AIR travel continues to gain popularity across the globe with passenger numbers increasing year-on-year. With state-of-the-art technologies consistently being trialled and deployed, the industry remains focused on seamless travel and providing the passenger with a memorable positive experience whilst making sure airports and airlines can increase their revenues and remain competitive.

International Airport Review is a source of continuous information and support for the aviation community, featuring in-depth articles in print and online from the world’s leading airports and airlines, plus all the latest regulatory discussions and updates.

International Airport Review has evolved alongside the industry for over 20 years and covers the industry’s major topics and trends including: security, IT, ATC/ATM, ground handling and airside operations, meteorology, terminal technologies and operations, construction and design, winter operations, airfield lighting, ARFF and recovery, passenger flow and experience, plus much more.

In 2018, International Airport Review’s focus is on producing rich and valuable editorial for our advertisers so that you can align your marketing with some of the best content in the industry across multiple channels. We have listened to reader and audience feedback and have increased our membership, giving you access to a larger and more targeted international audience.

Our digital community is served by the latest news and reviews at internationalairportreview.com and alongside our social media groups which encourage active participation from our community.

Furthermore, International Airport Review’s successful series of events, conferences and webinars designed to bring the industry closer together to discuss trends and key topics in detail, will continue during 2018.

Partnering with International Airport Review will help you reach the right people at the right level and at the right time. We look forward to working with you during 2018.

A global network of highly respected leaders in their specialist fields who continuously compile and advise our teams on curating the highest quality content for our international audience.
Advertising with International Airport Review enables brands to:

1. Strengthen market positioning by association with one of the leading brands in the aviation sector
2. Leverage global reach with our international circulation
3. Generate high quality leads by targeting key decision makers

Our Members

78% of members have an influence in purchasing decisions within their organisations*

18% Airlines
10% Airport Operators
40% Airports Operators
10% Ground Handling
15% Government/Regulatory Bodies
9% System Integrators
8% System Integrators

Our Audience

I have recently collaborated with International Airport Review both as their reader and as an author. They are always good at capturing interesting, upcoming topics and phenomena and reach a relevant network of experts to discuss them. A good read, and nice to work with.

EERO KNUUTILA, Head of Service Delivery, Finavia

Our Global Share

UK & EUROPE 51%
NORTH AMERICA & CANADA 29%
APAC 10%
AFRICA & MENA 8%
SOUTH AMERICA 2%

Social Audience

We’ve seen a growth in our social media audiences since 2016

Twitter: 8,186
LinkedIn: 8,189
Facebook: 714

Our Members

78% of members have an influence in purchasing decisions within their organisations*

18% Airlines
10% Airport Operators
40% Airports Operators
10% Ground Handling
15% Government/Regulatory Bodies
9% System Integrators
8% System Integrators

Magazine Audience

Year on year we have worked hard to increase our membership, made up of the most senior level executives from the international aviation sector.

Year on year we have worked hard to increase our membership, made up of the most senior level executives from the international aviation sector.

Average Monthly Page Views
68,184
Average Monthly Unique Visitors
33,324

ONLINE AUDIENCE

*Source: 2016 Readership Survey | **2016 ABC Audit Certificate | ***Based on an average pass on rate of 2.41
The findings of a survey will give you independent, empirical data which can be used to inform and shape strategy and/or reinforce the benefits of your product/service; this acts as a key differentiator in an increasingly competitive market. Each project we undertake is customised to your requirements.

How does it work?

1. Purpose and Scope of the Project
   - Are you looking for data that supports your strategy?
   - Are you looking for independent evidence to showcase your proposition?
   - What do you want the outputs to be (how many of the following steps do you want to take)?

2. Target Audience
   - How many respondents?
   - What is their profile (e.g. geography, company type, job function, seniority)?

3. The Question Set
   - We work together to refine the appropriate questions – this helps us derive the information you wish to extract.

4. Survey and Data Collection
   - We host and promote the survey to ensure we generate response data against the targets you set.

