

Flightglobal e-newsletters: Aircraft finance

ANNUAL SCHEDULE 2010		
DATE	EDITION	SPECIALS
14-JAN	✓	
28-JAN	✓	
4-FEB	Special	Singapore Airshow coverage
11-FEB	✓	
25-FEB	✓	
11-MAR	✓	
25-MAR	✓	
8-APR	✓	
22-APR	✓	
6-MAY	✓	
20-MAY	✓	
3-JUN	✓	
17-JUN	✓	
1-JUL	✓	
15-JUL	✓	
22-JUL	Special	Farnborough Airshow coverage
29-JUL	✓	
12-AUG	✓	
26-AUG	✓	
9-SEP	✓	
23-SEP	✓	
7-OCT	✓	
21-OCT	✓	
4-NOV	✓	
18-NOV	✓	
2-DEC	✓	
16-DEC	✓	

Sales contact information

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Online ad production
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All advertisements are accepted subject to RBI's standard terms and conditions.

Content

Aircraft Finance is a broad circulation e-newsletter from Flightglobal, emailed every two weeks to professionals in the aviation finance sector. Every fortnight the group's research arm, Flightglobal Insight, brings together the latest news highlights, analysis and opinion from across www.flightglobal.com, the world's leading aviation media site. In addition, there is a host of key metrics, data, images, jobs, events and more.

Audience

Active respondents: 7,122 (January 2010)

Frequency: Fortnightly (Thursday)

Target Readership: Airline financial managers/analysts and aircraft finance professionals.

Source: *Airline Business* readership, premium data and online services plus web sign-ups.

Special report & show editions

In addition to the regular fortnightly e-newsletters, special editions are also produced during major shows and exhibitions, powered by the market-leading *Flight Daily/Evening News*, as well as around features from Flight's leading *Flight International* and *Airline Business* magazines.

Rate card: EURO€

The screenshot shows a newsletter layout with the following sections and advertising opportunities:

- 1. TOP BANNER:** Located at the top of the newsletter, above the Editor's Comment.
- 2. SKYSCRAPER:** A vertical banner on the right side of the newsletter.
- 3. MID BANNER:** A horizontal banner in the middle of the newsletter, overlapping the Skyscraper.
- 4. MID MPU:** A horizontal banner in the middle of the newsletter, overlapping the Skyscraper.
- 5. INFORMATION PANEL:** An orange bar at the bottom of the newsletter.
- 6. INFORMATION LINKS:** An orange bar at the bottom of the newsletter.

Advertising opportunities

There are three standard display advertising positions available on all e-newsletters: Top Banner; Skyscraper; and either Mid Banner or Mid MPU. Volume discount rates are shown below.

Solus positions

Advertisers may take all three display positions giving solus sponsorship on one or more e-newsletters. Other promotional opportunities may also be possible subject to availability.

ADVERTISING DIMENSION	
AD UNIT	SIZE (PX)
1. TOP BANNER	468 X 60
2. SKYSCRAPER	120 X 600
3. MID BANNER	468 X 60
4. MID MPU	300 X 250
SOLUS	all ad slots
5. INFORMATION PANEL	
6. INFORMATION LINKS	

Information slots

Each e-newsletter includes two opportunities for advertisers to present links to their latest news, research and profiles.

Information panel:

A branded response-oriented panel, providing opportunities to promote products and services. The panel includes: your corporate logo; an eight-word headline; 50 words of text; and an eight-word link to your website.

Information links:

Up to three eight-word links are available, linking through to latest advertiser news, research etc. Solus positions may be available.

Advertising production requirements

All advertising copy must be submitted at least five business days in advance to: enewsletters.copy@rbi.co.uk.

GIF, animated-GIF and JPEG images are accepted but flash and rich media files are not. File sizes should not exceed 30Kb. All ads should be accompanied by a text equivalent (up to 200 characters) so that they can be displayed on all devices.

Copy should be sent to James Leakey Tel: +44 (20) 8652 8158 enewsletters.copy@rbi.co.uk

ADVERTISING RATES PER INSERTION 2010 – EURO€

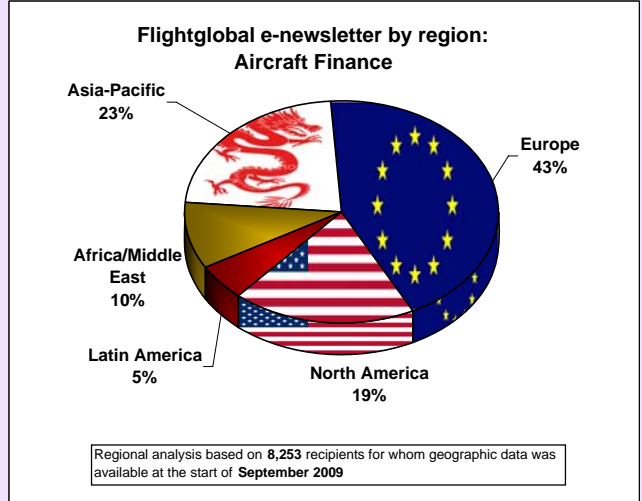
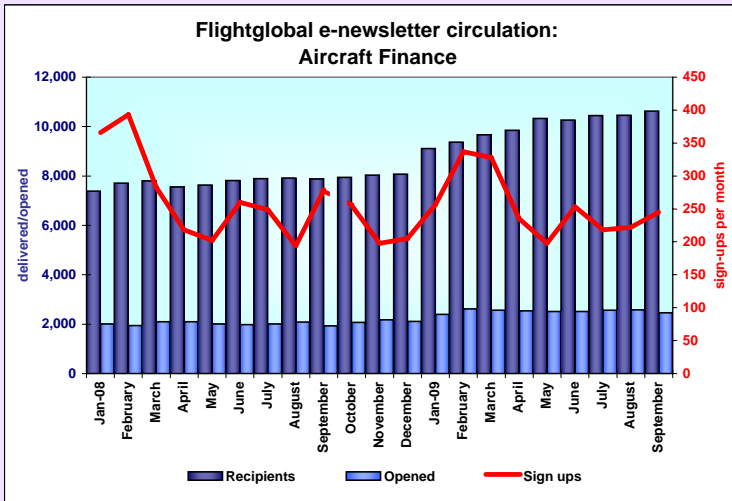
PER INSERTION:	1	2	3	4	5	10	15	20	30
1. TOP BANNER	575	550	535	525	500	480	460	440	425
2. SKYSCRAPER	575	550	535	525	500	480	460	440	425
3. MID BANNER	430	410	400	390	375	360	345	330	320
4. MID MPU	430	410	400	390	375	360	345	330	320
SOLUS	1,440	1,370	1,340	1,310	1,250	1,200	1,150	1,110	1,070
5. INFORMATION PANEL	575	550	535	525	500	480	460	440	425
6. INFORMATION LINKS	185	185	185	185	185	185	185	185	185

