

AIRLINES

INTERNATIONAL



MEDIA PACK 2012

Advertising within
Airlines international
Magazine, Supplements,
Tablet Application & Online

Story



If viewing a pdf version please
click on appropriate section below

3	INTRODUCTION What is <i>Airlines International</i> ?
4	DISPLAY ADVERTISING Display rates and booking dates
5	SUPPLEMENTS Display rates, booking dates and Iata Event dates
6	ONLINE Display rates and specifications
7	IPAD Display rates and specifications

TABLET APPLICATIONS

Story Worldwide has produced an iPad application for Airlines International. With more than 8,000 downloads in the first three months, the iPad app has proved hugely popular, increasing Airlines International's global reach and opening up new opportunities for advertisers.

Please contact Nigel Collard
further information.

For all enquiries regarding
Airlines International
contact Nigel Collard:

Tel.: +44 (0)20 7449-1512 (Direct)
E-mail: nigel.collard@storyworldwide.com



IATA AND AIRLINES INTERNATIONAL

To “Represent, lead and serve the airline industry” is IATA’s mission. The association has some 230+ member airlines across five continents, whose flights account for 93% of all scheduled commercial international air traffic.

IATA’s flagship magazine, *Airlines International*, is the authoritative voice of the international air transport industry. Now entering its 15th year, the magazine is both read and respected by the most senior professionals within the industry. It informs airline management, industry associates and government officials on IATA’s priorities, projects and services.

Through IATA’s ownership, *Airlines International* is a leading brand and a truly global magazine for the international air transport industry.

The magazine is distributed on a bi-monthly basis to some 9,000 aviation experts across the globe.

ESSENTIAL CONTENT

Airlines International strikes at the heart of aviation’s short- and long-term challenges. Throughout 2012 the magazine will use industry experts and IATA’s extensive experience to further the debate on a wide range of critical issues. The end result is a publication that is vital to the way airlines do business.

PLANNED TOPICS FOR 2011:

- Air Routes
- Aircraft of the Future
- Airport Development
- ATM
- Cargo
- Cost Management
- Engines
- Environment
- Finance
- Forecasts & Trends
- Ground-Handling
- Industry Charges
- Route Strategy
- Liberalization
- Management Strategy
- MRO
- Regional Focus
- Safety
- Simplifying the Business (StB)
- Social Media
- Training
- Technology

NB. Specific content for each issue of *Airlines International* can be requested at the point of enquiry

THE READERSHIP

Airlines International is distributed to senior executives (CEOs; Chairmen; SVPs; VPs; Managing Directors and Senior Managers) from across the functional discipline of:

- Operations
- Technology
- Business Development
- Communications
- Industrial Affairs
- Sales & Marketing

These decision-makers in air transport read *Airlines International* because it is the voice of their association.

