

# THE MAGAZINE FOR AVIATION EXECUTIVES IN THE MIDDLE EAST

**AVIATION BUSINESS**

**THE FALCON FLIES HIGH**

ENOC's Project Falcon will help meet demand for aviation fuel from Dubai's...

**AVIATION BUSINESS**

**THE NEXT BILLION**

THE AVIATION INDUSTRY DISCUS HURDLES AND OPPORTUNITIES IN CARRYING INCREASING PASSENGER NUMBERS

**AVIATION BUSINESS**

**27 YEAR OLD SERIAL ENTREPRENEUR**

SERGEY PETROSSOV

**AVIATION BUSINESS**

**ECOLOGICAL DESIGN**

These two architects are attempting to steer airports toward a leaner, cleaner future

**BPA WORLDWIDE™**

**4,798**

AVERAGE QUALIFIED CIRCULATION (JAN – JUNE 2016)

NEWS UPDATE | FACTS & FIGURES | IN-DEPTH ANALYSIS | TRADE COLUMNS

# AVIATION BUSINESS

**MEDIA INFORMATION 2017**

# Editorial Mission

**A**viation in the Middle East is enjoying an unprecedented period of growth. Despite a febrile global economy, the International Air Transport Association saw the region as one of the main contributors to US\$36.3 billion in total global industry net profits in 2016.

The boom has been well documented: 50 years after the first jumbo jet landed at Dubai International in 1965, the airport became the world's busiest, ferrying more than 80 million international passengers. Expansion to the airport is ongoing as are developments for Al Maktoum International - Dubai's secondary airport. Similar stories are unfolding in Abu Dhabi and Doha, which along with Dubai are also home to the three most successful airlines in the world. Meanwhile, Saudi Arabia, home to the world's largest airport, plans to fly 100 million passengers by 2020 and has embarked on a grand scheme to modernise its airports, privatise its airlines, and launch new carriers.

Other economies in the region have plans of their own as well: Bahrain's national carrier intends to grow by 50% within the decade; Oman is growing passenger traffic capacity to more than 48 million; and Kuwait's expansion plans will add 28 million passengers to its largest airport by 2020.

*Aviation Business*, the region's leading aviation publication since 2003, has a front row seat to this vibrant industry's unparalleled growth. Our relentless pursuit of high quality independent journalism delivers valuable industry information and arms industry executives with impartial and accurate data, plus the latest news about the region's aviation industry: prerequisites for intelligent and informed decision-making.

Through interviews with high-profile individuals and experts, we interpret business and technology developments for the local market and beyond, and help buyers make informed decisions, whether for airframes, engines, maintenance, cargo handling, air traffic control or any aspect of this multi-billion dollar industry. We also track airport expansion projects, aircraft delivery developments, and cover every major event in the region. Through our Brandview pages, we also offer those in the know a platform with which to inform their peers of the groundwork being laid for the future of the industry.

With a carefully targeted and controlled circulation of nearly 5,000 copies each month, and reaching more than 21,600 readers in the region, coupled with an industry leading awards programme, app and dedicated website, *Aviation Business* is the title of choice for advertisers to promote themselves to this lucrative market.

## TESTIMONIALS

*"Aviation Business is an excellent source of information on the aviation industry, both globally and regionally. Considering that the regional aviation sector is going through its most dynamic phase ever, Aviation Business is a must have for anyone connected with the industry. The reporting is factual and incisive, covering a wide range of industry-related subjects."*

Boeing Middle East & Africa Comms Department

*"Aviation Business is a highly respected and well read title at SITA's many offices around the MENA region. It keeps us up to date on the latest news in an industry that is very important to us because it includes our potential and existing clients."*

Raff Nsouli Hammoud, Senior Marketing Manager, Middle East, Africa, South & Central Asia, for SITA

