



# (inside)aviation

MEDIA PACK 2019/2020

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(inside)**aviation**

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# ABOUT US

With the ever changing aviation industry continuing to grow, Inside Aviation is at hand to report on the latest technologies, acquisitions, mergers and appointments as well as to provide in depth profiles for companies and connect them to new opportunities.

Inside Aviation is circulated in digital and hard copy magazine formats in order to gain maximum exposure for our customers amongst a highly targeted global readership. It is also promoted at leading trade shows and exhibitions. Each issue focusses on a wide variety of areas of the aviation industry and includes profiles, press releases, exhibition previews, news, views and advertisements from leaders in those sectors.

## OUR PHILOSOPHY

Our determination to work closely with all companies in the aviation industry helps to build strong and lasting relationships, giving us all clearance to aviate, navigate and communicate according to our own flight plans!

Inside Aviation is one of four magazines published by Proactive Publications Ltd. The other three are:

Inside Industry – [www.insideindustry.com](http://www.insideindustry.com)

Inside Marine – [www.insidemarine.com](http://www.insidemarine.com)

Inside Food & Drink – [www.insidefoodanddrink.com](http://www.insidefoodanddrink.com)





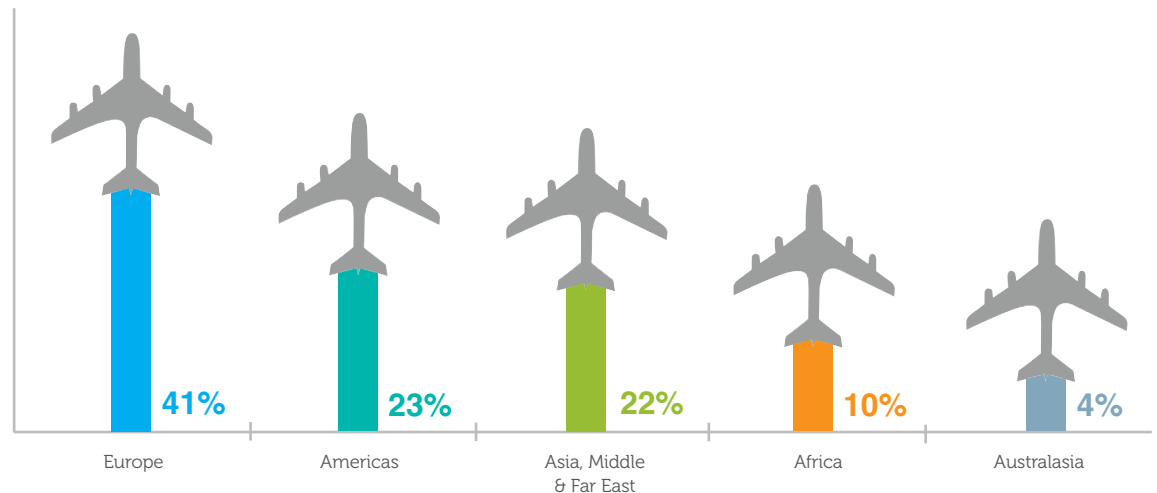
# THE MAGAZINE

## FACTS AND FIGURES

- Inside Aviation magazine is published in both digital and hard copy format.
- Our readership of over 36,000 (combined digital and hard copy) consists of CEOs, directors, owners, purchasers and buyers associated with all key areas of the industry, such as: airports, operators, manufacturing & MRO, authorities and service providers.
- The magazine is printed in English and extra hard copies are printed to be made available in the press booths of major shows and exhibitions.

## GLOBAL READERSHIP

- Europe **41%**
- Americas **23%**
- Asia, Middle & Far East **22%**
- Africa **10%**
- Australasia **4%**





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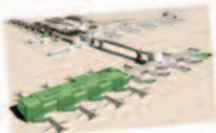
Make sure you get your copy of Inside Aviation

**SUBSCRIBE  
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LATEST EDITION



New five-year investment plan takes off at Gatwick



Gatwick has published its new five-year Capital Investment Programme which highlights more investment in automation and technology as an enabler of sustainable growth.

[Read more ...](#)

Australia Post and Qantas Freight renew agreement to support e-commerce growth



Australia Post and Qantas have announced an expanded domestic and international air freight agreement to support the growing demand for parcels.

[Read more ...](#)

South African Airways strengthens its presence in Ghana



South African Airways is further strengthening its presence in Ghana by increasing weekly frequencies from 9 to 10 flights between Johannesburg and Accra, and by launching a daily service between Accra and Washington DC, with effect from 5th September 2019.

[Read more ...](#)

AirAsia receives its first A330neo



AirAsia has taken delivery of its first A330neo aircraft, to be operated by its long-haul affiliate AirAsia X Thailand.

[Read more ...](#)

Get your business seen

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# PRINT SCHEDULE FOR 2020

Edition	Published date
AV1	29th January
AV2	8th April
AV3	17th June
AV4	26th August
AV5	4th November

**Regular topics / features in every issue:** airlines and operators, airports, authorities, cargo handling, charter, country focuses, education and training, engines and components, environmental awareness, events, freight, ground handling, industry experts, innovations, insurance, interiors, manufacturing, MRO, news, regulations, safety, security, service providers, tools and equipment





ADVERT SIZE	1 edition	3 editions	5 editions
Eighth A4 page	1450	995	663
Quarter A4 page	2195	1795	1195
Half A4 page	3250	2695	1795
Full A4 page	4495	3495	2330
Double A4 page	5495	4495	3250

All prices are shown in euros. Prices are per advertisement.



# MAGAZINE ADVERTISEMENTS

Promote your company or your latest products and services with an advertisement within the magazine.

## WHAT IS IT AND HOW DOES IT WORK?

With a variety of sizes available to suit your budget and marketing needs, our in-house design and production team can turn your ideas into an eye-catching advertisement that can be as simple as an eighth A4 page with your logo and contact information, to a detailed and visually impressive double A4 page.

## SIZES AVAILABLE



**Double page**  
420mm x 297mm  
+ 3mm bleed



**Full page**  
210mm x 297mm  
+ 3mm bleed



**Half page**  
(portrait)  
88.5mm  
x 257mm



**Half page**  
(landscape)  
183mm  
x 126mm



**Quarter page**  
(portrait)  
88.5mm  
x 126mm



**Quarter page**  
(landscape)  
183mm  
x 60mm



**Eighth page**  
88.5mm  
x 60mm



# WEBSITE ADVERTISEMENTS

Advertise your company or products and services on our website for all to see.

## WHAT IS IT AND HOW DOES IT WORK?

As an accompaniment to your advertisement within our magazine, or as an advertisement in its own right, your advertisement can be placed as a skyscraper on many of our website pages. The advertisement can carry a hyperlink taking the viewer to your own website.

For more information, on rates contact Richard Brightmore:

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