SUPPLEMENTS

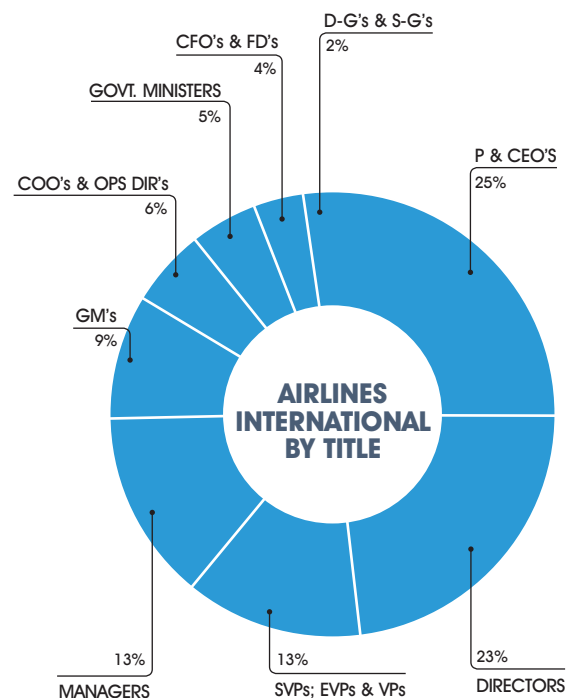
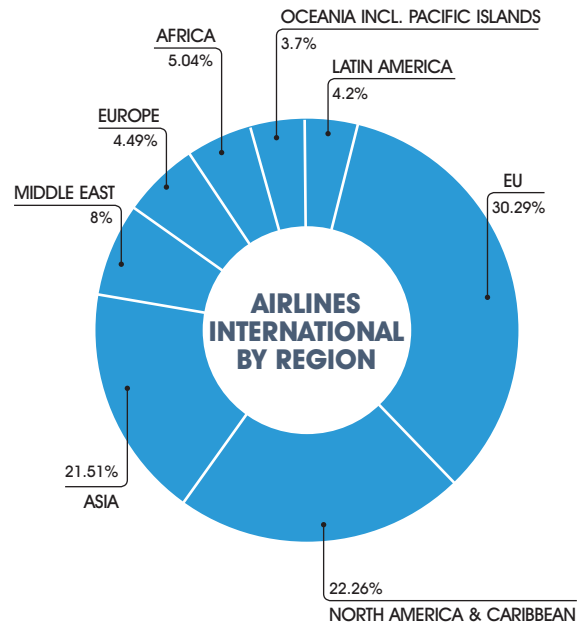
The *Airlines International* portfolio delivers key messages across a range of distribution channels. Aside from the main magazine readership (see above), clients can benefit from an online presence within the IATA website, circulation at major industry events, and tailored, sponsored articles in *Airlines International* supplements.

PROMOTIONAL OPPORTUNITIES

Airlines International offers clients a wide range of promotional opportunities, both within the 9,000 distributed print copies of the magazine/supplements, *Airlines International* Online, and 8,000+ iPad App downloads to date.

- Magazine display advertising
- Supplement sponsorship
- Online advertising

AIRLINES INTERNATIONAL’S 9,000 C-LEVEL EXECUTIVE READERS ARE THE TARGET MARKET FOR A GLOBAL AIRLINE INDUSTRY WITH AN ANNUAL TURNOVER OF \$598 BILLION (SOURCE: IATA)





ADVERTISING

To make an enquiry or book your advertisement, please email nigel.collard@storyworldwide.com or call +44(0)20 7449 1512.

MAGAZINE DISPLAY RATES			
£ RATE	1X	3X	6X
IFC DPS	£11,780.00	£11,190.00	£10,600.00
DPS	£9,400.00	£8,930.00	£8,460.00
Full Page	£5,230.00	£4,970.90	£4,710.00
IBC	£5,760.00	£5,470.00	£5,180.00
OBC	£6,540.00	£6,220.00	£5,890.00

AD BOOKING DATES 2012						
	FEB/MAR 12	APR/MAY 12	JUN/AGM 12	JUL-SEP 12	OCT/NOV 12	DEC/JAN 13
Ad sales close	25/01/2012	27/03/2012	09/05/2012	10/07/2012	03/09/2012	06/11/2012
Ad copy deadline	31/01/2012	28/03/2012	14/05/2012	13/07/2012	07/09/2012	09/11/2012
Magazine to print	06/02/2012	03/04/2012	21/05/2012	18/07/2012	13/09/2012	15/11/2012
Mailing (Magazine)	17/02/2012	20/04/2012	31/05/2012	31/07/2011	26/09/2012	28/11/2012

ADVERTORIALS

Whilst it is official IATA policy not to accept editorial contributions, paid-for-articles (“advertorials”) are permitted – subject to IATA final approval before going to print.

- The minimum acceptable size is a Double Page Spread (DPS) – length: approximately 600-800 words.
- After publication (print), the advertiser receives total copyright to the PDF reprint for their own promotional purposes

SPECIAL NOTE

Ad specifications for both Advertising and Advertorials are supplied upon request.

- Story Worldwide can design and create advertisements / advertorials, but all elements (Company logo; Text; Graphics) must be supplied.
- There is a minimum charge of £500.00, which will be added to the agreed cost of the advertisement(s) / advertorial

SPECIAL ADVERTISING OPTIONS

- Belly Bands • Gatefolds • Inserts • Outserts • Belly Bands

Contact us for rate information.

