

Aircraft *interiors* INTERNATIONAL

The official publication for
**AIRCRAFT
INTERIORS EXPO**

CIRCULATION

WWW.AIRCRAFTINTERIORSINTERNATIONAL.COM

ADVERTISEMENT RATES

MECHANICAL DETAILS



AIRCRAFT INTERIORS EXPO OFFICIAL SHOW PREVIEW, CATALOG AND PREVIEW

2019 MEDIA AND ADVERTISING DATA

BOOMING TIMES FOR THE INDUSTRY

The commercial aerospace industry is booming. Build rates for aircraft OEMs have reached record levels and the supply chain is benefiting, with many sectors achieving impressive growth. One market segment, however, is expected to grow significantly in excess of all others – aircraft interiors.

The aircraft interiors market is worth an estimated **US\$26.02bn**. This is a great time to be a manufacturer of aircraft interiors, and *Markets and Markets* report predicts that the interiors market will grow to US\$38.85bn by 2022. The three most rapid growth areas are IFEC, floor coverings and seats.

A SELECTION OF MARKET VALUES AND FORECASTS FROM THE MANY AREAS THAT MAKE UP THE VIBRANT AIRCRAFT INTERIORS INDUSTRY:

Airlines stand to make an additional **US\$30bn** through inflight connectivity by 2035. This will help stimulate an overall market worth **US\$130bn**
London School of Economics and Inmarsat Aviation research



Food flight



The global inflight catering services market will grow at a CAGR of 6.41% from 2018 to 2022

ResearchAndMarkets

The aircraft cabin interiors market will register 3.2% CAGR through 2026, surpassing

US\$14.5bn

in revenues
Future Market Insights

LIGHTING MARKET

The aircraft lighting market will be worth **US\$2.55bn** by 2021

MarketsandMarkets



The IFE systems market is projected to grow from US\$3.18bn in 2017 to **US\$6.91bn** by 2022

Research and Markets

US\$6.91bn

+US\$30bn

The world's passenger jet fleet will grow by 4.4% per year over the next 20 years, more than doubling in size to

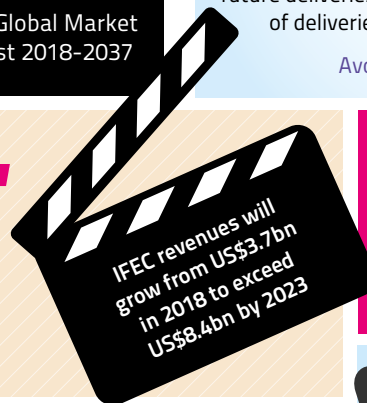
48,000

aircraft

Airbus Global Market Forecast 2018-2037



Juniper Research



The global low-cost airlines market is projected to grow from 2016's US\$118bn to

US\$208bn

in 2023
ResearchAndMarkets

Bonus sales

Inflight sales via cabin wi-fi will create US\$30bn of additional revenue from e-commerce, advertising and premium content by 2035 – up from US\$1bn in 2018
SKYdeals research

43,000

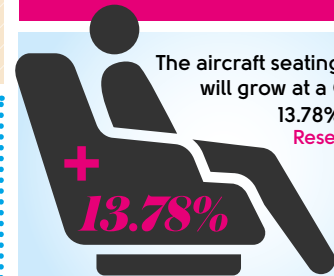
new aircraft will be delivered over the next 20 years, with the world jet airliner fleet doubling to 51,800 aircraft by 2036. More than 16,000 aircraft will retire from airline service over the same period, with 40% of future deliveries supporting fleet replacement and 90% of deliveries being future technology models

Avolon's World Fleet Forecast

IATA expects 7.8 billion passengers to travel in 2036, nearly double 2017's four billion



IATA 20-Year Air Passenger Forecast



The aircraft seating market will grow at a CAGR of 13.78% to 2021

Research and Markets

7,240 ✈

Boeing projects demand for 7,240 new aircraft in China over the next 20 years (5,420 single aisle), valued at nearly

US\$1.1tn

Boeing China Current Market Outlook

2019



Aircraft *interiors* INTERNATIONAL

THE MAGAZINE

Aircraft Interiors International continues to be the industry's premier publication, valued by readers for its detailed content, sense of style and easy-to-read format, and by advertisers for consistently generating strong sales leads. We also work closely with the industry through our close relationship with *Aircraft Interiors Expo*, as well as supporting industry initiatives such as the Crystal Cabin Awards. In essence, the magazine brings buyers and sellers together and plays a vital role in highlighting key industry trends and developments.