## 2017 Editorial Calendar

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<b>FEATURE THEMES</b>	<ul style="list-style-type: none"> <li>• Sustainable Aviation Practices</li> <li>• New Engine Technology</li> <li>• Training/Recruiting Technical Talent</li> </ul>	<ul style="list-style-type: none"> <li>• Cloud Usage at Big vs Small Carriers</li> <li>• Aircraft Testing Facilities in MENA</li> <li>• Drones in Aviation</li> </ul>	<ul style="list-style-type: none"> <li>• Improving Old Aircraft Efficiencies</li> <li>• Innovations in Ground Service Provision</li> <li>• Managing Training Qualifications</li> </ul>	<ul style="list-style-type: none"> <li>• Cabin Design Trends</li> <li>• Maximising Luxury Lounge Satisfaction</li> <li>• Private vs Commercial Jet Catering Solutions</li> </ul>	<ul style="list-style-type: none"> <li>• Building Smarter Airports</li> <li>• Cutting Airport Emissions</li> <li>• Private Aviation and Supplier Relationships</li> </ul>	<ul style="list-style-type: none"> <li>• Airport Security in Volatile Environments</li> <li>• Leasing Private Jets</li> <li>• Cargo and Freight Rates vs Profit</li> </ul>
<b>EVENT/PREVIEW</b>	<ul style="list-style-type: none"> <li>• Pre-Event: AIME+MRO ME</li> </ul>	<ul style="list-style-type: none"> <li>• Post-Event: Kuwait Airshow</li> </ul>	<ul style="list-style-type: none"> <li>• Pre-Event: Airline Engineering and Maintenance Conference</li> </ul>	<ul style="list-style-type: none"> <li>• Pre-Event: Aircraft Interiors Expo+World Travel Catering Conference</li> </ul>	<ul style="list-style-type: none"> <li>• Pre-Event: Airport Show</li> <li>• Pre-event: EBACE</li> </ul>	<ul style="list-style-type: none"> <li>• Pre-Event: Paris Airshow</li> </ul>
	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<b>FEATURE THEMES</b>	<ul style="list-style-type: none"> <li>• Airline Turnaround: Case Studies</li> <li>• Power List: Top 50 Aviation Changemakers</li> <li>• Revenues and Service Commoditisation</li> </ul>	<ul style="list-style-type: none"> <li>• Benefits of Secondary Airports</li> <li>• Disruptive Customer Service Technology</li> <li>• Budget Airline Market Growth</li> </ul>	<ul style="list-style-type: none"> <li>• How Airlines Manage Travel Agents</li> <li>• Ancillary Strategies and Service Personalisation</li> <li>• Digitising Airport Services</li> </ul>	<ul style="list-style-type: none"> <li>• Aviation Business Awards Preview</li> <li>• Big Tech behind Aviation Services</li> <li>• CSR Activities and the bottomline</li> </ul>	<ul style="list-style-type: none"> <li>• In-flight Innovation via Technology</li> <li>• Next Gen Private Jets</li> <li>• Aviation Business Awards Review</li> </ul>	<ul style="list-style-type: none"> <li>• Adding to a Duty Free Customer's Experience</li> <li>• New fuel and fueling technology</li> <li>• The merits of innovation incubators</li> </ul>
<b>EVENT/PREVIEW</b>		<ul style="list-style-type: none"> <li>• Pre-Event: World Routes Conference</li> </ul>	<ul style="list-style-type: none"> <li>• Pre-Event: World Passenger Symposium</li> </ul>	<ul style="list-style-type: none"> <li>• Aviation Business Awards</li> <li>• Pre-Event: Dubai Air Show</li> </ul>	<ul style="list-style-type: none"> <li>• Pre-event coverage: AACO AGM</li> <li>• Dubai Air Show issue</li> </ul>	<ul style="list-style-type: none"> <li>• MEBA</li> </ul>

# Readership



## Circulation & Readership

• *Aviation Business* has an average qualified audited circulation of **4,798** copies per month (BPA audited Jan – June 2016) with a total readership of **21,600\*** - print and digital.

**Total Brand Reach = 35,460\***

• **80%** of subscribers have their copy read by two people or more.

### Editorial\*

• **100%** of readers consider *Aviation Business* editorial to be good or better than other publications that focus on the aviation sector in the region.

### Competitive Advantage\*

• As an overall magazine **93%** of the readers consider *Aviation Business* to be a superior or better publication than others in the same industry within the region.

### Purchasing Decisions\*

• **86%** of our readers have at some point used *Aviation Business* to make purchasing decisions based on its editorial and advertising content.