Airlines International has a unique and unassailable position in the industry. Four supplements provide added value for all stakeholders. These focus on topics critical to the future sustainability of airlines. Within them, advertisers have a unique opportunity to stimulate discussions with major decision-makers through sponsored articles. By delivering high-level industry analysis, advertisers have the chance to influence the direction taken by aviation's high-flyers.

AIRCRAFT TECHNOLOGY

- Published February/March 12 issue:

One long-range forecast anticipates delivery of 33,500 new aircraft over the next 20 years, valued at more than \$4 trillion. Many of these new aircraft will replace older models as high fuel costs force airlines to accelerate fleet renewal plans. Other new aircraft will cater to growth expectations. At this replacement rate, 85% of the aircraft operating in 2030 will have been delivered after 2011. The pressure is on for OEMs and engine manufacturers alike to deliver aircraft that will respond to the requirements of a dynamic industry in the 21st century.

ENVIRONMENT:

- Published April/May 2012 issue:

Aviation is the \$594 billion heart of a value chain that supports 50 million jobs and \$3.6 trillion of economic activity. But the industry's responsibilities stretch beyond the economic. Climate change is a top priority. Now that an ICAO agreement supports a global approach, what are airline aspirations and how can stakeholders combine to curtail carbon emissions? To date, IATA has saved 76 million metric tons of CO₂.

AIRPORT DEVELOPMENT:

- Published June/AGM 2012 issue:

Airports understand they must work in partnership with the airlines. From infrastructure development to user charges, transparency and efficiency are essential. What are the ground-breaking projects that shed new light on this most fundamental relationship?

TECHNOLOGY:

- Published October/November 12 issue:

Technological innovation will play a major role in aviation's future. Airlines must keep up with new standards but also look for a return on their investment. Cutting-edge solutions claim much and occupy a considerable amount of boardroom time. Can your product tick all the boxes?

POTENTIAL SUPPLEMENT TOPICS:

These are to be provided in raw form by sponsor (1st draft), with editorial support from Graham Newton, Editor of Airlines International (each to be tailored to suit strengths/wishes of individual sponsors). A final draft will be submitted to the article sponsor for approval – before being forwarded to IATA.

- For those who wish to be included in the supplement, Nigel Collard will be available to discuss the most suitable content for publication, and Graham Newton will work with each company to write and edit all content.
- This is an exciting opportunity for contributors that will provide unprecedented coverage to a global aviation audience.

We will endeavour to ensure that no two contributors' white paper topics clash – rather they shall complement each other. Our objective is to cover a variety of relevant topics as comprehensively as possible.

SPONSORSHIP OPTIONS	PLATINUM PACKAGE	GOLD PACKAGE	SILVER PACKAGE	BRONZE PACKAGE
3 page article + 1 page ad	£15,750.00			
2 page article + 1 page ad		£13,125.00		
1 page article + 1 page ad			£9,975.00	
IFC / IBC / OBC				£5,250.00

PACKAGE OPTIONS:

Please note:

- Allow 300-400 words / page for editorial purposes
- A photograph of the sponsoring company's officer concerned (e.g. CEO) shall be included
- The ad page in any package option can be used for editorial purposes – or it can be one of our three supplement cover pages, i.e. IFC / IBC / OBC.

Most important:

- All content will be provided to IATA for approval and their decision on suitability for inclusion in the relevant Airlines International Supplement will be final.



SUPPLEMENT DISTRIBUTION

As well as guaranteed mail out with Airlines International; posting on IATA's official website and appearance on iPad, the supplements are intended for distribution at key aviation events during 2012.