Aircraft Interiors International delivers:

Latest world news | New product reviews | Interviews |
Airline case studies | Technology focuses | Market trends
analyses | Products and services

Aircraft Interiors International continues to be the main advertising platform for suppliers of products and services to the industry. It plays an integral marketing role supporting suppliers' investment in the tradeshows serving the industry. Advertisers' long-term support can largely be put down to the success of our popular reader inquiry service, which consistently delivers sales leads and results, featuring a weekly spreadsheet with full contact details delivered by email. This has become even more important when marketing budgets are tight and return on investment is measured carefully.

In this digital age, this industry still prefers hard copies of their chosen magazine. We listen to industry demand and deliver what they want in the format they desire. We have the only independently audited publication available for this dynamic marketplace with bonus distribution at the leading tradeshows. Digital publications have proved to be easily overlooked and discarded through blanket, untargeted distribution. Our readers look forward to and certainly know when their latest copy of *Aircraft Interiors International* has arrived!

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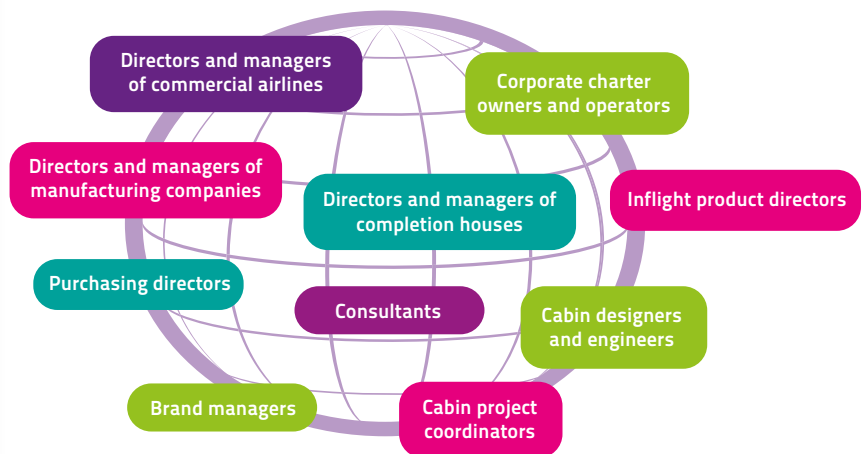
Serving your industry for over 20 years

2019



Aircraft *interiors* INTERNATIONAL CIRCULATION

Aircraft Interiors International's continued investment in providing a carefully targeted circulation means that it is distributed to over 125 countries worldwide and consists of 14,141 copies* sent free of charge to cabin designers and engineers, inflight product directors, brand managers, purchasing directors and cabin project coordinators and consultants at the world's airlines and major corporate fleets. The qualified recipients also include directors and managers at the world's aircraft manufacturing companies, commercial airlines, international interiors completion houses, corporate charter owners and operators and international specialist aircraft interior design consultancies. We also have a special magazine delivery sent to the Boeing Dreamliner gallery, available for visiting airline buyers.



*Total qualified and non-qualified circulation January to December 2018 ABC Statement.

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Serving your industry for over 20 years

