

# 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	✓	

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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](http://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: usd\$

## 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](mailto: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](mailto:enewsletters.copy@rbi.co.uk)

## ADVERTISING RATES PER INSERTION 2010 – USD\$

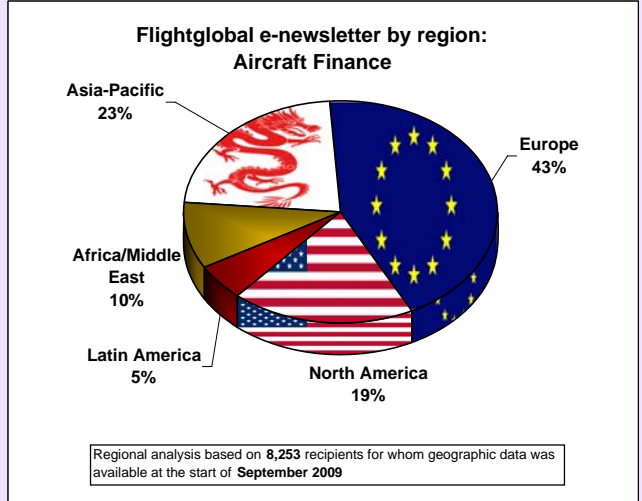
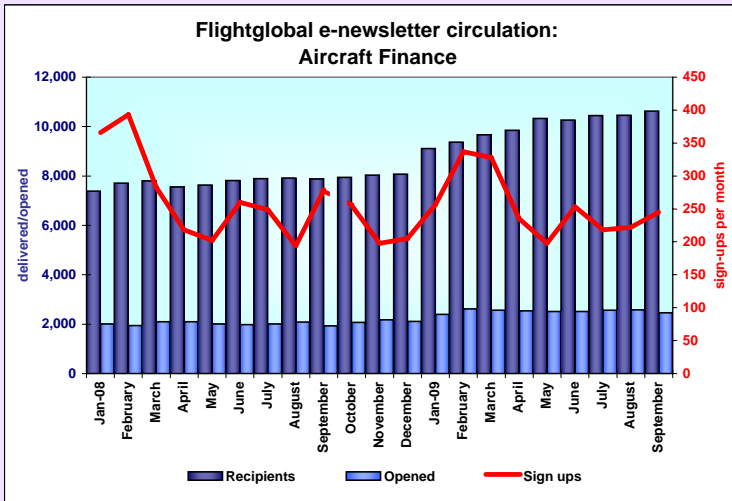
PER INSERTION:	1	2	3	4	5	10	15	20	30
1. TOP BANNER	825	785	765	750	720	685	660	635	610
2. SKYSCRAPER	825	785	765	750	720	685	660	635	610
3. MID BANNER	620	585	580	560	535	520	495	480	460
4. MID MPU	620	585	580	560	535	520	495	480	460
<b>SOLUS</b>	<b>2,065</b>	<b>1,965</b>	<b>1,915</b>	<b>1,880</b>	<b>1,800</b>	<b>1,715</b>	<b>1,650</b>	<b>1,585</b>	<b>1,535</b>
5. INFORMATION PANEL	825	785	765	750	720	685	660	635	610
6. INFORMATION LINKS	255	255	255	255	255	255	255	255	255

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

## Aircraft Finance e-newsletter

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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](http://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

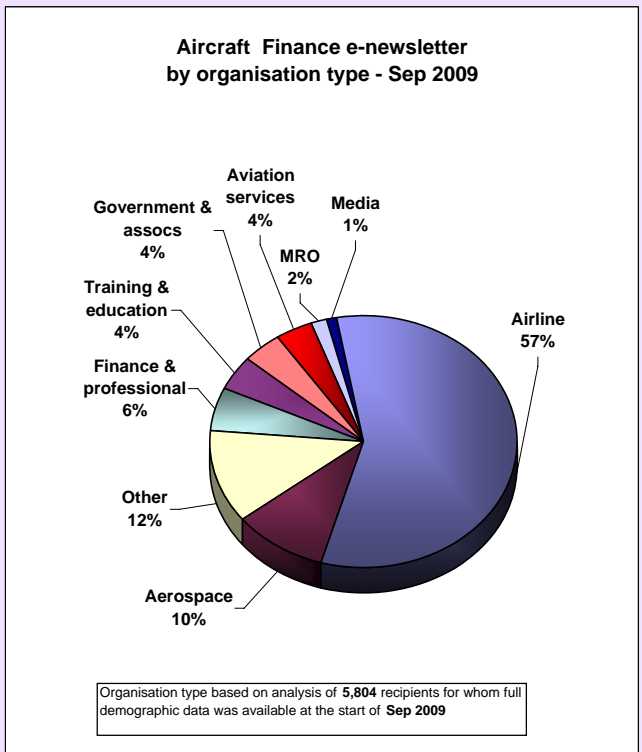
NOTE: This listing represents only a sample of the audience from that element of the circulation for which audited figures are available.

### 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.



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
<b>Apr-Sept-09 Uniques</b>		<b>11,478</b>	<b>7,220</b>	<b>65%</b>	<b>1,371</b>	
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.