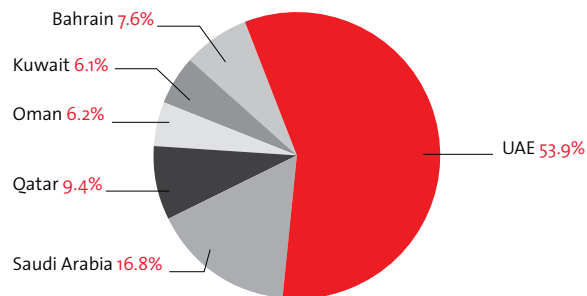
• **75%** of readers are responsible for purchasing decisions or influence purchasing decisions.

## Readership Summary

BPA Average Print Circulation (Jan - Jun 2016)	3,151
Other Print Circulation	703
Readership Multiplier (Print)	3.25
BPA Average Digital Circulation (Jan - Jun 2016)	1,647
BPA Apps Downloads (June 2015)	7,427
<b>Total Readership - Print &amp; Digital</b>	<b>21,600</b>
Unique Website Visitors (June 2016)	5,387
eNewsletters	8,473
<b>Total Brand Readership</b>	<b>35,460</b>

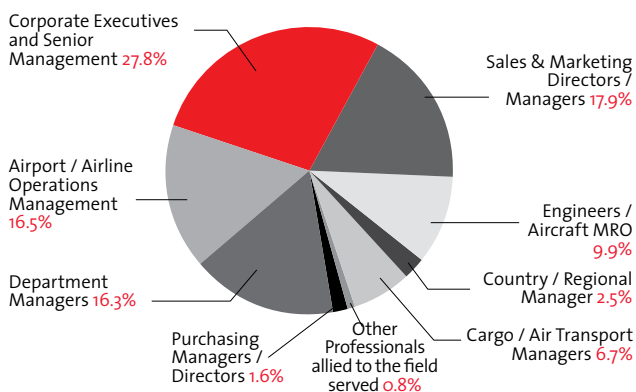
## GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION

- MAY 2016 ISSUE



## BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION

- MAY 2016 ISSUE



# AviationBusinessME.com



**A** *AviationBusinessME.com* is the leading resource in the region for the latest and most important daily developments, featuring a selection of editorial from the print publication, as well as web exclusive video and photo galleries, *AviationBusinessME.com* receives more than 15,000 page impressions per month.

Segregated into regularly updated categories, including airports, aviation, reports and analysis, the website delivers timely and relevant information as and when it happens, and is supplemented with a daily newsletter featuring the most important news from the day which is read by 8,473 industry professionals.

The website's reach is also bolstered with our social media channels which are consistently growing traffic and engagement. This year, we will also be bolstering them with video capabilities via Youtube as we introduce a new platform for the industry's professionals to share their views and news across the region.



# Digital Advertising Rates

NAME	DIMENSIONS	FILE SIZE	POSITION	RATE CARD CPM
Leaderboard*	728 x 90px	50 KB	Above the Masthead	AED 367 (US\$100)
Medium Rectangle (MPU)*	300 x 250px	50 KB	Within central column of ALL pages	AED 349 (US\$95)
Verticle Rectangle (Whitespace Banner)*	220 x 550px	50 KB	Right hand side of the screen	AED 367 (US\$100)
Overlay (Eyeblaster)	450(w) x 450(h) px	50 KB	Any except over the Masthead or other advertising formats (appears over the page content)	AED 551 (US\$150)
Interstitial	Full Screen -750 x 450px	100 KB	Appears between any page impression & visable for 60 seconds	AED 551 (US\$150)
Content Push	Leaderboard (728x90px) White Space Banner (220x550px) Content Push (Video Streaming, 632 x356px)	As above except Content Push, 50 KB	Below the Masthead	AED 551 (US\$150)
Page Peel	Minimised area -90 x 90px. Final Image Dimensions: 700(w) x 400 (h) px, JPG/GIF. There is no FLASH.	100 KB	Top Right of Masthead	AED 551 (US\$0000)
Smart Links	Keyword can be of any length; banner size is 200 x 200px max	N/A	A keyword link within the text and will popup up a layer containing the clients logo / banner / blurb.	AED 36,720 (US\$10,000)
Microsites	220 x 550px, 728 x 90px, 300 x 250px	N/A	Dedicated microsite housed within <i>AviationBusinessME.com</i> . Bespoke editorial pages built for the advertiser with their colours and images integrated into the fabric of the website. Per month	AED 91,800 (US\$25,500)
Email Blast	HTML page, not more than 640px wide.	100KB	N/A	AED 1,359 (US\$370)
eNewsletter	220 x 550px, 728 x 90px, 300 x 250px	20KB	Right hand side of eNewsletter or below masterhead	AED 11,016 (US\$3,000) (1 week tenancy)