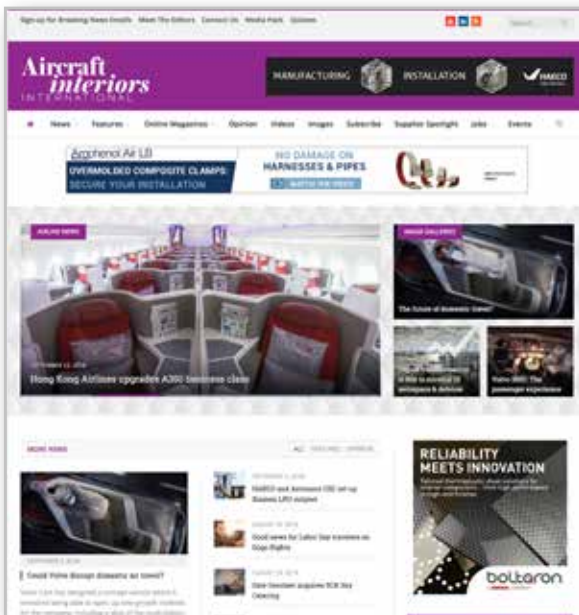
2019

Aircraft *interiors* INTERNATIONAL

WWW.AIRCRAFTINTERIORSINTERNATIONAL.COM complements the magazine by delivering up-to-the-minute breaking news stories about our industry. It is the only dedicated place online to find such stories and mission-critical information. Linked with our weekly news email service, the website delivers an extended audience of key decision makers from within the industry. Additional content includes blogs, the current issue of the magazine and free-to-use archive of past issues, industry videos, up-and-coming events and a free-to-use industry recruitment section. This comprehensive source of information has created very impressive user traffic figures and is therefore a great digital advertising platform for suppliers to the industry.

Furthermore, www.AircraftInteriorsInternational.com allows the opportunity for select advertisers to secure one of a limited number of sponsorship banners for a 12-month period and have an entry within the Aircraft Interiors International Supplier Spotlight directory. The Supplier Spotlight is exclusive to magazine advertisers, providing a comprehensive listing of leading cabin systems suppliers. Each business listed can display a 200- to 300-word company profile, along with images and contact details.

There are additional opportunities to sponsor the weekly news email service, or place a banner advertisement on the digital delivery of the latest publication.



Screenshots showing online digital edition

2019



Aircraft *interiors* INTERNATIONAL

UKi Media & Events Ltd
Abinger House
Church Street
Dorking, Surrey
RH4 1DF
UK

Tel: +44 1306 743744

Fax: +44 1306 742525

Email: simon.hughes@ukimediaevents.com

Web: www.ukimediaevents.com

Aircraft *interiors* INTERNATIONAL

ADVERTISEMENT RATES

2019	Double-page spread	Full page	Half-page
1 insertion	£8,050	£5,350	£4,050
2 insertions (per insertion)	£7,250	£4,800	£3,650
3 insertions (per insertion)	£7,050	£4,650	£3,550
4 insertions (per insertion)	£6,850	£4,550	£3,450

Special positions available (covers, facing contents, etc)

MECHANICAL DETAILS

Subject to change. All advertisers will have exact dimensions confirmed by email.

Proof: Match print or high-resolution color copy

Magazine

Double-page spread (trim size):

450mm (W) x 280mm (H);

17.717in x 11.024in

Page trim size:

225mm (W) x 280mm (H);

8.858in x 11.024in

Full-page bleed size:

228mm (W) x 286mm (H)

Text area:

195mm (W) x 250mm (H);

7.677in x 9.842in

Half-page size:

195mm (W) x 125mm (H);

7.677in x 4.921in

Design showcase

Double-page spread (trim size):

460mm (W) x 300mm (H);

18.110in x 11.811in

Page trim size:

230mm (W) x 300mm (H);

9.055in x 11.811in

Full-page bleed size:

236mm (W) x 306mm (H)

Text area:

200mm (W) x 276mm (H);

7.874in x 10.866in

Half-page size:

200mm (W) x 132mm (H);

7.874in x 5.197in

All advertising material should be supplied in an electronic format

WEB RATES (hosted for a 12-month period)

We can offer numerous advertising opportunities on our website starting from smaller banner styled advertisements from **£7,200 per year**. Please contact us for full information.

Supplier Spotlight:

£1,300 (exclusive to magazine advertisers)

Email blast to the magazine's database

On request

All digital advertising opportunities are only available to companies who advertise in our magazine



Aircraft *interiors* INTERNATIONAL

PUBLISHING SCHEDULE

MARCH 2019

Aircraft Interiors Expo and World Travel Catering and Onboard Services Expo Hamburg 2019 show issue and extra distribution at the event. Our most popular issue of the year, so book early!
Galleys and amenity kits
IFE connectivity
Copy deadline: January 31, 2019

JUNE 2019

Annual seating review: The latest seating launches and concepts
Crystal Cabin Awards review: An in-depth look at this year's innovations
Fasteners: What changes are coming for cabin fastener design?
Durability testing: A look at the latest technologies that can be used to test the endurance and strength of cabin materials
Legislation: The big changes on the horizon that the industry needs to know about
Copy deadline: April 25, 2019

SEPTEMBER 2019

AIX USA show issue
Special IFE focus with additional extra distribution planned at the APEX Expo 2019
Connectivity technology
Celebrating 50 years of Embraer
Copy deadline: July 11, 2019

NOVEMBER 2019

Textiles, leather and flooring special focus
Lighting trends and technologies
Monuments focus
Copy deadline: September 26, 2019

The feature program will be subject to change during the year, so please contact a member of the sales team for the latest program.

