

MEDIA KIT 2021

THE RIGHT PATH
FOR ADVERTISING
TO THE AVIATION INDUSTRY

WWW.IATA.ORG



Do you speak aéro?

IATA is an established and trusted voice in the aviation community – we can give your marketing efforts a boost and help you be seen by the audience that really matters to you. Our advertising programs are fully customizable to your needs, whether in print, online, or in digital formats.

Beyond the online advertising spaces offered by the [iata.org](https://www.iata.org) website and IATA publications provide a reliable and targeted advertising venue to promote your brand, products and services. IATA publications are reference manuals and reports covering diverse aviation topics such as safety, security, airport handling, hazardous materials transport, and much more; they are distributed to over 150,000 professionals in nearly 150 countries worldwide!

We can support your marketing program with:

- Brand advertising
- Advertising products and promotions
- Geo-targeted and content-targeted ad programs



Advertise with IATA to make sure your message goes to the right people, at the right time.

Ad Formats/Pricing

- Full range of premium positions to promote brand awareness
- Reach a mobile and powerful purchasing audience
- Reinforce your message to existing customers

Your product options:

- Airport Development Reference Manual (ADRM)
- Airport Handling Manual (AHM)
- Baggage Reference Manual (BRM)
- Dangerous Goods Regulations (DGR)
- Dangerous Goods Regulations Training Books 1-5
- ISAGO Standards Manual (GOSM)
- IATA Cargo Handling Manual (ICHM)
- IATA Ground Operations Manual (IGOM)
- Infectious Substances Shipping Guidelines (ISSG)
- IOSA Standards Manual (ISM)
- Lithium Battery Shipping Guidelines (LBSG)
- Live Animals Regulations (LAR)
- Perishable Cargo Regulations (PCR)
- Security Management System (SeMS) Manual
- Safety Report
- Temperature Control Regulations (TCR)
- The Air Cargo Tariff Manual (TACT)
- ULD Regulations Manual (ULDR)
- World Air Transport Statistics (WATS)





Manuals

Airport Handling Manual (AHM)

+3300 Copies | Print & Digital

- Ground Service Providers
- Airport Operators
- Airlines
- Regulatory Authorities
- Cargo Handlers
- Ground Support Equipment Manufacturers
- Training Organizations

The AHM is your definitive source for the latest industry-approved policies and standards covering all facets of safe and efficient airport operations.

IATA Ground Operations Manual (IGOM)

+2500 Copies | Print & Digital

- Ground Service Providers
- Airport Operators
- Airlines
- Regulatory Authorities
- Training Organizations

The IGOM is your definitive source for the latest industry-approved standards harmonizing ground handling processes and procedures for frontline personnel.

IATA Cargo Handling Manual (ICHM)

+2100 Copies | Print & Digital

- Airlines
- General Sales Agents
- Airports
- Freight Forwarders and Shippers

The IATA Cargo Handling Manual (ICHM) is a complete set of standards for everyone involved in cargo operations.

Airport Development Reference Manual (ADRM)

+900 Copies | Print & Digital

- Airport Planners
- Airlines
- Airports
- Government Authorities
- Architects and Engineering Consultants involved in airport development and planning

The Airport Development Reference Manual (ADRM) is a valuable reference tool for all parties involved in airport development, airport planning, capacity planning, terminal planning, apron, etc.



Baggage Reference Manual (BRM)

- Airlines
- Ground Service Providers
- Airport Operators
- Regulatory Authorities

The BRM helps manage baggage operations, presenting potential issues that occur along a baggage chain and ways to solve them.

Dangerous Goods Regulations (DGR)

+100 000 Copies | Print & Digital

- Airlines
- Freight Forwarders
- Airports
- Regulators
- Service Providers
- Shippers and Manufacturers
- Ground Handlers

IATA's DGR helps you classify, mark, pack, label and document dangerous shipments and hazardous materials in a compliance with air transport regulations.

The Air Cargo Tariff (TACT)

+12 000 Copies | Print
1,507,295 Page Views | Online

- Airlines
- Freight Forwarders
- Ground Handlers
- General Sales Agents
- Shippers
- Airports
- Government Authorities

TACT contains comprehensive information regarding air cargo rules, regulations, rates and charges.

Dangerous Goods Regulations (DGR) Training Books

+9000 Copies | Print & Digital

- Airlines
- Service Providers
- Shippers and Manufacturers
- Training Providers and Organizations
- Students

Our training workbooks meet the essential training requirements of airlines, schools and other organisations within the industry. Each training book is based on the practical application of the IATA Dangerous Goods Regulations.

TIMATIC/Travel Information Manual (TIM)

+36 000 Copies | Print | New edition every month

- Airlines
- Airports
- Ground Handlers
- Regulatory & Government Agencies

A world's leading source for information on air travel requirements the TIM provides reliable and comprehensive information for people serving the travel industry. To ensure reliability and continuity this manual provides extensive sources from the travel industry, immigration authorities and World Health Organization.