## Awards Highlights



The *Aviation Business Awards* are a platform to celebrate the accomplishments of aviation professionals in the Middle East. Since 2007, the awards have grown to become an important networking event for the industry, attracting more than 250 top level executives to the awards each year.

The awards serve to build a long, value-based relationship with the industry by celebrating accomplishments in 14 varied categories recognising leading airlines, airports, cargo operators and MRO suppliers, as well as individuals who have contributed to making the Middle East aviation industry the envy of the world.

Winners are picked by a jury of industry experts who have served in distinguished roles within the aviation sector and are determined by the maximum votes received during a blind ballot.

Backed by organisations with long standing reputations as the best in their class, the awards are preceded by a six-month programme of editorial and marketing promotion of nominees, winners and sponsors, with interviews showcasing developments over the year that are helping their business make news worthy of accolade.

Now in their 11th year, the *Aviation Business Awards* are unique in being the only industry awards programme focusing on the Middle East aviation market. Supported by its BPA audited circulation, *Aviation Business* brings the region's airlines, airports and support services teams together each year, to compete, network and celebrate at an exclusive gathering of the great and good of the industry.



# Print Advertising Rates



STANDARD ADVERTISING	SINGLE INSERTION		6 INSERTIONS		12 INSERTIONS	
Full Page	AED 30,858	(US\$8,404)	AED 27,772	(US\$7,563)	AED 26,226	(US\$7,142)
Half Page	AED 20,333	(US\$5,537)	AED 18,297	(US\$4,983)	AED 17,270	(US\$4,703)
Quarter Page	AED 15,312	(US\$4,170)	AED 13,767	(US\$3,749)	AED 13,027	(US\$3,547)
PRIME POSITION						
Inside Front Cover	AED 36,443	(US\$9,924)	AED 32,793	(US\$8,930)	AED 30,987	(US\$8,438)
Inside Back Cover	AED 33,925	(US\$9,238)	AED 30,526	(US\$8,313)	AED 28,826	(US\$7,850)
Outside Back Cover	AED 36,443	(US\$9,924)	AED 32,793	(US\$8,930)	AED 30,987	(US\$8,438)
Inside Front Double Page Spread	AED 54,667	(US\$14,887)	AED 49,210	(US\$13,401)	AED 46,486	(US\$12,660)
Double Page Spread	AED 45,248	(US\$12,322)	AED 40,721	(US\$11,089)	AED 38,455	(US\$10,472)
CREATIVE ADVERTISING						
Magazine Wraps (Belly Bands)	AED 51,475	(US\$14,018)	N/A		N/A	
Front Cover Gate Folds	AED 77,215	(US\$21,028)	N/A		N/A	
Bespoke Supplements	AED 77,215	(US\$21,028)	N/A		N/A	

## PRODUCTION INFORMATION

SPECIFICATION	TRIM SIZE	TYPE SIZE	BLEED SIZE
	WxH (mm)	WxH (mm)	WxH (mm)
Full Page	205 x 275	190 x 260	215 x 285
Double Page Spread	410 x 275	395 x 260	420 x 285
1/2 Horizontal	175 x 114	N/A	N/A
1/2 Vertical	88 x 225	N/A	N/A
1/4 Vertical	45 x 245	N/A	N/A
1/4 Regular	87 x 115	N/A	N/A

## AWARDS RATES

TYPE	RATE	
Platinum Sponsorship	AED 275,400	(US\$75,000)
Gold Sponsorship	AED 183,600	(US\$50,000)
Silver Sponsorship	AED 110,160	(US\$30,000)
Category Sponsorship	AED 73,440	(US\$20,000)

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