

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 **25,000*** READERS AND A DIGITAL AUDIENCE OF OVER **43,100***.



MEDIA INFORMATION 2026



redactive
AN EMPLOYEE OWNED BUSINESS

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

*5,000 print, 20,000 digital editions, 4,000 users per month online, 19,100 newsletter recipients



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. With around 290 member airlines, IATA represents 82% of total air traffic and 65% of global airports.

Airlines. is IATA’s principal channel for communicating with senior management across its member airlines and the wider aviation community. As the authoritative voice of the international air transport industry, the magazine is respected by more than **25,000*** readers worldwide. It informs and influences airline executives, industry partners and government officials on the latest trends, analysis and developments in aviation, as well as IATA’s policies, projects and services.

Published quarterly, the magazine reaches a global circulation of over **25,000*** readers.

The *Airlines.* website (www.airlines.iata.org) attracts **5,000 users per month**, while the *Airlines.* e-newsletter is distributed to more than **19,100** aviation professionals every fortnight, with increased frequency around major industry events.

A comprehensive range of content and advertising opportunities is available across all channels, enabling industry suppliers to engage directly with IATA’s influential audience.

*5,000 magazine print copies per issue plus 20,000 digital copies

Airlines.

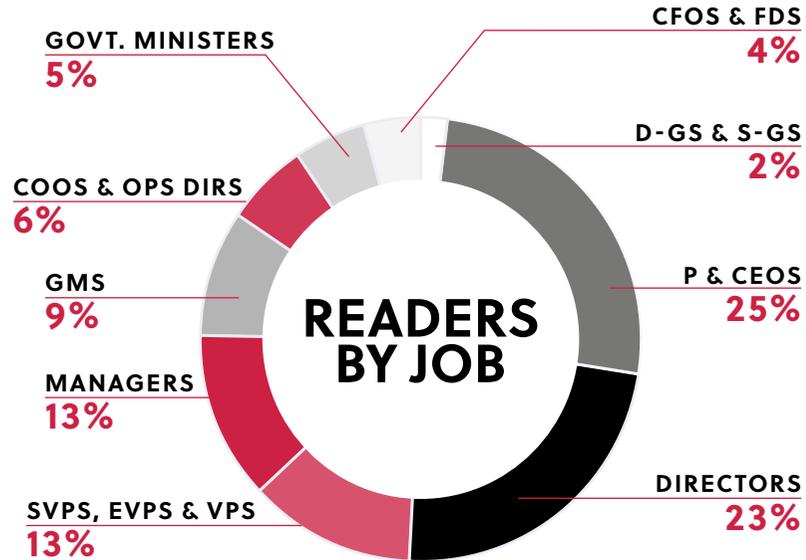
READERSHIP KEY STATS



25,000+

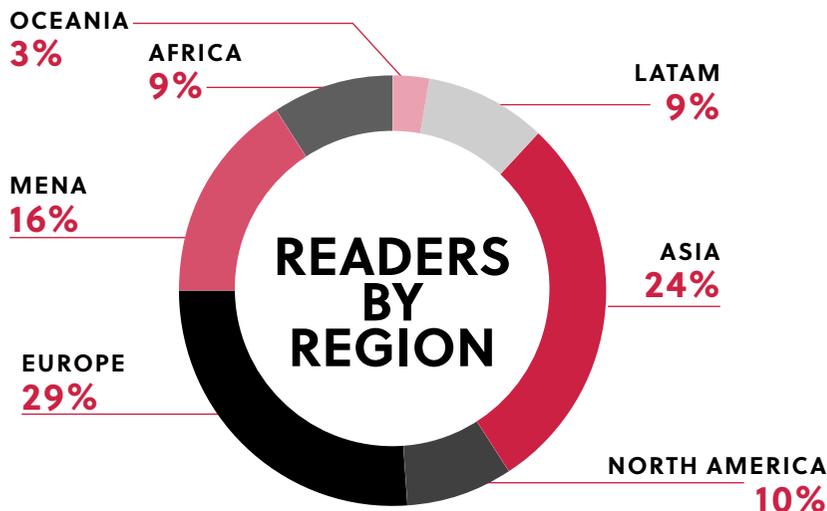
circulation, plus bonus distribution at airline industry and IATA events

Print circulation of 5,000 copies and digital circulation of 20,000 per issue



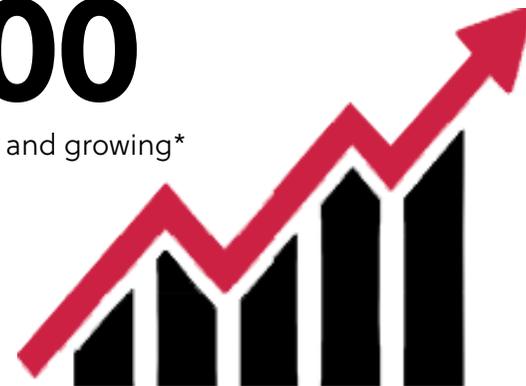
19,100+

e-newsletter recipients every week



4,000

users per month and growing*



* Airlines. Google Analytics: October 2024 to September 2025

PURCHASING POWER

Airlines. is the essential quarterly read for the international air transport industry, making it a powerful platform for strategic brand partnerships.

Advertising within these pages ensures your organisation is visible, credible and clearly understood by the global aviation community.

As a trusted media partner, *Airlines.* enables you to connect with the industry's most influential decision-makers - those responsible for shaping policy, procurement and investment.

You'll engage a focused, high-value audience that supports long-term brand growth and business objectives.

