Aiding your recovery

The premier media platform for the commercial aviation cabin interiors sector

2022 MEDIA AND ADVERTISING DATA

The premier media platform for the commercial aviation cabin interiors sector
2022 is an important year for Aircraft Interiors International and its readers, as the aviation and airline sectors begin their recovery in earnest, with the full opening of transatlantic air travel providing a much-needed and long-awaited boost. Aircraft Interiors International has covered many major industry developments since the brand began in 1998, but nothing compares in scale to the challenges the aviation sector has faced in 2020 and 2021.

The pandemic led to travel restrictions, but also to a raft of impressive innovations being developed rapidly by the cabin industry, with improvements in everything from hygiene to efficiency. The disruption could even lead to some disruptive technology, as changing passenger expectations have led to some concept designs and technologies becoming more desirable and feasible.

The aviation sector has endured and survived the worst period in its history, and Aircraft Interiors International has been by its side throughout, publishing at the same frequency, with a focus on helping the industry recover from the crisis. We have further help and support to offer, as Aircraft Interiors International is now the official magazine of APEX, firmly reinforcing the brand’s status as the true heart of the cabin, IFEC and passenger experience sectors.

The 2023 Showcase issue is also significant, as Aircraft Interiors International celebrates its 25th anniversary. The past quarter of a century may have ended with a difficult period, but the next 25 years are full of possibilities.

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.
Aircraft Interiors International continues to invest in tailoring its carefully targeted circulation, distributed to more than 125 countries worldwide. 13,725 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 2020 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 50 times per year. This opportunity provides both great exposure and tremendous value from just £8,000 per year.
# ADVERTISEMENT RATES

<table>
<thead>
<tr>
<th>2022</th>
<th>Double-page spread</th>
<th>Full page</th>
<th>Half-page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 insertion</td>
<td>£8,050</td>
<td>£5,350</td>
<td>£4,050</td>
</tr>
<tr>
<td>2 insertions (per insertion)</td>
<td>£7,250</td>
<td>£4,800</td>
<td>£3,650</td>
</tr>
<tr>
<td>3 insertions (per insertion)</td>
<td>£7,050</td>
<td>£4,650</td>
<td>£3,550</td>
</tr>
<tr>
<td>4 insertions (per insertion)</td>
<td>£6,850</td>
<td>£4,550</td>
<td>£3,450</td>
</tr>
</tbody>
</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 **£7,750 per year**. Please contact us for full information.

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

The feature program will be subject to change during the year, so please contact a member of the sales team for the latest program.
2022

2023 DESIGN SHOWCASE AND 25TH ANNIVERSARY CELEBRATION ISSUE

The Aircraft Interiors International 2023 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.

For the 2023 Showcase we will be adding extra content to celebrate our 25 years serving the industry. Further details to be announced during 2022.

The publication is compiled in early autumn and published in December, with additional copies available at all events that we attend in 2023, 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, 2022
Advertising material: November 16, 2022

Aiding your recovery
In September 2020 *Aircraft Interiors International* launched its all-new digital edition. This, fully interactive, smart-device optimised interface has created a large increase in the numbers of readers choosing to access *Aircraft Interiors International* digitally. We have up to 24,000 issue visits, 140,000 page views and advertisers are gaining up to 5,000 impressions. 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.

A premium opportunity.
WEBINARS

As from 2020 Aircraft Interiors International has been 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.

PODCAST

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
E-BLAST SERVICE

Ideal for new product announcements or an invitation to arrange meetings at a trade show that you will be attending. You can send your own message to our circulation database on a date and time of your choice with links to your website or email address.

We can provide a post activity report to confirm the following:

- Number delivered to
- Opening rate
- Click thru rate

Example of an E-Blast

REGISTER FOR AERO’S PLATFORM PREMIERE
AERO Defies that it is time for a change. Because time has changed and will keep changing. We want to empower all airlines in the world to play their best game and create something unique – for their passengers and stakeholders.

Register now for the AERO Platform Premiere on 7 October 2021. Join AERO’s exclusive virtual event and find out what we have been working on all year long. The Platform Premiere will reveal how we innovatively digitalize the aircraft’s cabin and how we connect people in and around the aircraft. Are you ready for the future digital cabin experience? We are!

Register now

WE ARE HERE, WE STAY HERE, HERE FOR TOMORROW.

[Checkboxes: Yes/No]

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www.aero.com