AIRCRAFT TECHNOLOGY SUPPLEMENT		
DATE	EVENT	LOCATION
February 14-19	SINGAPORE AIR SHOW 2012	SINGAPORE
March 21-22	IATA AVIATION & ENVIRONMENT SUMMIT	GENEVA, SWITZERLAND
May 07-09	IATA GROUND-HANDLING CONFERENCE	PRAGUE, CZECH REPUBLIC
June 10-12	IATA AGM	BEIJING, PRC
July 09-15	FARNBOROUGH AIR SHOW 2012	FARNBOROUGH, UK
October	WORLD PASSENGER SYMPOSIUM (IATA)	(TBC)

ENVIRONMENT SUPPLEMENT		
DATE	EVENT	LOCATION
March 13-15	WORLD CARGO SYMPOSIUM (IATA)	KUALA LUMPUR, MALAYSIA
March 21-22	IATA AVIATION & ENVIRONMENT SUMMIT	GENEVA, SWITZERLAND
May 07-09	IATA GROUND-HANDLING CONFERENCE (IGHC)	PRAGUE, CZECH REPUBLIC
May 08-10	IATA AVIATION FUEL FORUM	CHICAGO
June 10-12	IATA AGM	BEIJING, PRC
November	IATA AVIATION FUEL FORUM	(TBC)

AIRPORT DEVELOPMENT SUPPLEMENT		
DATE	EVENT	LOCATION
Jun 10-12	IATA AGM	BEIJING, PRC
Jun 14-16	IATA 130TH SLOT CONFERENCE	BARCELONA, SPAIN
Sep 30 - Oct 03	18TH WORLD ROUTE DEVELOPMENT FORUM	ABU DHABI, UAE
October	AVSEC WORLD 2012 (IATA)	(TBC)
October	WORLD PASSENGER SYMPOSIUM (IATA)	(TBC)
November 15-17	IATA 131ST SLOT CONFERENCE	TORONTO, CANADA

TECHNOLOGY SUPPLEMENT		
DATE	EVENT	LOCATION
October	AVSEC WORLD 2012 (IATA)	(TBC)
October	WORLD PASSENGER SYMPOSIUM (IATA)	(TBC)
November	IATA 131ST SLOT CONFERENCE	(TBC)
November	IATA AVIATION FUEL FORUM	(TBC)

For the latest updates regarding IATA conference, exhibitions and industry meetings, visit the IATA website at:

<http://www.iata.org/events>

For examples of supplement online presence, follow the links below:

<http://www.iata.org/pressroom/airlines-international/Pages/technology-supplement.aspx>

<http://www.iata.org/pressroom/airlines-international/Pages/supplement-airports.aspx>

<http://www.iata.org/pressroom/airlines-international/Pages/supplement-environment.aspx>

DEADLINES

Since the supplements must be produced in time for mail out with the relevant issue of Airlines International and/or distribution at the 1st relevant industry event, it is essential that 1st Draft Submission deadlines be adhered to as closely as possible.

AIRLINES INTERNATIONAL 2012						
	FEB/MAR 12	APR/MAY 12	JUN/AGM 12	JUL-SEP 12	OCT/NOV 12	DEC/JAN 13
Ad sales close	25/01/2012	27/03/2012	09/05/2012	10/07/2012	03/09/2012	06/11/2012
Ad copy deadline	31/01/2012	28/03/2012	14/05/2012	13/07/2012	07/09/2012	09/11/2012
Magazine to print	06/02/2012	03/04/2012	21/05/2012	18/07/2012	13/09/2012	15/11/2012
Mailing (Magazine)	17/02/2012	20/04/2012	31/05/2012	31/07/2012	26/09/2012	28/11/2012

SUPPLEMENTS 2012						
	AIRCRAFT TECHNOLOGY	ENVIRONMENT	AIRPORT DEVELOPMENT	NO SUPPLEMENT	TECHNOLOGY	NO SUPPLEMENT
Article sponsorship sales close	28/11/2011	10/01/2012	04/04/2012	-	01/08/2012	-
1st draft article from sponsor	29/11/2011	11/01/2012	06/04/2012	-	08/08/2012	-
Final draft article from sponsor	06/12/2011	20/01/2012	16/04/2012	-	13/08/2012	-
Final draft approval by IATA	13/12/2011	25/01/2012	19/04/2012	-	16/08/2012	-
Supplement to print	13/01/2012	27/02/2012	22/05/2012	-	18/09/2012	-
Mailing (Supplement)	17/02/2012	02/03/2012	31/05/2012	-	24/09/2012	-

Article sponsors to date have included, amongst others:

Airbus	Jonathan Norris, Vice President, Cabin Design Office
Amadeus IT Group S.a.	David V. Jones, CEO
ARINC	Jim L. Martin - Managing Director, ARINC Asia-Pacific Division
Bahrain Airport Company	Gordon Dewar, CEO
Bombardier Aerospace	Helene V. Gagnon, Vice-President - Public Affairs, Communications and Corporate Social Responsibility
CHAMP Cargosystems	James Fernandez - Vice President, Sales & Marketing
Dallas / Ft. Worth International	Jeff Fegan, CEO
Datalex	Malachi Faughnan, CIO, Padraig O'Neill - Chief Operations Officer
Diio, LLC	David Hoppin - CFO
Hahn Air Systems GmbH	Hans Nolte-CEO, Joerg Troester - Senior Vice President Corporate Strategy
Narita Sky_Gate	Hideharu Miyamoto, Director - Narita Airport Corporation Kosaburo Morinaka, President and CEO - Narita International Corporation
Pratt & Whitney	Dr. Alan Epstein, Vice President - Technology & Environment
Rolls-Royce Plc	Nick Devall, EVP Customer Business - Civil Aerospace
Sabre Airline Solutions	Tom Klein, EVP of Sabre Holdings and Group President, Sabre Travel Network and Sabre Airline Solutions
Singapore CHANGI	Yum Kum Weng, EVP - Changi Airport Group
SITA	Catherine Mayer, Vice President, Airports Ilya Gutlin, Vice President - Airport Solutions Frederic Falise, Director - Aircraft Data Applications Ouillon, Vice President Technical Development
Teradata Corporation	Peeter Kivestu - Director of Industry Marketing & Solutions
Wirecard AG	Joerg Moeller, EVP - Travel



Box (160 x 140 pixels)

Skyscraper (160 x 600 pixels)

KEY STATISTICS* FOR WWW.IATA.ORG

Average page views per month: **18,051**

Monthly unique visitors: **14,833**

Average time spent on page: **1:24 min**

* Source: Google Analytics, © 1 October 2010 - 30 Sept 2011

AIRLINES INTERNATIONAL ONLINE ADVERTISING - ARTWORK SPECIFICATIONS:

For quick reference, the key Ad Spec details are as follows:

Dimensions:

- a) Landing page: Box 160 (width) x140 (height) pixels. (Note: This is also known as the Home Page.)
- b) Articles pages: Skyscraper: 160 (width) x 600 (height) pixels.

Supported format:

JPEG, GIF (no rich media, i.e. Flash).

Weight:

no more than 25K for still GIF or JPEG, and 50K for animated GIF. Limit of 3 loops for animated GIF, with no blinking or other distracting animation.

IATA may refuse ads that are too bright or artwork that looks old-fashioned or non-professional.

Hyperlinks:

make sure to send the link your online ad must link to together with your artwork.

ONLINE RATE CARD 2012						
	FEB/MAR	APR/MAY	JUNE/AGM	OCT/NOV	OCT/NOV	DEC/JAN 2012
Landing Page	£420	£420	£680	£420	£420	£420
Article Page	£210	£210	£315	£210	£210	£210

ONLINE DEADLINES						
	FEB/MAR	APR/MAY	JUNE/AGM	JUL-SEPT	OCT/NOV	DEC/JAN
Artwork deadline	11/02/2011	08/04/2011	13/05/2011	12/07/2011	16/09/2011	18/11/2011
Magazine goes online	24/02/2011	21/04/2011	31/05/2011	28/07/2011	05/10/2011	30/11/2011

Airlines International – Online (<http://www.iata.org/Airlines-International>)

