2023 is another significant year for Aircraft Interiors International and its readers, as the post-pandemic recovery of the aviation and airline sectors continues apace, with many enjoying a return to profits, surging aircraft orders, and growing demand for cabin and IFEC products. Aircraft Interiors International worked hard to support the sector during the toughest period in aviation’s history, helping ensure the interiors and IFEC sectors, from manufacturers and suppliers, to designers and strategists, could make their voices heard and promote their innovations. We are thrilled to see the sector returning to its former strength so rapidly.

Aircraft Interiors International has been deeply embedded in the sector since its launch in 1998, with close ties to key organisations such as the Crystal Cabin Awards, Aircraft Interiors Expo, and most recently becoming the Official Magazine of APEX. Our brand is truly at the heart of the cabin, airline, IFEC and passenger experience world, delivering trends analysis, senior industry interviews, sector insights and, of course, all the latest innovations and concepts.

2023 is a particularly significant year for us, as it marks the 25th anniversary of Aircraft Interiors International. The past quarter of a century has seen incredible advances in aviation, and several challenges, and Aircraft Interiors International looks forward to reporting on the exciting developments that will emerge over the next 25 years.

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

While some competitor titles have switched to a solely online presence, we are seeing strong demand and popularity for the hard copy of the magazine, and are delighted to keep investing in print media. We are also making further investments in the digital versions of Aircraft Interiors International, which are mailed out to the entire publication database. Our upgraded digital delivery system provides additional value for all advertisers as it can host multimedia, links to websites and social media, and bonus content, while readers can enjoy listening to an audio version of the magazine features during their busy work schedule. Whether through print or digital, in good times or challenging times, Aircraft Interiors International always strives to serve and support the sector.
CIRCULATION

Aircraft Interiors International continues to invest in tailoring its carefully targeted circulation, distributed to more than 125 countries worldwide. 13,935* 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.
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 8,000GBP per year.
**ADVERTISEMENT RATES**

<table>
<thead>
<tr>
<th>2023</th>
<th>Double-page spread</th>
<th>Full page</th>
<th>Half-page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 insertion</td>
<td>8,265GBP</td>
<td>5,510GBP</td>
<td>4,150GBP</td>
</tr>
<tr>
<td>2 insertions</td>
<td>7,440GBP</td>
<td>4,960GBP</td>
<td>3,735GBP</td>
</tr>
<tr>
<td>3 insertions</td>
<td>7,230GBP</td>
<td>4,820GBP</td>
<td>3,630GBP</td>
</tr>
<tr>
<td>4 insertions</td>
<td>7,025GBP</td>
<td>4,685GBP</td>
<td>3,525GBP</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 **7,985GBP per year**. Please contact us for full information.

- **Supplier Spotlight:** 1,350GBP
- **Email blast to the magazine’s database** On request

MA Business Ltd,
Hawley Mill, Hawley Road,
Dartford, Kent, DA2 7TJ,
United Kingdom.
Tel: +44 (0)1322 221144
Email: simon.hughes@markallengroup.com
Web: www.markallengroup.com

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**CABIN HYGIENE**

**WHILE TRAVEL IS OPENING UP IN MANY PARTS OF THE WORLD, AIRLINES STILL NEED TO DO ALL THEY CAN TO HELP ENCOURAGE PASSENGERS TO RETURN TO REGULAR AIR TRAVEL, WITH CABIN HYGIENE BEING AN IMPORTANT MESSAGE. THESE 12 DEVELOPMENTS IN HYGIENE COULD HELP MAKE CABINS CLEANER WHILE SAVING TIME AND MONEY**

**INTERVIEW**

“**We have been bold and courageous with the designs. But also insightful. That’s part of being a front-runner**”

TOPI MANNER, PRESIDENT AND CEO OF FINNAIR, IS CONFIDENT IN THE AIRLINE SEEING A GOOD RETURN ON ITS €200M CABIN INVESTMENTS, AND IN THE RECOVERY OF AVIATION

Words by Adam Gavine

**WHY IS NOW A GOOD TIME TO LAUNCH A €200M PASSENGER EXPERIENCE?**

The global aviation system is fragile at this point in time, and the operating environment is not the easiest. But I think that makes it important to invest in customer experience, because customers are stressed after the pandemic. If you can make them feel positively surprised and less stressed by their experience, then that will exceed their expectations and likely make them supportive of our brand going forward. That is part of the rationale of why now is the time to launch.

