
- Magazine advertising (if applicable)

**The webinar itself:**

- A one-hour, live audio or video webinar with slides presented in a co-branded console
- Presentation format, with up to four speakers and hosted by a member of the Airlines. content team
- Live questions posed by the audience with questions and details passed to the sponsor after the event for follow-up

**Campaign after the webinar:**

- Recording of webinar alongside banner and MPU linking to on demand webinar hosted on [airlines.iata.org](http://airlines.iata.org)
- Mention on Airlines.'s e-newsletter
- Call out on social media

PACKAGE PRICE  
**£16,000+VAT**

PROMOTION TO OVER  
**32,000**  
AVIATION  
PROFESSIONALS



In addition to our existing robust content offering, we are now presenting the opportunity to co-create a sponsored podcast with *Airlines.*

Sponsored podcasts are a great way to align yourself with the *Airlines.* brand whilst building rapport and brand exposure in the process. They are a creative, flexible and cost-effective way to deliver your content using authentic storytelling rather than a hard sell and to be seen as an authority on a topical area of business interest.

The trust you gain from decision makers within the aviation industry can then lead to your specific objective being met.

The **20 minute** podcast is hosted by the editor of *Airlines.*, joined by a sponsor representative, and a relevant speaker(s) from the industry.

There are two packages to choose from when sponsoring an *Airlines.* podcast, both of which utilise the magazine's various channels for promotion.

### ***Airlines.* podcast sponsorship package – brand association:**

- Sponsor receives branding on all podcast promotion
- Announcement as sponsor at the opening and close of podcast
- Sponsor message stating the sponsor's USPs at opening of podcast

**£3,060**

### ***Airlines.* podcast sponsorship package – brand association and content:**

- All of the brand association package, plus the ability to shape content and participate in the podcast
- *Airlines.*'s editor will agree the theme and content plan with the sponsor
- Sponsor representative included in podcast content as one of three or four participants –editor of *Airlines.*, joined by a sponsor representative, and a relevant speaker(s) from the industry.

**£5,500**

This year,  
the number of  
monthly podcast  
listeners will increase  
to a total of  
**383.7 million**  
worldwide.  
(eMarketer, 2021)

On-the-go.  
Audience  
can listen any  
time, anywhere

Hosting on Spotify,  
Apple Podcasts and  
other big podcast  
platforms

As part of a new service, *Airlines.* now offers consultative content solutions to deliver specific messages directly to your audience.

We can help open a dialogue between your organisation and the engaged member readership. From thought leadership, to infographics, surveys, video and case studies, we are positioned to create the most effective assets for your needs, utilising our resources at *Airlines.*

Our dedicated teams are able to advise and create targeted multichannel strategies based on your objectives, aligning you with the credibility and authority of the voice of *Airlines.*

## Why content?

Our readers (your audience) are B2B purchasers. One of the most effective ways to influence is to educate and inform; content is a powerful vessel to do this. Content-led marketing gives an authoritative voice to an organisation, and we can give you access to the most receptive and high quality audience to hear it.

Prices start from **£750**. Please contact us to discuss how *Airlines.* can help you with a content strategy.

## Recent campaigns include:

- [Airlines. and Get-e video on helping airlines manage disruptions](#)
- [White paper series on behalf of Hexaware](#)

**39%**

of C-suite execs and decision makers thought leadership content had influenced them to ask a vendor to participate in the RFP process, and 47% said such content had a direct impact on awarding business.  
(Source: Edelman)

**35%**

of B2B buyers are spending about 1-3 hours per week reviewing thought leadership content.  
(Source: Edelman)





## CONTENT HOSTING

Get your content, whether it's a whitepaper or video, the exposure it deserves.

Our online knowledge centre is designed to host your existing or latest research, reports and any other content types to ensure that they reach the widest, most relevant audience possible. We're equipped to host content in any format, including:

- Whitepapers, reports, e-books
- Podcast, presentation, video
- Surveys, infographics

Your content can be open access to reach the widest possible audience or locked for data capture, enabling you to generate valuable qualified new business leads, and effective ROI.

All reports are hosted on their own dedicated, co-branded web page within our easily searchable knowledge centre.

To maximise exposure, we will promote all of your content via our e-newsletter and from our website homepage – [airlines.iata.org](http://airlines.iata.org)

Prominently positioned  
on the  
Airlines. website  
for 3 months

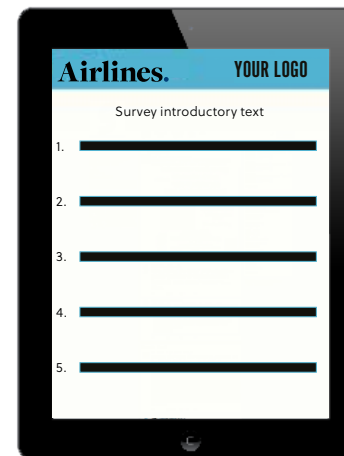
From £750  
+ VAT

## SPONSORED SURVEYS

Capture exclusive insight and create market leading intelligence from aviation professionals.

Surveys and research are a fantastic way to engage with our unrivalled audience and generate data and knowledge for future campaigns through engagement with key decision makers. This includes:

- Survey promoted via *Airlines.*'s digital channels
- A summary of findings published in *Airlines.*
- *Airlines.*'s content team will work closely with you to collate survey findings and produce a white paper - hosted for 3 months and locked for data capture
- Full page advert in *Airlines.* to promote white paper



From £12,500  
+ VAT

## SUPPLYING ARTWORK

Airlines. operates a digital workflow system and so prefers to receive artwork as a Pass4Press PDF via email to [Jane.easterman@redactive.co.uk](mailto:Jane.easterman@redactive.co.uk), or via <https://filetransfer.redactive.co.uk/filedrop/jane.easterman>

Colours should be saved as CMYK with fonts and hi-resolution images embedded.

We are able to accept some other formats with prior agreement with **Jane Easterman (+44 (0) 20 7880 6248)**.

Word or PowerPoint files are NOT acceptable as artwork.

### Digital data

File Types Accepted

**Digital display/images:** JPEG, PNG, GIF

**Sponsored email:** HTML (to be replicated), Word Doc

**Digital copy contact:** [airlines@redactive.co.uk](mailto:airlines@redactive.co.uk)



## DATES

|                  | 2024-01     | 2024-02 AGM | 2024-03     | 2024-04     |
|------------------|-------------|-------------|-------------|-------------|
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## SPECIFICATIONS

### DOUBLE PAGE SPREAD (H X W)

Type - 246mm x 400mm

Trim - 270mm x 420mm

Bleed - 276mm x 426mm

### HALF PAGE

H: 120mm x 186mm

V: 246mm x 91mm

### QUARTER PAGE (H X W)

H: 57mm x 186mm

### FULL PAGE (H X W)

Type - 246mm x 186mm

Trim - 270mm x 210mm

Bleed - 276mm x 216mm