5. Analysis
   - We analyse the findings and draw insightful conclusions.

6. Production, Promotion and Distribution
   - Whether you're looking for a write-up with graphs and charts from the analysis, or an infographic portraying the most salient information, we can tailor the outputs and use any of our channels to share this information with the wider industry.
Content marketing is a growing part of the media mix for most businesses. Companies produce a wide range of assets, including whitepapers, case studies, videos and webinars, which are created to better showcase a product or service.

Too often, this content remains under-utilised and businesses fail to track who is engaging with their content.

We can help you bridge that gap by using our website, social, and email channels to extend the reach of your content to our engaged community.

We will host your content within your complimentary company hub and use a variety of methods to promote these assets. Gated pieces will benefit from lead generation (name, company, job title, email address and location).

**Oslo Airport appreciates International Airport Review as an information source regarding lessons identified and lessons learned. I personally enjoy reading the magazine to gain in-depth analysis and experience from colleagues, suppliers and regulators.**

THOMAS TOFTEVÅG, Head of Section Airfield Maintenance, Oslo Airport

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**RATE**

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</table>
Weekly Email Newsletters £1,250*

Sponsorship of our weekly email newsletter places your content amongst the lead stories, hitting more than 22,000 desktops of decision makers worldwide.

Sponsorship and advertising opportunities

Lead Sponsor:
- Advertiser mention in email introduction
- Second story position, consisting of a title, excerpt and image
- Medium Rectangle banner, repeated every 3 stories
- Company logo in newsletter footer

Display Advertising

Our rich and diverse content at internationalairportreview.com keeps the aviation community up-to-date with the latest news, technology and project developments.

平均每月页面浏览量 62,087
平均每月唯一访问量 30,924

*报价为每星期的费率

75%的营销人员正在增加在内容营销中的投资**

£3,000 for total database of aviation professionals

Industry Insight Email

Our monthly industry insight emails give you the perfect opportunity to align your product or service with some of the industry’s most respected editorial.

Sponsorship and advertising opportunities

Lead Sponsor:
- Advertiser mention in email introduction
- Second story position, consisting of a title, excerpt and image
- Medium Rectangle banner, repeated every 3 stories
- Company logo in newsletter footer

£1,250

eShots

Email marketing is one of our most effective channels available, allowing you to reach an audience offering proven results: building engagement, driving traffic, and directing customers to key content.

It is a powerful way to tap into new customer segments by aligning your brand to relevant topics or propositions.

75% of marketers are increasing investment in content marketing**

£3,000 for total database of aviation professionals

Digital Advertising
Every issue of International Airport Review includes bound-in supplements which offer a more in-depth and detailed analysis of topics at the forefront of the airport and aviation industry.

Each topic is covered by leading experts from their particular fields allowing you to achieve maximum exposure by becoming one of a limited number of sponsors; aligning your product and/or service with the selected topics.

Show Packages (limited availability)

Generating business from industry events is a key component in most companies’ marketing mix. It is critical to underpin this investment with a wider event strategy to drive footfall to your booth and showcase your products or services.

<table>
<thead>
<tr>
<th>EVENT BONUS DISTRIBUTION</th>
<th>JAN</th>
<th>MAR</th>
<th>MAY</th>
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<tr>
<td>ISSUE 1</td>
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<td>World ATM Congress 2018</td>
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<td>Routes Europe 2018</td>
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<td>Airport Show 2018</td>
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<tr>
<td>World Routes 2018</td>
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<tr>
<td>Airport IT &amp; Security</td>
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In-Depth Focus

Every issue of International Airport Review includes bound-in supplements which offer a more in-depth and detailed analysis of topics at the forefront of the airport and aviation industry.

Each topic is covered by leading experts from their particular fields allowing you to achieve maximum exposure by becoming one of a limited number of sponsors; aligning your product and/or service with the selected topics.

Sponsorship includes:
- Full or half page advertisement
- Participation in our full page Expert Column or Peer Panel Roundtable
- Your company logo included in the dedicated email promotion
- Promoted within your Content Hub

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<tr>
<th>IN DEPTH FOCUS</th>
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<tr>
<td>JAN</td>
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<tr>
<td>ISSUE 1</td>
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<tr>
<td>Terminal Technologies</td>
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<tr>
<td>Winter Operations</td>
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<tr>
<td>ATC/ATM</td>
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Front Cover Sponsorship

The Front Cover exclusive package is a great opportunity for maximum exposure.

