

# Flightglobal e-newsletters:

## AIRLINE BUSINESS

ANNUAL SCHEDULE 2010		
DATE	EDITION	SPECIALS
22-JAN	✓	AIRLINE SERVICES
19-FEB	✓	FINANCE AND LEASING SURVEY
26-MAR	✓	PASSENGER AIRLINE TRAFFIC STATISTICS 2008
23-APR	✓	MAINLINE AIRCRAFT ORDERS & JET ENGINE MARKET STATISTICS
21-MAY	✓	TOP LOW COST CARRIERS BY PASSENGER NUMBER 2008 2008 FINANCIAL RESULTS FOR SELECTED LOW COST CARRIERS
8-JUN	Special	IATA AGM coverage
25-JUN	✓	AIRPORTS TOP 150 (RANKED BY PASSENGER TRAFFIC)
23-JUL	✓	IT TREND SURVEY
20-AUG	✓	THE WORLD AIRLINE RANKINGS
24-SEP	✓	AIRLINE ALLIANCES TOP 50 LEISURE CARRIERS
29-OCT	✓	REGIONAL AIRLINES SURVEY CARGO AIRLINES SURVEY TOP 50 CARGO AIRPORTS
19-NOV	Special	ALTA news coverage
26-NOV	✓	MAINTENANCE SURVEY
24-DEC	✓	AIRPORT GROUPS SURVEY



### Description

Airline Business is the aviation world's leading strategic title, reaching readers in more than 900 airline boardrooms each month. The Airline Business e-newsletter brings together a selection of the headlines, features and special reports in the latest issue, together with a range of other related web content such as blog posts and online interviews.

The e-newsletter is a valuable resource to all those who regularly read the magazine, providing a monthly update on what they should seek out in the latest issue. While others take the e-newsletter to stay in touch online, using the e-newsletter as a guide to the wealth of content available on the Airlines section of our leading www.

flightglobal.com web portal.

As the title suggests, Airline Business is targeted at a high-level airline readership, covering key boardroom topics ranging from network or fleet planning and distribution strategies through to market outlook and competitive intelligence.

### Special Reports

Each month the magazine runs a special report focusing on a key aspect of the airline industry. This is covered in detail in the accompanying e-newsletter, allowing targeted messages in the issues that matter most.

### Audience

**Active respondents:** 11,097 (Jan 2010)

**Frequency:** Monthly (the next Thursday after the print edition)

**Source:** Named subscribers of Airline Business who have indicated that they wish to receive e-mail, as well as other readers and professionals who have signed up to keep in touch with the reports and features that appear in the magazine and on the website each month.

### Sales contact information

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



Flightglobal

www.flightglobal.com

# Rate card: USD\$

**AIRLINE BUSINESS** Flight

**1. TOP BANNER**

Welcome to Flight's defence newsletter, a fortnightly product bringing you the best military aviation stories, analysis, blogs and forums from Flight International and Flightglobal.com.

**2. SKYSCRAPER**

USAF signs deals for 15 more C-17s, upgraded C-5Mls  
Related Articles | Email article to a friend

UK halts success of ASTOR's Afghan debut  
Related Articles | Email article to a friend

Australia nears decisions on Boeing P-8A, BAMS participation  
Related Articles | Email article to a friend

AERO INDIA: Boeing reveals plans for 'Growler Lite'  
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French air force sends Eagle I UAVs to Afghanistan  
Related Articles | Email article to a friend

Brazil receives three bids for F-X2 fighter deal  
Related Articles | Email article to a friend

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**5. INFORMATION PANEL**

**What's Hot**

The Aero India 2009 show was staged near Bangalore from 11-15 February. Visit our dynamic landing page for all the top news stories, plus images, blogs and Twitter feeds;

UK to sign for first F-35 Joint Strike Fighters 'within weeks'

Crashed B-52 had incorrectly-set stabiliser trim: USAF inquiry

**Most Popular**

US Air Force Laboratory plans 2010 refuelling robot demonstration

India and Russia aim to fly joint fifth-generation fighter by 2017

Unmanned cargo aircraft 'have battlefield role' says US Army official

**Job of the Week**

Commercial Manager  
Newcastle, UK

Control Engineer  
UK

Technical Assistant  
UAE

**Popular Job Searches**

Flight Crew [»](#)

Maintenance/Engineering [»](#)

Cabin Crew [»](#)

[More Jobs](#)

**4. MID MPU**

**3. MID BANNER**

**6. INFORMATION LINKS**

• XXX XXX XXX XXX XXX XXX XXX  
• XXX XXX XXX XXX XXX XXX XXX  
• XXX XXX XXX XXX XXX XXX XXX

**Events Calendar**

ADTS - Aerospace & Defence Training Show  
Dubai Airport, United Arab Emirates  
16th - 17th April 2009

Middle Eastern Air Power  
23rd to 24th March 2009 - Oman

Defence Logistics Europe 2009  
24th to 26th March 2009 - Brusses, Belgium

Technology Training Corporation's Military Energy & Fuels Conference  
16th to 17th April 2009 - Alexandria, VA, USA

