

# Flightglobal e-newsletters: Business aviation

ANNUAL SCHEDULE 2010		
DATE	EDITION	SPECIALS
4-JAN	✓	
18-JAN	✓	
1-FEB	✓	
15-FEB	✓	
1-MAR	✓	
15-MAR	✓	
29-MAR	✓	
12-APR	✓	
26-APR	✓	
4-MAY	Special	EBACE: <i>Flight Evening News</i>
5-MAY	Special	EBACE: <i>Flight Evening News</i>
6-MAY	Special	EBACE: <i>Flight Evening News</i>
10-MAY	✓	
24-MAY	✓	
7-JUN	✓	
21-JUN	✓	
5-JUL	✓	
19-JUL	Special	Farnborough Airshow
26-JUL	Special	Oshkosh Air Venture (EAA)
27-JUL	Special	Oshkosh Air Venture (EAA)
28-JUL	Special	Oshkosh Air Venture (EAA)
2-AUG	✓	
16-AUG	✓	
30-AUG	✓	
13-SEP	✓	
27-SEP	✓	
11-OCT	✓	
20-OCT	Special	NBAA: <i>Flight Evening News</i>
21-OCT	Special	NBAA: <i>Flight Evening News</i>
22-OCT	Special	NBAA: <i>Flight Evening News</i>
25-OCT	✓	
8-NOV	✓	
22-NOV	✓	
6-DEC	✓	
7-DEC	Show news	MEBA
8-DEC	Show news	MEBA
9-DEC	Show news	MEBA
20-DEC	✓	

## Sales contact information

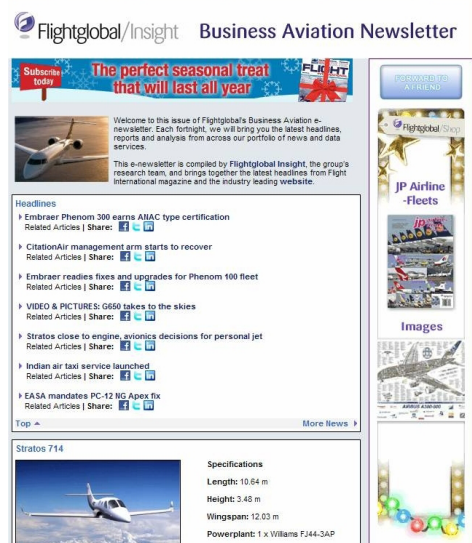
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Online ad production  
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enewsletters.copy@rbi.co.uk

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



## Content

*Business Aviation* is a broad-circulation e-newsletter emailed every two weeks to professionals in the business aviation 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:** 6,685 (January 2010)

**Frequency:** Fortnightly (Monday)

**Target Readership:** Business aviation operators, managers and service providers, alongside aircraft and other manufacturers.

**Source:** *Flight International* readership, premium data and online services, plus web sign-ups and promotion through *Flight Evening News*.

## 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.



www.flightglobal.com

# Rate card: EURO€

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

- 1. TOP BANNER:** Located at the top left, above the Editor's Comment.
- 2. SKYSCRAPER:** A vertical banner on the right side of the newsletter.
- 3. MID BANNER:** A horizontal banner located below the Editor's Comment and above the Information Panel.
- 4. MID MPU:** A horizontal banner located below the Information Panel and above the Information Links.
- 5. INFORMATION PANEL:** A large rectangular area on the left side, containing 'What's Hot' and 'Most Popular' sections.
- 6. INFORMATION LINKS:** A horizontal banner at the bottom left, containing a list of links.

## 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 – 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
<b>SOLUS</b>	<b>1,440</b>	<b>1,370</b>	<b>1,340</b>	<b>1,310</b>	<b>1,250</b>	<b>1,200</b>	<b>1,150</b>	<b>1,110</b>	<b>1,070</b>
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](http://www.reedbusiness.co.uk/adtermsandconditions)