Live Animal Regulations (LAR)

+10 000 Copies | Print & Digital

- Airlines
- Ground Handlers
- Freight Forwarders
- Airports
- Training Providers & Organizations
- Regulators
- Service Providers
- Ground Handlers
- Shippers

The LAR is the essential standard to ship animals in a safe, and cost-effective manner.

Perishable Cargo Regulations (PCR)

+3500 Copies | Print & Digital

- Airlines
- Ground Handlers
- Freight Forwarders
- Airports
- Training Providers & Organizations
- Regulators
- Service Providers
- Shippers

The PCR is the standard for the efficient and adequate shipping of time sensitive goods.

Temperature Control Regulations (TCR)

+2500 Copies | Print & Digital

- Airlines
- Ground Handlers
- Freight Forwarders
- Airports
- Training Providers & Organizations
- Regulators
- Service Providers
- Shippers

The TCR is a comprehensive guide designed to enable stakeholders involved in the transport and handling of pharmaceutical product to safely meet the requirements.

Infectious Substances Shipping Guidelines (ISSG)

+1500 Copies | Print & Digital

- Airlines
- Ground Handlers
- Freight Forwarders
- Airports
- Training Providers & Organizations
- Regulators
- Service Providers
- Shippers and Manufacturers

The ISSG includes information applicable to the transport of by air, sea, rail, road, mail of biological products and clinical waste.



Safety Report

10000 Downloads

- Airlines
- Regulatory & Government Agencies
- Service/Solution Providers

The IATA Safety Report uncovers aviation safety concerns and develops prevention strategies to ensure the ongoing enhancement of safety.

Security Management System (SeMS) Manual

Print & Digital

- Airport
- Aviation Security Providers
- Ground Handling Service Providers
- Regulator & Government
- IT & Cyber Security Specialists

The SeMS Manual focuses on essential aspects of aviation security management, including accountabilities, responsibility assignment, risk assessment and improved communication.

World Air Transport Statistics (WATS)

Digital

- Airlines
- Airports
- Consulting Firms
- Financial Institutions
- Aviation Suppliers and Service Suppliers
- Publishing Companies
- Educational Institutions
- Civil Aviation Authorities

WATS aviation statistics cover demand and traffic, route performance, passenger and freight forecast, airline and airport rankings.

Lithium Battery Shipping Guidelines (LBSG)

+1800 Copies | Print & Digital

- Shippers
- Manufacturers
- Airlines
- Ground Handlers

Powering the safe transportation of lithium batteries by air!

Unit Load Device Regulations (ULDR)

+1800 Copies | Print & Digital

- | | |
|----------------------|---------------------|
| ○ Airlines | ○ Service Providers |
| ○ Ground Handlers | ○ ULD Original |
| ○ Freight Forwarders | ○ Equipment |
| ○ Airports | ○ Manufacturers |
| ○ Regulators | ○ Shippers |

The ULD Regulations contains both technical and operational standard specifications and regulatory requirements as well as airlines requirements applicable to overall ULD operations!



IOSA Standards Manual (ISM)

- Audit Organizations
- Audit Software Providers
- Safety Management Software (SMS) Providers
- Standards / Manual documents management entities

The IOSA Standards Manual (ISM) is published in order to provide the IOSA standards, recommended practices (ISARPs), associated guidance material and other supporting information necessary for an operator.

ISAGO Standards Manual (GOSM)

- Ground Service Providers (GSPs)
- Audit Organizations, Auditors
- Audit Software Providers
- Safety Management Software (SMS) Providers
- Standards / Manual documents management entities

An IATA Safety Audit for Ground Operations (ISAGO) is based on the operational standards, recommended practices and associated guidance material in the ISAGO Standards Manual (GOSM). The purpose of an ISAGO Audit is for a ground service provider to gain ISAGO Registration and Station Accreditation at one or more of the stations at which it provides ground handling services.

Pricing

All prices are in \$USD

	DGR English	DGR French, German, Spanish	DGR Russian	DGR Training Book
Format	Printed Book	Printed Book	Printed Book	Printed Book
Ruler	\$10,000	\$3,500	\$3,000	N/A
Inside Front Cover	\$10,000	\$3,500	\$3,000	\$4,300
Full Page (Back of Divider - LH Side)	\$8,750	\$3,300	\$1,700	N/A
Full Page (Front of Divider - RH Side)	\$5,000	\$2,000	\$1,100	N/A
Inside Back Cover	\$9,500	\$3,300	\$1,700	\$4,000
Outside Back Cover	\$17,000	\$3,700	\$3,000	\$5,100