Sponsorship includes:
- Work with us to select an appropriate image for the front cover, along with your logo
- Inside Back Cover - Double Page Spread (Advertisement, Editor Interview or combination of both)
- Referenced on the magazine contents page
- Your company logo included in the dedicated email promotion
- Interview uploaded online and promoted within our monthly promotional email
- Promoted within your Content Hub

Show Packages (limited availability)

Generating business from industry events is a key component in most companies’ marketing mix. It is critical to underpin this investment with a wider event strategy to drive footfall to your booth and showcase your products or services.

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<td>Airport IT &amp; Security</td>
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Interview Spotlight

International Airport Review’s exclusive Editor Interview, offers the opportunity for a key industry figure from your company to speak exclusively about pressing topics within the industry.

Achieve maximum exposure by becoming one of only six interviews offered on our inside back cover each year.

Interview package includes:
- Inside back cover DPS advertisement (one page ad and one page exclusive interview with the Editor)
- Posted online at internationalairportreview.com
- Promoted within your Content Hub
- Promoted within our monthly promotional email

Product Showcase

Perfectly positioned for product launches, updates or to simply introduce your technology to a wide and targeted audience, International Airport Review’s Product Showcase allows you to discuss your company’s product or technology in detail.

Product Showcase includes:
- DPS advertisement (one page ad and one page product overview/case study)
- Posted online at internationalairportreview.com
- Promoted within your Content Hub
- Promoted within our monthly round up email

Print Advertising

Rate Card

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* IBC, Opposite Leaders’ Series, RHP 1st, RHP 2nd

International Airport Review is published bi-monthly and has a worldwide circulation of 10,100. PLUS our online magazine adds an additional 3,327 readers. Making our global circulation 13,427.
Preparing and executing the webinar was fantastic. The team was very professional, the process and guidelines clear and I was walked perfectly through the whole process. And finally the follow-up information was more than helpful. Overall a great experience!

**Director Data Services, Siemens AG**

---

**10 GREAT REASONS TO PARTNER WITH US**

1. **Use the webinar as a platform to launch new products and services**
2. **Ensure that your company is front of mind when buying decisions are taken**
3. **Connect and engage with your target audience**
4. **Differentiate yourself from competitors with strong brand presence**
5. **Demonstrate thought leadership in front of heads of industry**
6. **Increase your brand profile and share your capabilities and experience with a captive audience of leading industry professionals**
7. **Foster loyalty with existing clients**
8. **Grow your audience with increased reach, impact and accessibility**
9. **Transcend geographical boundaries**
10. **Generate new business**

---

**FULL PACKAGE:**

- Six-week marketing campaign:
  - Four promotional e-Shots (three before and one after the live webinar)
  - Promotion across social media channels
  - Full Page Preview in International Airport Review
  - Full Page Review in International Airport Review
- Guidance provided throughout the project
- Webinar hosted live and on-demand
- Monthly reporting provided for three months following the live webinar
- Full details of everyone who registers to watch the webinar (live and on-demand)

---

**WEBINAR SERIES**

**LIVE WEBINAR:** 12 July 2016

**CLIENT:** International Air Transport Association (IATA)

**WEBINAR TITLE:** How confident are you in conducting your security risk assessments?

**GUEST SPEAKER:**
- Mike Woodall, Assistant Director: Security Consulting and Capacity Development, International Air Transport Association (IATA)

**TOTAL LEADS GENERATED:** 1089

**LIVE ATTENDEES:** 281

**KEY ATTENDEES:**
- AENA, Engineer
- KLM, Project Manager
- DFW Airport, Security Compliance Analyst
- Emirates Airlines, Security Officer
- Jet Airways, Safety Pilot
- London City Airport, Terminal Manager
- Qantas Airways, Manager Security Threats
- Saudi Arabian Airlines, Chief Aviation Security
- Singapore Airlines, Director of Strategy
- UK CAA, Air Navigation Commission

