

# Flightglobal e-newsletters: Defence

ANNUAL SCHEDULE 2010		
DATE	EDITION	SPECIALS
6-JAN	√	
20-JAN	√	
3-FEB	√	Singapore Airshow coverage
17-FEB	√	
3-MAR	√	
17-MAR	√	
31-MAR	√	
14-APR	√	
28-APR	√	
12-MAY	√	
26-MAY	√	
9-JUN	√	
23-JUN	√	
7-JUL	√	
21-JUL	√	Farnborough Airshow coverage
4-AUG	√	
18-AUG	√	
1-SEP	√	
15-SEP	√	
29-SEP	√	MRO Europe
13-OCT	√	
27-OCT	√	
10-NOV	√	
24-NOV	√	
8-DEC	√	
22-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 & conditions.

## Content

*Defence* is a broad-circulation e-newsletter from Flightglobal emailed every two weeks to professionals in the military 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:** 8,849 (January 2010)

**Frequency:** Fortnightly (Wednesday)

**Target Readership:** Defence forces, governmental procurement and intelligence agencies and military equipment manufacturers.

**Source:** *Flight International* readership, premium data and online services plus web and e-newsletter 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\$

**FLIGHT INTERNATIONAL** Flightglobal

**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**

**5. INFORMATION PANEL**

**4. MID MPU**

**3. MID BANNER**

**6. INFORMATION 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 – 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>3,840</b>	<b>3,750</b>	<b>3,590</b>	<b>3,440</b>	<b>3,300</b>	<b>3,170</b>	<b>3,060</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)

## Defence e-newsletter

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Reed Business Information  
Quadrant House, The Quadrant  
Sutton, Surrey SM2 5AS, UK  
Tel: +44 20 8652 8725  
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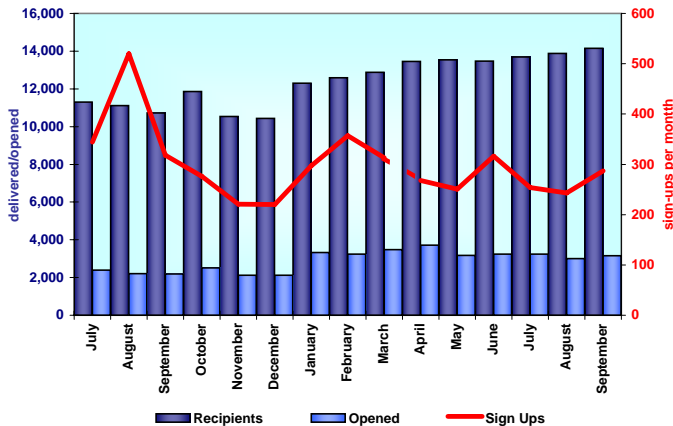
For further information on this and other Flightglobal Insight e-newsletters including examples and sign-up information please visit the e-newsletters homepage at:

[www.flightglobal.com/staticpages/emailnewsletters.htm](http://www.flightglobal.com/staticpages/emailnewsletters.htm)

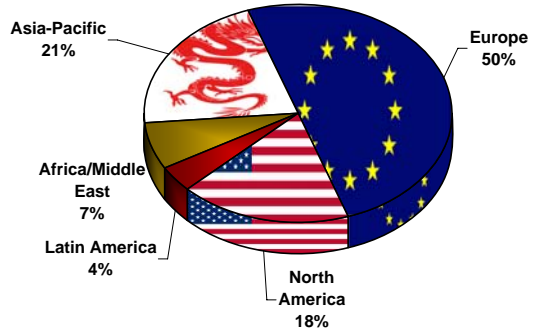
For rate card data, publishing schedules and other media enquiries please visit:

<http://www.flightglobal.com/mediapack/flightglobal-ewsletters/>

**Flightglobal e-newsletter circulation: Defence**



**Flightglobal e-newsletter by region: Defence**



Analysis based on 11,224 recipients for whom full demographic data was available at the start of September 2009

### Audience by key job area

**Key job functions**

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

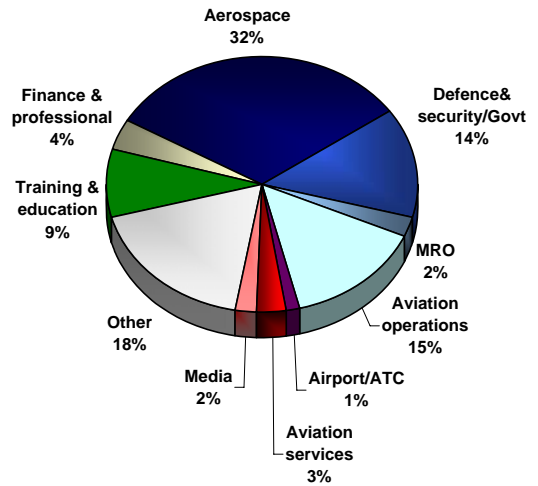
**Key job status**

Manager/executive  
CEO/president/chairman  
Vice president  
Pilot/captain  
Director/executive VP  
Aerospace engineer  
MD/general manager

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

*Military ranks are not included in this analysis*

### Defence e-newsletter audience by organisation type - Sep 2009



Organisation type based on analysis of 5,874 recipients for whom full demographic data was available at the start of Sep 2009

### Audience by key organisations

**Key recipient organisations**

Forces	Govt.	Colleges	Industry
Air forces	Defence ministries/agencies	Universities/colleges	Boeing
Navy/Coast Guard	Civil aviation agencies/ministries	Flying colleges/schools	Honeywell
Army/defence forces	Foreign ministries/embassies		Rolls-Royce
	General govt ministries/agencies		Pratt and Whitney
			GE
			Airbus
			Embraer
			EADS
			Thales
			Goodrich

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 audience data and annual averages

Year	Month	Recipients	Opened	CTOR %	Sign-ups	Pass alongs
2009	April	13,448	3,724	97%	268	347
2009	May	13,537	3,180	84%	251	221
2009	June	13,466	3,234	60%	316	138
2009	July	13,695	3,248	98%	254	155
2009	August	13,883	2,995	86%	243	162
2009	September	14,145	3,151	93%	287	133
<b>Apr-Sept-09</b>	<b>Uniques</b>	<b>16,298</b>	<b>9,579</b>	<b>63%</b>	<b>1,619</b>	
<b>2008</b>	<b>average</b>	<b>10,995</b>	<b>2,259</b>	<b>52%</b>	<b>317</b>	<b>82</b>
<b>2009 YTD</b>	<b>average</b>	<b>13,327</b>	<b>3,285</b>	<b>84%</b>	<b>287</b>	<b>211</b>

### 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 Defence e-newsletter will now be sent to 8,849 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.