Pricing

All prices are in \$USD

	ICHM	ISSG	LBSG	LAR	PCR	TCR	ULD	TACT
Format	Printed Book	Printed Book	Printed Book	Printed Book	Printed Book	Printed Book	Printed Book	Printed Book 3 editions per year
Inside Front Cover	\$4,300	\$4,300	\$4,300	\$4,300	\$4,300	\$4,300	\$5,300	\$2,100 per edition
Full Page (Back of Divider - LH Side)	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$4,800	\$1,830 per edition
Full Page (Front of Divider - RH Side)	\$2,100	\$2,100	\$2,100	\$2,100	\$2,100	\$2,100	\$4,800	\$1,100 per edition
Inside Back Cover	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$5,000	\$2,000 per edition
Outside Back Cover	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$5,800	\$2,100 per edition

Pricing

All prices are in \$USD

	Timatic	AHM	IGOM	ADRM	BRM	SeMS	ISM / GOSM / Safety Report	WATS
Format	Printed Book 12 editions per year	Printed Book	Printed Book	Printed Book	Printed Book	Printed Book	Digital Download	Digital Download
Inside Front Cover	\$525 per edition	\$7,200	\$4,300	\$7,200	\$4,000	\$4,300	\$3,800	\$4,300
Full Page (Back of Divider - LH Side)	\$460 per edition	\$6,400	\$3,600	\$6,400	\$3,200	\$3,600	\$3,500	\$3,600
Full Page (Front of Divider - RH Side)	\$275 per edition	\$6,400	\$2,100	\$6,400	\$1,900	\$2,100	\$3,500	\$2,100
Inside Back Cover	\$500 per edition	\$6,700	\$4,000	\$6,700	\$3,400	\$4,000	\$3,700	\$4,000
Outside Back Cover	\$580 per edition	\$7,700	\$4,500	\$7,700	\$4,300	\$4,500	\$4,500	\$4,500

○ Our rates are net (non-commissionable)

○ All rates in USD

Online Ads - iata.org

We carefully select the most effective combination of platforms to amplify your message and ensure the best return on investment for your online advertising. Whether you have a [global](#) or [regional](#) strategy, or are looking to run a [highly-targeted](#) campaign with the best accuracy, we are here to make sure you are seen by the audience that truly matters to you.

Areas of Activity

- Cargo
- Passenger
- Training
- Airline Distribution
- Environment
- Safety
- Operations & Infrastructure
- Aviation Security
- Workgroups
- ...And many more

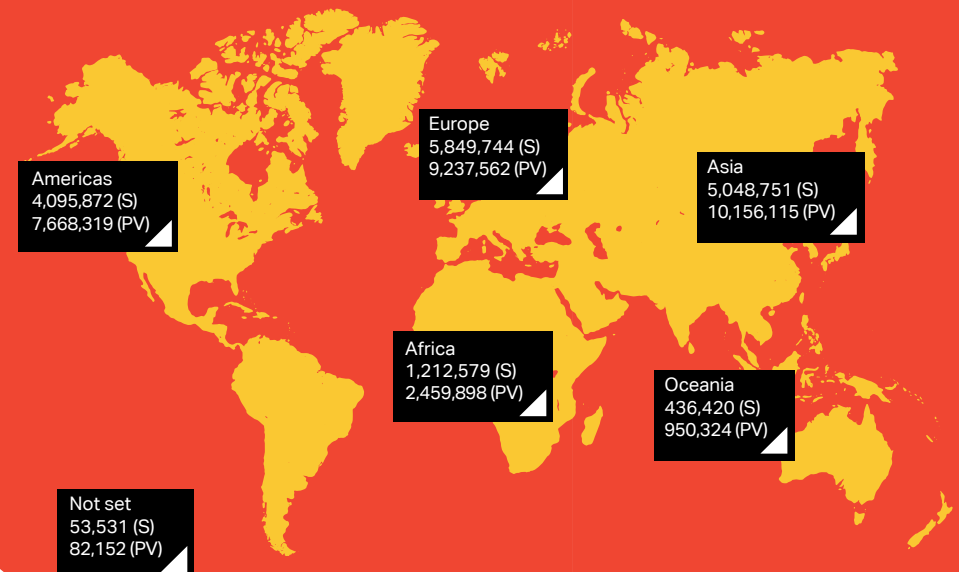
Online Pricing	Website: Box 180x150 Skyscraper 160x600
	Online Banner
1 Month	3,000
3 Months	2,550
6 Months	2,250
12 Months	1,800
Per Extra Page	200

Audience in 2020



*Source:
Google Analytics
for iata.org

Sessions (S) and Page Views (PV) per Continent



TACT Online

The best way to access TACT is via our Online Solution, [TACT Online](#)

With over 1 000 000 page views per year, it is **THE** industry solution for Tariffs, Rules & Air Cargo Schedules.