Aircraft Interiors International magazine is the official media partner to the world's premier aircraft interiors exhibition – *Aircraft Interiors Expo* – at which more than 550 leading cabin equipment suppliers will exhibit products and equipment in 2019. It is also a sponsor of the Crystal Cabin Awards, held each year in Hamburg.

If you currently receive the magazine on a regular basis you must REGISTER to continue to do so. This can be done via email by visiting:
www.ukimediaevents.com/recard/aircard.html

2019

Aircraft *interiors* INTERNATIONAL

2020 DESIGN SHOWCASE

The *Aircraft Interiors International* 2020 Showcase presents a unique opportunity for leading industry suppliers to showcase what they have to offer the industry through a combined advertising and editorial package. The advertisement provides a bold sales message while the editorial allows companies a chance to refer to a recent case study to explain to airlines how they can save them money or provide an additional revenue stream. Freelance editorial commissioned by the editor will focus on key trends for the year ahead and we will also look at industry trends and forecasts.

We have a section dedicated to leading cabin design and design engineering companies, featuring case studies on their most recent projects, demonstrating their expertise in their field of business.

The publication is compiled in early autumn and published in November, with additional copies available at all events that we attend in 2020, providing long-term exposure and the best editorial opportunity for the year. In addition to this, a digital version of the publication will be available on our website for a full year.

There are two packages available:

- 1) A half-page advertisement for £4,450 and a one-and-a-half page editorial contribution.
- 2) A full-page advertisement for £5,550 and a three-page editorial contribution.

Copy deadlines:

Editorial material: **October 3, 2019**

Advertising material: **October 17, 2019**



2019

Banner advertisement

Your advertisement can go here



Aircraft *interiors* INTERNATIONAL

SPONSORSHIP OPPORTUNITIES

Place a banner advertisement
on our weekly news emailer

Exclusive to one company, the opportunity to place a banner advertisement at the top of our weekly news emailer mailed out to over 15,000 subscribers 48 times per year. This exclusive opportunity provides both great exposure and tremendous value for just **£10,600 per year**.

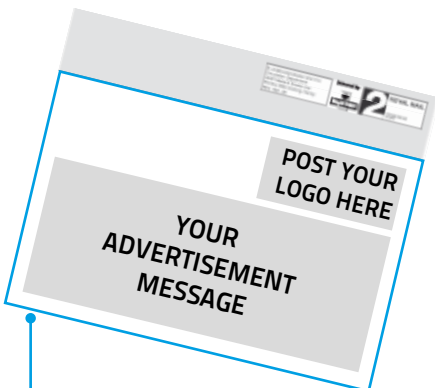
Sponsorship of the
magazine's carrier sheet

Copies of *Aircraft Interiors International* are mailed out in a polybag and accompanied by a carrier sheet for postal address and mailing purposes. This sheet provides a further high-profile advertising opportunity before the publication has even been opened. There are two options with this:

£4,350 to advertise on one side
£5,650 to advertise on both sides

These costs are per issue of the publication.

Carrier sheet



Area of advertisement is within the blue box, as illustrated.

Aircraft
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Serving your industry for over 20 years

Aircraft Interiors Expo

OFFICIAL SHOW PREVIEW AND CATALOG

Since 2014 we have published these on behalf of Reed Exhibitions as part of our media stable, serving the industry with the best information available. We have been publishing *Aircraft Interiors International* for more than 20 years, and as the founder of the incredibly successful *Aircraft Interiors Expo*, our media portfolio can complement your participation at the *Aircraft Interiors Expo* in Hamburg.

We will be accepting advertising in the Show Catalog, which can help you create further awareness during the show itself alongside the show information and company listings.

Advertising will be in full-page format only or larger in 2019:

RATES:

Full page	£3,350
Premium positions	£5,050
Double-page spread	£5,450

Material specifications on application

MATERIAL DEADLINE: January 31, 2019



Organised by:



In cooperation with:



For further details please contact:
Simon Hughes, publication director
simon.hughes@ukimediaevents.com