## 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	1,650	1,570	1,535	1,500	1,435	1,375	1,320	1,270	1,220
2. SKYSCRAPER	1,650	1,570	1,535	1,500	1,435	1,375	1,320	1,270	1,220
3. MID BANNER	1,240	1,180	1,155	1,125	1,080	1,035	990	955	920
4. MID MPU	1,240	1,180	1,155	1,125	1,080	1,035	990	955	920
<b>SOLUS</b>	<b>4,125</b>	<b>3,930</b>	<b>3,835</b>	<b>3,750</b>	<b>3,585</b>	<b>3,440</b>	<b>3,300</b>	<b>3,175</b>	<b>3,055</b>
5. INFORMATION PANEL	1,650	1,570	1,535	1,500	1,435	1,375	1,320	1,270	1,220
6. INFORMATION LINKS	255	255	255	255	255	255	255	255	255

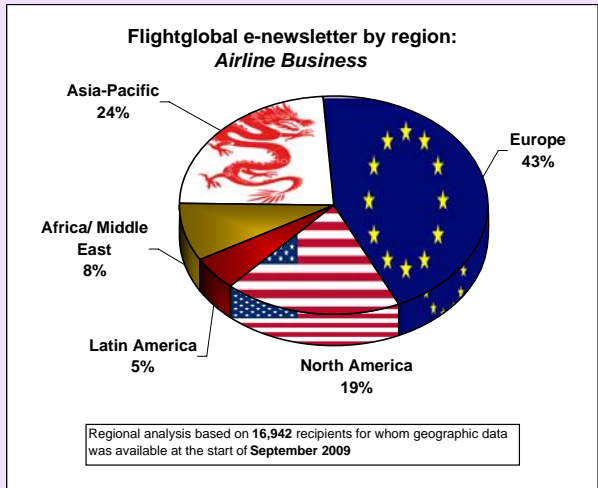
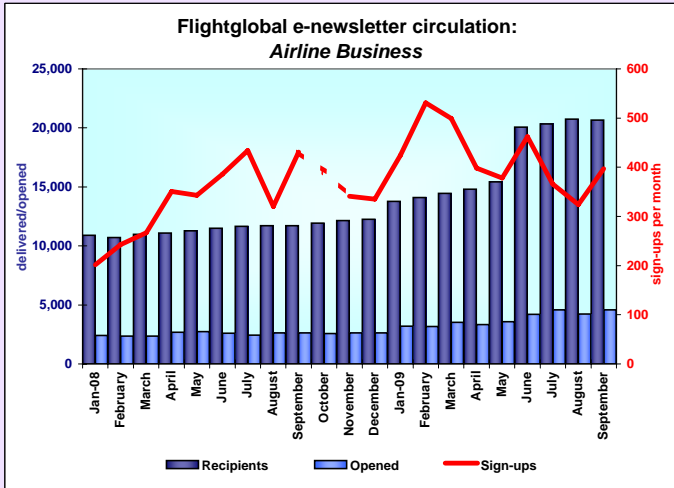
All advertisements are accepted subject to RBI's standard terms, visit: [www.reedbusiness.co.uk/adtermsandconditions](http://www.reedbusiness.co.uk/adtermsandconditions)

## Airline Business e-newsletter

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## AIRLINE BUSINESS

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	Key job status
Airline management/corporate	Manager/executive
Flight operations	Director/executive VP
Sales & marketing	Vice president
Engineering/aerospace	CEO/president/chairman
Analyst/consultant	MD/general manager
Finance	Analyst
Airline strategy/planning	Consultant
IT/systems	Pilot/captain

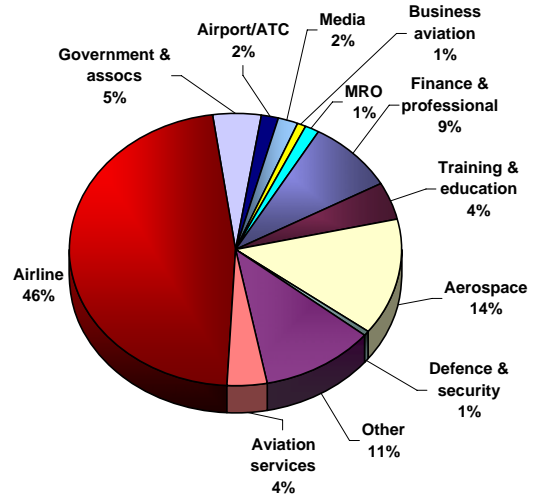
NOTE: This listing represents only a sample of the audience from that element of the circulation for which audited figures are available.

### Circulation by key organisations

Key recipient organisations	
Air France	Singapore Airlines
American Airlines	British Airways
Philippine Airlines	Air New Zealand
Emirates	Air Canada
Cathay Pacific	Delta Air Lines
Qantas Airways	Jet Airway India
Malaysia Airlines	Singapore Airlines
Continental Airlines	Ethiopian Airlines
Asiana Airlines	Turkish Airlines
Alitalia	China Airlines

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

### Airline Business e-newsletter by organisation type - Sep 2009



### e-newsletter monthly circulation data and annual averages

Year	Month	Recipients	Opened	CTOR %	Sign-ups	Pass alongs
2009	April	14,810	3,326	76%	398	134
2009	May	15,435	3,584	68%	378	181
2009	June	20,053	4,208	55%	462	124
2009	July	20,348	4,584	67%	366	164
2009	August	20,738	4,220	51%	324	149
2009	September	20,661	4,592	66%	397	186
<b>Apr-Sept-09 Uniques</b>		<b>21,127</b>	<b>9,170</b>	<b>51%</b>	<b>2,325</b>	
2007	average	9,480	1,926	31%	314	22
2008	average	11,491	2,559	70%	337	66
2009 YTD	average	17,152	3,823	66%	420	169

### 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 Airline Business e-newsletter will now be sent to 11,097 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.