**HOW LONG WILL IT TAKE TO RECOUP THE INVESTMENT?**

The repayment will be dependent on how travel increases, and that is partially dependent on how the pandemic unfolds and how we move out of it. Obviously we have been through the business rationale over and over again over the past couple of years. We have been in all corners of the solution space and I think this is a line in the sand moment for us in the sense that, under these hardest of circumstances, sticking to the plan and investing in customer experience has been anything but obvious.

And still we are doing it, so clearly we believe in the repayment, clearly we believe in the business, and we believe in positioning ourselves as a modern premium airline. And ‘modern premium’ is a category definition for us, which is different to the premium of the past. It is about focusing on the essentials, it is about being authentic: authentically...”
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.
2024 DESIGN SHOWCASE ISSUE

The Aircraft Interiors International 2024 Showcase presents a unique opportunity for leading suppliers to showcase what they have to offer the industry through a combined advertising and editorial package. The advertisement provides a bold sales message whilst the editorial allows companies a chance to go into further detail about the products and services they have to offer as leaders in their field of business. The aim will be to demonstrate 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 will also look at key industry trends and forecasts. This is particularly important in current times and all delivered in a larger popular format in a publication that will kept hold of as a source reference throughout the year and longer still.

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

The content of the publication is compiled in the autumn and the 2024 Design Showcase will be published in January 2024 with additional copies available at the events that we will attend in 2024, providing long-term exposure and the best editorial opportunity for the year. In addition to this, a digital version of the publication will be clearly available on our website and weekly news email service for a full year before moving to our archive.

There are two packages available:

1) A half-page advertisement for 4,580GBP and a one-and-a-half page editorial contribution.

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

Copy deadlines:
Editorial material: November 8, 2023
Advertising material: November 22, 2023
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

YOU GET...

Presentation page

Lily ad

Augmented content

and more...
Compounded effects will create challenges for the sector – as well as some significant opportunities. During the pandemic, changes in technologies, supply chain and cost structures have accelerated that might not be obvious at first glance. Changes in technologies and even cultural trends are changing. During the pandemic, and network roaming. Even direct air-to-ground communications networks have had a new lease of life in some regions. Likewise, significant data throughput for aviation than the latest satellites can deliver much more than fighting it. Not sufficient to determine the right fit (quality of experience) service speed, and get an independent QoE testing (live and/or pre-recorded). Onboard passenger experience should be an extension of an airline’s overall strategy and culture that should be an extension of an airline’s customer experience platform and service. Some learnings:

• Think of IFEC more as a data-driven approach to onboard IFE with reduced budgets in maintaining customer satisfaction from never trying inflight wi-fi due to perceived unreliability and cost. LSG Group’s total revenue for the first quarter 2023 was €447 million. The group has now reached 77% of its pre-pandemic revenue level for the first quarter of 2019. In the same quarter the previous year, aircraft using IFC services than in 2020, totalling 9,900 IFE services than in 2020, totalling 9,900. Within the next 2 years, more aircraft are now connected to IFEC services than in 2020, totalling 9,900 IFE services. We are in a period of significant change. As from 2023 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. 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

This service proved to be very popular leading up to shows in 2022, so we strongly advise booking up early to get your chosen date.
Aircraft Interiors International

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

This service proved to be very popular leading up to shows in 2022, so we strongly recommend booking early to get your preferred dates.