Advertising rates

Size and position	Price
IFC Double page spread:	£10,970
IFC:	£7,166
Double page spread:	£6,516
Full page:	£4,344
IBC:	£4,778
OBC:	£5,213

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 20% 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):	£925
Segmented run (per thousand):	£1,125

Advertising dates

	2026-01	2026-02 AGM	2026-03	2026-04
Booking deadline	Fri-23-Jan	Wed-22-Apr	Mon-3-Aug	Mon-26-Oct
Publication date	Fri-27-Feb	Fri-29-May	Tue-8-Sep	Mon-30-Nov

E-NEWSLETTER

Sent out fortnightly to more than **19,100 subscribers**, the e-newsletter directs traffic to your website or hosted content on the *Airlines.* website. It features the latest top stories alongside informed opinion and analysis.



RATE - (1-3 MONTH)

Type	Size/package	Price (p/m)
Leaderboard banner	728 x 90	£1,819
MPU	300 x 250	£1,091
Sponsored content	25 words and image	£1,152

SOLUS EMAIL

Become the sole sponsor of an *Airlines.* solus email sent to over **19,100 industry professionals**. Featuring in-email content plus a clear call to action, solus emails are a highly effective way to engage this influential audience.



RATE

Type/quantity	Price
1x <i>Airlines.</i>	£4,184

RUN OF SITE BANNERS

The *Airlines.* website attracts around **4,000 aviation professionals** each month. Advertising via the range of site-wide options on airlines.iata.org allows you to engage directly with the sector and significantly increase your brand exposure.



RATE

Type	Size	Price (p/m)
Site takeover	-	£4,245
Billboard	970 x 250	£2,365
Leaderboard	728 x 90	£1,516
MPU	300 x 250	£1,091

*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 opportunity to work with the editor to shape the theme and agenda for the live event
- Promotion via an *Airlines.* magazine email campaign, carrying your branding to the full database of aviation professionals
- Full 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
- Mention on *Airlines.*'s e-newsletter
- Call out on social media

PACKAGE PRICE

£14,500+VAT

PROMOTION TO OVER
23,100*
AVIATION
PROFESSIONALS



*19,100 email reach and 4,000 website reach

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

Sponsored podcasts offer a powerful way to align with the *Airlines.* brand while building rapport and exposure. They are a creative, flexible and cost-effective method of delivering your message through authentic storytelling rather than a hard sell, positioning you as an authority on a topical area of industry interest.

The trust you build with decision makers across the aviation sector can help drive your specific objectives.

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

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

£3,859

***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.

£6,545

In 2025, there were over **35 million** million people listening to podcasts in the UK

(Edison Research 2025)

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 targeted messages directly to your audience.

We can help open a dialogue between your organisation and our engaged readership. From thought leadership and infographics to surveys, videos and case studies, we create the most effective assets for your needs, drawing on the full resources of *Airlines.*

Our dedicated teams develop tailored multichannel strategies aligned with your objectives, connecting your organisation with the credibility and authority of the *Airlines.* voice.

Why content?

Our readers (your audience) are B2B purchasers. One of the most effective ways to influence them is through education and insight. Content-led marketing provides organisations with an authoritative voice, and we offer access to a highly receptive, high-quality audience.

Prices start from **£11,025**. 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

Give your content - whether whitepapers, videos or reports - the visibility it deserves.

Our online knowledge centre is designed to host your research, reports and other materials, ensuring they reach the widest and most relevant audience possible. We host all formats, including:

- White papers, reports, e-books
- Podcast, presentation, video
- Surveys, infographics

Your content can be open access to maximise reach, or locked for data capture to generate qualified new business leads and deliver strong ROI.

All reports are hosted on a dedicated, co-branded webpage within our searchable knowledge centre.

To maximise exposure, we promote your content via our e-newsletter and on the homepage of airlines.iata.org

Prominently positioned
on the
Airlines. website
for 3 months

From £3,000
+ VAT

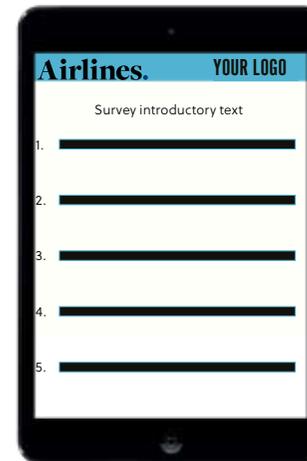
SPONSORED SURVEYS

Capture exclusive insight and generate market-leading intelligence from aviation professionals.

Surveys and research provide an excellent way to engage with our unrivalled audience and gather data to support future campaigns.

This includes:

- Survey promotion via *Airlines.* digital channels
- A findings summary published in *Airlines.*
- Collaboration with the *Airlines.* content team to produce a white paper, hosted for three months and locked for data capture
- A full-page advert in *Airlines.* to promote the white paper



From £12,950
+ 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, 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.

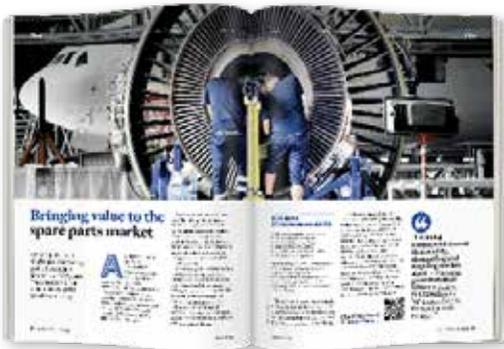
Digital data

File Types Accepted

Digital display/images: JPEG, PNG, GIF

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

Digital copy contact: airlines@redactive.co.uk



DATES

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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