AIRLINES IS IATA’S PRINCIPAL MEANS OF COMMUNICATING WITH SENIOR MANAGEMENT AND KEY STAKEHOLDERS IN ITS MEMBER AIRLINES. IT IS THE AUTHORITATIVE VOICE OF THE INTERNATIONAL AIR TRANSPORT INDUSTRY, RESPECTED BY ITS 17,500* PLUS READERS.

MEDIA INFORMATION 2021

Tel: +44 (0) 20 7880 7661  Email: airlines@redactive.co.uk

*7,500 print and 10,000 digital readers
**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 298 member airlines that represent 82% of total air traffic.

*Airlines.* is IATA’s principal means of communicating with senior management and key stakeholders in its member airlines. It is the authoritative voice of the international air transport industry, respected by its 17,500 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.

More than 100,000 flights per day bring people and goods to their destination. Each day, cargo to the value of US$17.5bn – 35% of all world trade travels by air.

The multimedia magazine will be published quarterly in 2021 and will be distributed in print to its 7,500 global circulation as well as digitally with a reach of over 54,000 individuals* including the dedicated *Airlines.* website: [www.airlines.iata.org](http://www.airlines.iata.org).

*Made up of over 10,000 digital edition readers, 24,000 average users per month in 2020 and over 20,000 e-newsletter recipients*
Airlines.

7,500+
print circulation, plus bonus
distribution at airline industry and
IATA events

20,000+
e-newsletter recipients
every week

25,000+
users per month and growing**

43,000+
monthly viewers on the
airlines.iata.org website**

READERSHIP KEY STATS

*stats sourced from most recent readership survey
**Google Analytics, November 2020

READERS BY JOB

GOVT. MINISTERS
5%

COOS & OPS DIRS
6%

GMS
9%

MANAGERS
13%

SVPS, EVPS & VPS
13%

DIRECTORS
23%

P & CEOS
25%

D-GS & S-GS
2%

CFOS & FDS
4%

READERS BY REGION

AFRICA
9%

LATAM
9%

MENA
16%

EUROPE
29%

OCEANIA
3%

ASIA
26%

NORTH AMERICA
Purchasing Power

Airlines. is the essential bi-monthly read for the international air transport industry. This means that your partnership with us will land in the hands of 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

<table>
<thead>
<tr>
<th>Size and position</th>
<th>Price</th>
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<tbody>
<tr>
<td>IFC Double page spread</td>
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<td>IFC</td>
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<td>£3,580</td>
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<tr>
<td>OBC</td>
<td>£1,540</td>
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<tr>
<td>Half page</td>
<td>£1,540</td>
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<tr>
<td>Quarter page</td>
<td>£1,540</td>
</tr>
<tr>
<td>Quarter page strip (editorial page)</td>
<td>£1,540</td>
</tr>
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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

<table>
<thead>
<tr>
<th>Type</th>
<th>Price</th>
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<tr>
<td>Gatefold:</td>
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Insert Rates

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<td>Segmented run (per thousand)</td>
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Advertising Dates

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<th>2020-03 Digital</th>
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</tr>
</tbody>
</table>
Airlines. DIGITAL ADVERTISING OPPORTUNITIES

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.

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.

RUN OF SITE BANNERS
The Airlines. website attracts over 24,000 aviation professionals every month. By advertising through the array of site-wide options on airlines.iata.org you can engage with the sector and increase your brand exposure. See page x for more info.

RATE - (1-3 MONTH)

<table>
<thead>
<tr>
<th>Type</th>
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<tr>
<td>MPU</td>
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<tr>
<td>Sponsored content</td>
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*Series booking discount available on request

RATE

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<tr>
<td>1x IATA eblast</td>
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RATE

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<tr>
<th>Type</th>
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</tr>
<tr>
<td>Leaderboard</td>
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</tr>
<tr>
<td>MPU</td>
<td>300 x 250</td>
<td>£900</td>
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</table>
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 a 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 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
- Editorial write up in magazine

**WEBINARS**

Package price: £16,000+VAT

Promotion to over 15,000 aviation professionals

Welcome to our webinar
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 a Airlines podcast, both of which utilise the magazine’s various print and digital 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**
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.

**Airlines. reach:**

- Print – 7,500 readers
- Digital – 54,000 audience*

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

Recent campaigns include:
- Video series in association with NEC
- White paper series on behalf of Hexaware

*Made up of over 10,000 digital edition readers, 24,000 average users per month in 2020 and over 20,000 e-newsletter recipients

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**Numbers:**

- **7,500** Magazine circulation
- **58,000+** Monthly page views
- **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

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 print advert in Airlines. to promote white paper

From £750 + VAT

From £12,500 + VAT

Prominently positioned on the Airlines. website for 3 months

Your LOGO

Survey introductory text

1.

2.

3.

4.

5.
In 2021, issue 2 of *Airlines.* sees the publication of the seventh edition of *IATA Strategic Partner Special.*

This essential publication provides aviation industry decision-makers with insight into managing effective procurement processes and supply chains as well as a comprehensive overview of the leading suppliers to the industry – IATA Strategic Partners.

All IATA Strategic Partners receive a standard listing in the publication as an inclusive part of their Strategic Partner package, but there are many ways of enhancing your presence and engaging even further with the *Airlines.* C-Suite readership.

### Rates

<table>
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<tr>
<th>Advertising</th>
<th>Price</th>
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<td>Headline sponsorship: (+gate fold = 3 pages)</td>
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<td>Inside/outside back gate fold cover:</td>
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<tr>
<td>DPS profile:</td>
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<tr>
<td>Display advertising page:</td>
<td>£3,450</td>
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<tr>
<td>Question &amp; Answer response:</td>
<td>£1,950</td>
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<tr>
<td>Case studies (DPS size)</td>
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<tr>
<td>Product/service category sponsorship:</td>
<td>£1,950</td>
</tr>
<tr>
<td>Enhanced listing</td>
<td>£950</td>
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</table>
Airlines.

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/dropbox/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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Features

|------------------|------------------|--------------------------------|----------------|---------------------------------------|

SPECIFICATIONS

DOUBLE PAGE SPREAD (H X W)

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QUARTER PAGE (H X W)

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FULL PAGE (H X W)

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