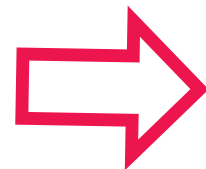
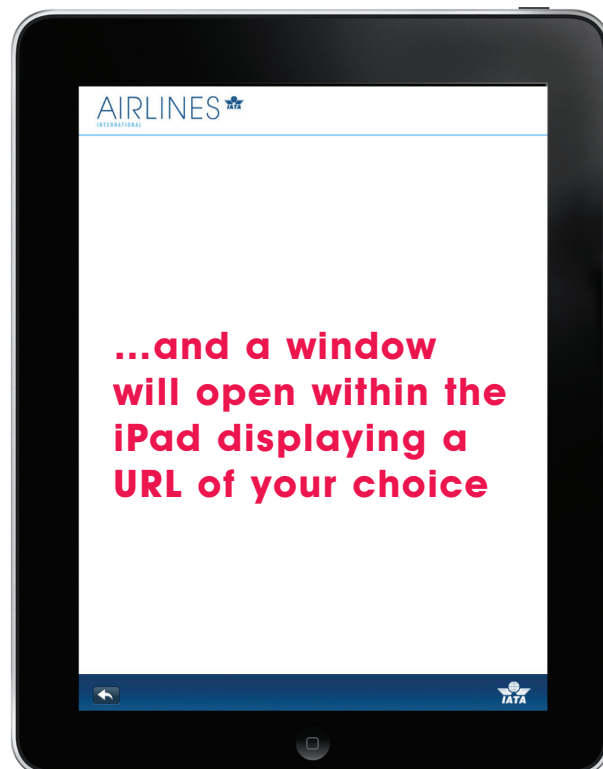
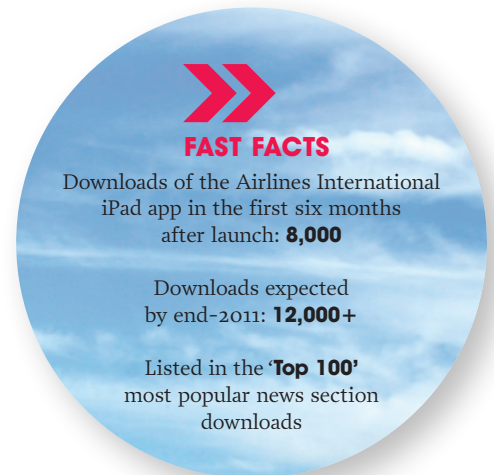
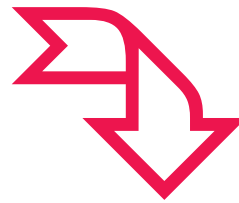
Website visitors: Airlines International (Online) has been active since 2010. Monthly unique visitors to the IATA website currently exceed 371,000 (2010)."

Click-throughs: IATA confirms that it can report on click-throughs to your online advertisement for KPI / ROI purposes. IATA does require that you 1st advertise in print before you advertise online in any given issue of Airlines International.



IPAD – INTERACTIVE ADVERTISING

Bring your advert to life with video, audio, clickable links leading directly to your website or even a purpose-built microsite. It's much more than an advert... it's an experience.



**OPTION A** STATIC AD

- Advert provided by client (as per print mag artwork)
- No active links

» £420**OPTION D** LINK TO SPECIALLY DESIGNED ONE-PAGE MICROSITE

- Advert provided by client
- 'Find out more' button links to microsite designed by Story Worldwide
- Assets for web pages provided by client
- Microsite includes one embedded film or audio
- Includes build and hosting for six months
- Site will undergo a three proof client sign off process
- Minimum of one week required to produce

» £5,070**OPTION B** LINK TO YOUR WEBSITE

- Advert provided by client (as per print mag artwork)
- 'Find out more' button links to a website of client choice (conditions of HTML display – no flash)

» £630**OPTION E** LINK TO SPECIALLY DESIGNED FIVE-PAGE MICROSITE

- Advert provided by client
- 'Find out more' button links to microsite designed by Story Worldwide
- Microsite has five pages
- Assets for web pages provided by client
- Microsite includes one embedded film or audio per page
- Includes build and hosting for six months
- Site will undergo a three proof client sign off process
- Requires 4-8 weeks to produce

» £17,250**OPTION C** IPAD-SPECIFIC DESIGN

- Static Advert is designed by Story Worldwide
- Assets provided by client
- 'Find out more' button links to a website of client choice (conditions of HTML display – no flash)
- Advert will undergo a three proof client sign off process

» £3,000**MICROSITE WEB SPEC**

- Hero banner – up to 5 images
- Static images – up to 4 with links
- 1 x film or 1 x audio
- Sign-up page

(Story Worldwide will capture data and send to client as a secure document. All data captured is the responsibility of the advertiser.)
See document 7.1 for more info.