---

**GREAT REASONS TO PARTNER WITH US**

1. **Six-week marketing campaign:**
   - Four promotional e-Shots (three before and one after the live webinar)
   - Promotion across social media channels
   - Full Page Preview in International Airport Review
   - Full Page Review in International Airport Review

2. **Guidance provided throughout the project**

3. **Webinar hosted live and on-demand**

4. **Monthly reporting provided for three months following the live webinar**

5. **Full details of everyone who registers to watch the webinar (live and on-demand)**

---

**Search**

[internationalairportreview.com/webinars]
## Content Calendar 2018

### ISSUE NUMBER

<table>
<thead>
<tr>
<th>MONTH</th>
<th>ISSUE 1</th>
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<td>Self Service</td>
<td>Trending Airports</td>
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<td>Ground Handling</td>
<td>Airport IT</td>
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<td>Meteorology</td>
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<td>Noise Abatement</td>
<td>Wildlife Management</td>
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### IN-DEPTH FOCUS

- **Terminal Technologies**
- **Seamless Travel**
- **Safety**
- **Self Service**
- **Trending Airports**
- **Seamless Travel**

### REGULAR FEATURE:

#### Leaders’ Series

- **Leaders’ Series**
- **Leaders’ Series**
- **Leaders’ Series**
- **Leaders’ Series**
- **Leaders’ Series**
- **Leaders’ Series**

### PRINT FEATURES:

- **Aircraft Interiors**
- **Airfield Lighting**
- **Route Development**
- **Noise Abatement**
- **AIRFEE & Recovery**
- **Big Data**
- **A-CDM/TAM**
- **Air/Robotics**
- **Remote Digital Towers**
- **Route Development**

### EVENT PREVIEWS

- **Passenger Terminal Expo 2018**
- **World Routes 2018**
- **World ATM Congress 2018**
- **World Routes 2018**
- **World Routes 2018**
- **World Routes 2018**

### BONUS CIRCULATION

- **Passenger Terminal Expo 2018**
- **World Routes 2018**
- **World Routes 2018**
- **World Routes 2018**
- **World Routes 2018**
- **World Routes 2018**

### ONLINE FEATURES

- **INDUSTRY INSIGHT EMAILS**
- **Asia Review**
- **Middle East Review**
- **North America Review**
- **South America Review**
- **Europe Review**
- **Europe Review**
- **Europe Review**
- **Europe Review**
- **Europe Review**

- **ONLINE FEATURES**
- **Tower Technologies**
- **FOD Detection**
- **Airport Cities**
- **Airport Development**
- **Security**
- **Route Development**
- **Baggage Handling**
- **Route Development**
- **Baggage Handling**
- **ATC/ATM**
- **Route Development**

### DIGITAL

- **JANUARY**
- **FEBRUARY**
- **MARCH**
- **APRIL**
- **MAY**
- **JUNE**
- **JULY**
- **AUGUST**
- **SEPTEMBER**
- **OCTOBER**
- **NOVEMBER**
- **DECEMBER**

- **Seamless Travel**
- **App Experience**
- **Passenger Experience**
- **Safety**
- **Ground Handling**
- **Construction & Design**
- **Airport IT**
- **Winter Operations**
- **Non-Aeronautical Revenues**
- **Seamless Travel**
- **Baggage Handling**
- **Passenger Experience**
- **Wireless Management**
- **Airport Expansion**
- **Baggage Handling**
- **ATC/ATM**
- **Winter Operations**

- **Asia Review**
- **Middle East Review**
- **North America Review**
- **South America Review**
- **Europe Review**
- **Europe Review**
- **Europe Review**
- **Europe Review**
- **Europe Review**
- **Europe Review**

- **What To Expect From 2018**
- **Tower Technologies**
- **FOD Detection**
- **Airport Cities**
- **Airport Development**
- **Security**
- **Route Development**
- **Baggage Handling**
- **Route Development**
- **Baggage Handling**
- **ATC/ATM**
- **Route Development**