## Business Aviation e-newsletter

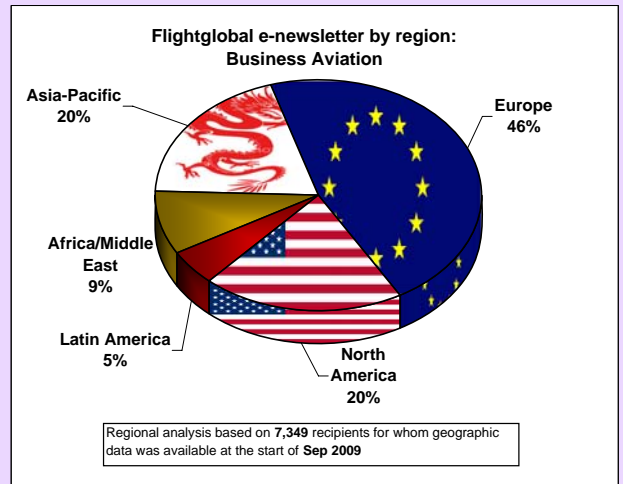
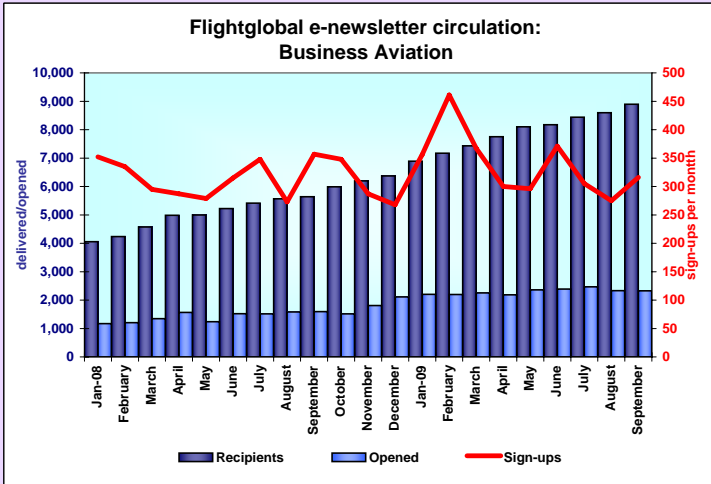
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For further information on this and other Flightglobal Insight e-newsletters including examples and sign-up information please visit the e-newsletters homepage at:

[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

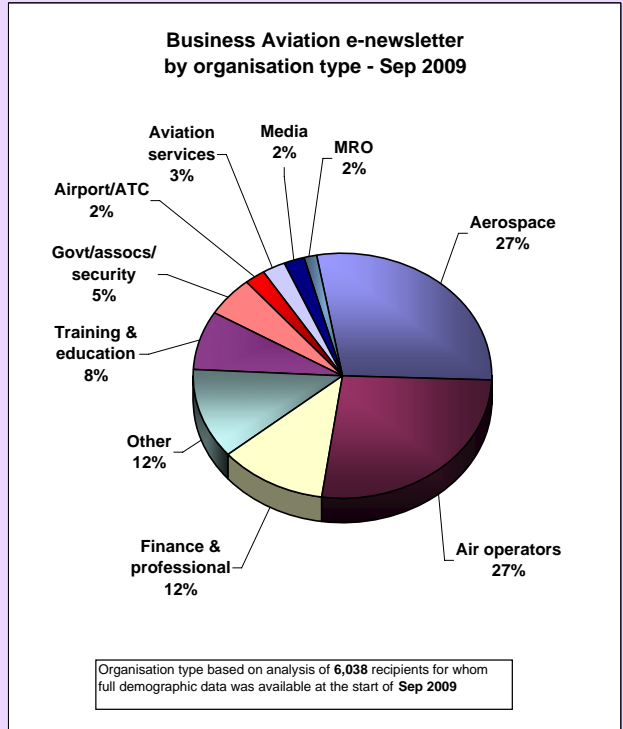
#### Key job functions

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

#### Key job status

Manager/executive  
CEO/president/chairman  
Vice president  
Aerospace engineer  
Director/executive VP  
Pilot/captain  
Student  
Consultant

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

Transport/foreign ministries	Airbus
Civil Aviation Authorities	Honeywell
Financial institutions	British Airways
BAE Systems	Netjets
Emirates	Hamilton Sundstrand
Boeing	Lufthansa Technik AG
Rolls Royce	AVMAX GROUP
Embraer	Eurocontrol
GE	FAA
Pratt & Whitney	Qatar Airways

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	7,751	2,187	53%	300	85
2009	May	8,100	2,359	51%	296	110
2009	June	8,176	2,388	49%	371	93
2009	July	8,442	2,470	63%	305	96
2009	August	8,595	2,333	53%	275	99
2009	September	8,895	2,325	63%	316	98
<b>Apr-Sep-09 Uniques</b>		<b>9,145</b>	<b>6,269</b>	<b>63%</b>	<b>1,863</b>	
<b>2008</b>	<b>average</b>	<b>5,271</b>	<b>1,515</b>	<b>50%</b>	<b>312</b>	<b>41</b>
<b>2009 YTD</b>	<b>average</b>	<b>7,939</b>	<b>2,302</b>	<b>60%</b>	<b>339</b>	<b>103</b>

### 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.

### 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 Business Aviation e-newsletter will now be sent to 6,685 active recipients.