	OPTION A	OPTION B	OPTION C	OPTION D	OPTION E
Static Jpeg advert	✓	✓	✓	✓	✓
CTA		✓	✓	✓	✓
Advert provided by client	✓	✓			
Story designs new advert for client (3 proof process)			✓		
URL link active		✓	✓	✓	✓
Assets for advert provided by client			✓		
"Find out more" button included		✓	✓	✓	✓
URL takes viewer to website of client's choice		✓	✓		
URL takes viewer to microsite designed by Story				✓	✓
Microsite has 5 pages					✓
Conditions of HTML display - no Flash		✓	✓	✓	✓
Three proof process				✓	✓
One embedded film or audio				✓	
One embedded film or audio per page (Max: 5 pages)					✓
Assets for web pages provided by client (Max: 5 pages)				✓	✓
Includes build and hosting for 6 months				✓	✓
Cost	£420	£630	£3,000	£5,070	£17,250



STORY WORLDWIDE, AS YOU ALREADY KNOW, IS IATA'S CONTRACT PUBLISHER – BUT WE ARE SO MUCH MORE THAN THIS!

Story Worldwide:

Basically, we're the 1st global content marketing agency, with offices in North America, Europe and Asia (<http://www.storyworldwide.com/home.php>). It is always good to know what options are open to you when you may need them – even in advance! – Why have a last-minute scramble when you can avoid it, it's far better to be aware of options available to you ahead of time. Now is certainly the time to prepare for post-recession 2012 onwards.

Our Philosophy:

Our philosophy is that the world is full of great brands with great stories – and I am sure you have a story to tell to the IATA airlines and passengers alike. Story Worldwide has helped these brands tell their tales in ways that motivate, educate and win over consumers – both in the B2B and B2C Arena. The result has been working relationships defined by partnerships with our clients, not projects. For us at Story Worldwide it's all about relationships between people. – As our client (prospective – as well as existing) you are not just another project.

Our Clients:

Some of the clients whose stories we have helped tell include Agent Provocateur, the Bank of America, De Beers, E*TRADE, Guinness, Johnson and Johnson, Lexus, Luxottica Group, Nestle, Perrier, RCI, Unilever and UPS. For a complete list please view: storyworldwide.com/clients.php.

Aviation Sector:

Bearing in mind that we've been working with IATA closely now since January 2006, we now have a pretty good in-depth knowledge of the aviation sector and issues, and are au fait with aviation terminology and technology.

As well as contract publishing (print / electronic media), which you now know that we do for IATA, we also assist our clients with **Branding; Localisation; Web Design & Content Management:**

http://www.storyworldwide.com/brand_strategy.php

<http://www.storyworldwide.com/localisation.php>

<http://www.storyworldwide.com/ecommerce.php>

<http://www.storyworldwide.com/cgi.php>

Should any of the above interest you, please feel free to contact us for a no-obligation discussion to explore how best we can help you achieve your objectives, possibly even exceeding your expectations.

ADVERTISING IN THE POST-ADVERTISING AGE .

London
91-94 Saffron Hill
London
EC1N 8QP

t. 020 7492 9700

New York
360 Lexington Ave
19th Floor
New York
NY 10017

t. +1 212 481 3452

Seattle
87 Wall Street
Seattle
WA 98121

t. +1 206 336 3064

South Norwalk
20 Marshall Street
Suite 220
South Norwalk
CT 06854

t. +1 203 803 4848

Hong Kong
21/F East Exchange Tower
38 Leighton Road
Causeway Bay
Hong Kong

t. +852 2892 1322

Beijing
Room 2905, Bldg. A
Chaowai SOHO
6 Chaowai Avenue
Chaoyang District
Beijing 200020

t. +86 10 5869 8060

Nagoya
1305, 17-14, Aoi 1
Higashi-ku
Nagoya, Aichi
461-0004 Japan

t. +81 (0) 52 508 7781

Story Worldwide Limited; Registered in England and Wales No. 05424574;
Registered Office: Harbour Court, Compass Road, North Harbour, Portsmouth, Hampshire, PO6 4ST
VAT number: GB 927 3782 92

www.storyworldwide.com