While 2020 has been a truly testing year for the aviation sector, Aircraft Interiors International has continued to publish in the same frequency and to share the latest industry news and developments. Some fantastic cabin innovations have been introduced swiftly in response to the crisis, and we will continue to highlight these impressive efforts through our extended media platform based around the magazine, which has been at the heart of the interiors industry since 1998.

The industry is currently being denied the ever-popular AIX in Hamburg, which has suffered a two-and-a-half year gap. If all goes well, the sector will hopefully meet up again in Hamburg in September 2021. In the meantime, Aircraft Interiors International will continue to provide suppliers with the opportunity to keep their message and developments in front of the industry throughout the year, and will naturally provide a strong marketing platform leading up to and during AIX 2021. Our aim is to continue bringing together buyers and sellers, playing a vital role in highlighting key industry trends and developments. In our 22 years of serving the interiors sector, our role as a focal point for the industry has never been as vital as it has been in 2020, and we will continue to aid the recovery of the sector through a focus on innovation and insights.

We will continue to deliver:
The latest world news | New product reviews | Interviews | Airline case studies | Technology focuses | Market trend analyses | Product and service announcements

While the hard copy of the magazine is extremely popular, we have made further investments in the digital versions, which are also mailed out to the entire publication database. This upgraded digital delivery system will provide additional value for our advertisers as it can also host links to websites and social media, while readers can enjoy additional content and the opportunity to listen to the magazine features during their busy work schedule.

If you have any new announcements at any time of the year, Aircraft Interiors International can deliver them for you.
CIRCULATION

Aircraft Interiors International continues to invest in tailoring its carefully targeted circulation, distributed to more than 125 countries worldwide. 13,906 print copies* are sent free of charge to a key audience, including cabin designers and engineers, inflight product directors, brand managers, executives, purchasing directors and cabin project coordinators and consultants at the world’s airlines and major corporate fleet operators.

The qualified recipients of the magazine also include directors and managers at aircraft manufacturers, commercial airlines, interiors completion houses, corporate charter owners and operators, and specialist aircraft interior design consultancies around the world. We also have a special magazine delivery for the Boeing Dreamliner gallery, available for visiting airline buyers.

*Total qualified and non-qualified circulation January to December 2019 ABC Statement.
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.

SPONSORSHIP OPPORTUNITIES

Place a banner advertisement on our weekly news emailer

Now open to those with more than one company, the opportunity to place a banner advertisement with our weekly news emailer mailed out to over 14,000 subscribers 48 times per year. This opportunity provides both great exposure and tremendous value from just £7,500 per year.
2021

ADVERTISEMENT RATES

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
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<th>2021</th>
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<tbody>
<tr>
<td></td>
<td>Double-page spread</td>
<td>Full page</td>
<td>Half-page</td>
<td></td>
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<td>£5,350</td>
<td>£4,050</td>
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<td>£4,800</td>
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<tr>
<td>3 insertions (per insertion)</td>
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<td>£4,550</td>
<td>£3,450</td>
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</table>

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 colour 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 **£7,400 per year**. Please contact us for full information.

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<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Supplier Spotlight:</td>
<td>£1,350</td>
</tr>
<tr>
<td>Email blast to the magazine’s database</td>
<td>On request</td>
</tr>
</tbody>
</table>

Supplier Spotlight: £1,350

Email blast to the magazine’s database On request
If you currently receive the magazine on a regular basis you must REGISTER to continue to do so. Please visit our website www.aircraftinteriorsinternational.com

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Aircraft interiors INTERNATIONAL

PUBLISHING SCHEDULE AND FEATURE PROGRAMME

MARCH 2021
Cleaning materials
Cabin sustainability
Virtual reality
Long-haul single-aisle cabin design
Amenity kits
Cabin innovations
Focus on Asia
Copy deadline: February 3, 2021

JUNE 2021
Annual seating review: the latest seating launches and concepts
Cabin air
Durability testing: a look at the latest technologies that can be used to test the endurance, strength and finish of cabin materials
Focus on Russia
Copy deadline: April 28, 2021

AUGUST 2021
The Hamburg show issue! Covering aircraft interiors Expo and World Travel Catering and Onboard Services Expo, our most popular issue of the year with extra distribution at the shows, make sure you book up early!
AIX and WTCE previews
Retrofits
APEX EXPO show issue with preview
Connectivity technology
IFE technology
IFE content
Copy deadline: July 7, 2021

NOVEMBER 2021
Cabin materials including textiles, leathers and flooring
Lighting trends and technologies
Monuments focus- lavs
Copy deadline: October 6, 2021

The feature program will be subject to change during the year, so please contact a member of the sales team for the latest program.
The Aircraft Interiors International 2022 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 December, with additional copies available at all events that we attend in 2022, 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 £4,580 and a one-and-a-half page editorial contribution.

2) A full-page advertisement for £5,700 and a three-page editorial contribution.

Copy deadlines:
Editorial material: November 1, 2021
Advertising material: November 17, 2021
In September 2020 Aircraft Interiors International launched its all-new digital edition. This, fully interactive, smart-device optimised interface has already created a large increase in the numbers of readers choosing to access Aircraft Interiors International digitally (13,841 issue visits and 78,108 page views in the month following the September 2020 edition going live.) It provides a richer editorial experience through added audio and video content, as well as extra words and images in certain articles. However, the opportunities for enhanced content aren’t just limited to editorial. Each edition one print advertiser, on a first-come-first-served basis, will be able to secure the position of our Digital Edition Sponsor. This premium advertising opportunity will consist of the following forms of digital promotion...

1) A ‘presentation page’ ad. This full page ad will appear directly opposite our front cover on the digital PDF replica of the issue
2) Two ‘interstitial ads’. These ads pop up automatically between pages as you flick through the digital edition. These will be mirrored by ‘lily ads’ which appear in the Smart View, optimised for mobile devices
3) A logo in the email blast sent by Aircraft Interiors International on digital publication
4) The opportunity to augment ads with video content

YOU GET...

Presentation page

Lily ad

Augmented content

AND MORE...

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As of 2020, Aircraft Interiors International is offering an end-to-end digital webinar service that includes:

- Audience marketing and engagement
- Webinar delivery support
- Video and audio hosting (live and/or pre-recorded)
- Full lead generation and audience follow up

Delivered by the market-leading webinar team at publishers Mark Allen Business, with proven lead generation, webinars can help you to share your industry expertise with new and existing clients.

Sponsorship opportunities are now available for the monthly Aircraft Interiors International Podcast. Sponsors will get:

- An exclusive interview on the podcast with a key technical representative
- Opportunity to nominate an industry representative on a further podcast(s)
- A logo included in a prominent position on the email sent to our entire database, for each episode sponsored
- A name check at the beginning and end of each podcast
- Opportunity for direct lead generation via online poll, connected to podcast content
- A news story on the Aircraft Interiors International website to tie in with the launch of each podcast
- Opportunity to have issues explored in the podcast featured in Aircraft Interiors International magazine

Aiding your recovery