- Access to all Industry & Carrier Tariffs, for over 100 Airlines, distributing over 5 000 000 TACT Tariffs
- Access to all Industry, Country and Carrier Rules,
- Access to Air Cargo Schedules, via real-time search, for approximately 1000 Airlines
- Access to Cargo Border Management Bulletins, to stay up-to-date with the latest Customs & Security notices
- [Air Cargo Operations Dashboards](#), introduced in 2020 & in expansion for 2021!
- Access to most up-to-date COVID-19 information, to keep up with the new or temporary changes in restrictions
- A new Cargo Compliance module, to check for denied parties, scheduled for release in Q1 2021!
- And more to come!

Pricing

- \$1500 USD per month
- \$200 USD per additional page

Audience in 2020

Pageviews	1,507,295
Unique Pageviews	1,217,063
Users	83,101
Sessions	451,812

*Source: Google Analytics for tact.iata.org



IATA Travel Centre

The [IATA Travel Centre](#) provides personalized passport, visa and health requirements advice based on your personal details and itinerary. In addition, the IATA Travel Centre can tell you more about your destination country, from applicable taxes to currency information and local customs regulations. It also provides useful information on traveller rights.

Online Pricing	In \$USD
1 Month	3,000
3 Months	2,550
6 Months	2,250
12 Months	1,800
Per Extra Page	200

Audience in 2020

	Pageviews	Users	Sessions
Total	64,246,663	22,873,731	33,609,619
Africa	2,032,352	536,638	890,129
Americas	17,154,316	6,369,055	8,830,622
Asia	14,027,146	4,157,779	6,802,123
Europe	29,392,875	11,131,356	16,127,216
Oceania	1,473,477	587,692	904,114
Not Set	166,497	91,211	55,415

*Source: Google Analytics for [iatatravelcentre.com](#)



E-mail Campaign

As a leader in the aviation industry with a global reach of over 1.7 million contacts and counting we are effectively able to help you engage your target audience whichever way you choose to segment: by industry, company, region, professional title, etc. Our database of contacts and your message can create a strong impact reaching a global audience!

Pricing

Contact us for more information, advertising@iata.org



We can help
you reach out
to the relevant
segments of the
aviation industry



Ad Policy

- Advertising must meet the mandatory specifications appearing in the IATA Advertising Guidelines communicated to the Client. In the event Client's advertising material fails to meet any of these specifications, IATA reserves the right to make the appropriate corrections without further notice and charge the Client an amount of US\$100 in addition to applicable advertising costs
- Advertising will not be accepted which in any way is considered by IATA to be lacking in moral propriety or judicious good taste, or which is considered by IATA to be inappropriate to IATA's image
- Advertising will not be accepted if it includes ideologically or politically controversial terms
- Advertising cannot be accepted by IATA if it is found to contravene the truth, or if it in any way tends to exaggerate the description of a product or service
- Advertising cannot be accepted by IATA if it is considered to be "in conflict" with stated recommendations or decisions of IATA, or if it may be considered controversial in matters being studied by IATA at any particular time
- Advertising is accepted by IATA with the understanding that the sponsoring company and principal beneficiary of the advertisement are ultimately responsible and liable for full payment to IATA of any outstanding charges for advertising space
- Full advertising costs, plus applicable taxes and charges, will be invoiced by IATA upon release of the publication. Invoices are payable on a net thirty (30) day basis
- In accepting advertising IATA provides no guarantees that such advertising will result in revenues for the advertiser
- The final decision on advertising format and terminology rests with IATA
- The aforementioned rules of compliance are considered binding on all orders and contracts for advertising space. The International Air Transport Association also reserves the right to refuse any advertisement for other reasons of particular importance to the Association.
- The Client hereby agrees to be bound by the IATA Advertising Policy rules above. This form constitutes the entire agreement between Client and IATA, which and shall enter into effect as of the last date of signature of the parties. Payment is due to IATA within thirty (30) days of the date of the invoice. IATA reserves the right to charge late payment interest at the annual rate of LIBOR three (3) months plus two percent (2%) on any amount that is overdue, from the day after such amount becomes due until the day prior to the receipt of payment, inclusive. All payments are non-refundable. Cancellation will incur the following charges: Cancellation after deadline for delivery of advertising material is past: 75% of the gross price. IATA will not be liable for any loss or damage caused by any shortcomings in or lack of desired quality of the printed materials, or for any errors or omissions of the printer not detected during the acceptance procedures, or committed or occurring thereafter. The Client hereby agrees to hold IATA harmless and indemnify IATA against any claims, actions, demands, procedures, or any loss or any damage arising from third parties in relation to the contents, statements, imagery, or other aspects of the advertisement, including such claims or action related to the infringement of intellectual property rights.



If you have questions, please contact:
advertising@iata.org

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