All advertisements are accepted subject to RBI's standard terms, visit: www.reedbusiness.co.uk/adtermsandconditions

Aircraft Finance e-newsletter

Published by Flightglobal Insight, the research unit of Flightglobal:
Flightglobal Insight
Reed Business Information
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For further information on this and other Flightglobal Insight e-newsletters including examples and sign-up information please visit the e-newsletters homepage at:
www.flightglobal.com/staticpages/emailnewsletters.htm
For rate card data, publishing schedules and other media enquiries please visit:
<http://www.flightglobal.com/mediapack/flightglobal-e-newsletters/>



Audience by key job function/status

Key job functions

Airline management/corporate
Flight operations
Sales & marketing
Engineering/aerospace
Finance
Analyst/consultant
Airline strategy/planning

Key job status

Manager/executive
Director/executive VP
Vice president
CEO/president/chairman
MD/general manager
Analyst
CFO/finance director
COO/commercial director

NOTE: This listing represents only a sample of the audience from that element of the circulation for which audited figures are available.

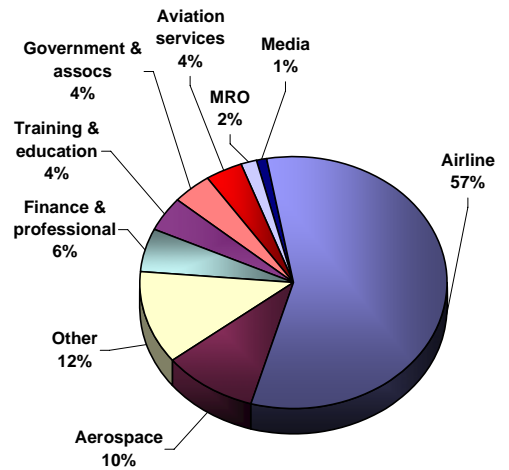
Circulation by key organisations

Key recipient organisations

Emirates	Qatar Airways
Air France	Finnair
Lufthansa	Continental Airlines
American Airlines	Airbus
Philippine Airlines	Singapore Airlines
Iberia	Qantas Airways
Boeing	United Airlines
British Airways	IATA
Malaysian Airlines	Sri Lankan Airlines
Cathay Pacific	BAE SYSTEMS

NOTE: This listing represents only a sample of the audience from that element of the circulation for which audited figures are available.

Aircraft Finance e-newsletter by organisation type - Sep 2009



Organisation type based on analysis of 5,804 recipients for whom full demographic data was available at the start of Sep 2009

e-newsletter monthly circulation data and annual averages

Year	Month	Recipients	Opened	CTOR %	Sign ups	Pass alongs
2009	April	9,852	2,541	71%	235	263
2009	May	10,324	2,515	76%	198	93
2009	June	10,262	2,514	53%	253	73
2009	July	10,441	2,567	64%	218	78
2009	August	10,455	2,582	64%	222	74
2009	September	10,620	2,462	55%	245	62
Apr-Sept-09 Uniques		11,478	7,220	65%	1,371	
2007	average	6,313	1,591	43%	304	35
2008	average	7,803	2,043	62%	259	58
2009 YTD	average	10,010	2,529	68%	255	114

Changes to e-newsletter circulation

From 2010 we will be sending our email newsletters to active audiences only. This means we will no longer send them to people who have not opened or clicked on them in the last 180 days. This will not affect the number of newsletters that are opened or the number of clicks, it will simply mean that open rates and click-through rates will be higher. For example, the Aircraft Finance e-newsletter will now be sent to 7,122 active recipients.

NOTES & DEFINITIONS

Recipients = e-newsletters that were registered as reaching their recipient
CTOR% = click through open rate represents the percentage of opened e-newsletters that resulted in a traceable click through to the website.
Sign-ups = new sign-ups to the e-newsletter via the flightglobal.com website
Pass alongs = e-newsletters that were registered as being shared with a colleague.
Total uniques = number of individuals who opened or signed up over a six month period.
Demographic data is based on recipients who have provided full details through a direct web sign-up or as part of an audited magazine circulation or subscriber to a premium subscription service, who has indicated permission to receive relevant mailings.