

Flightglobal e-newsletters:

FLIGHT INTERNATIONAL

ANNUAL SCHEDULE 2010

DATE	SPECIAL REPORTS	DATE	SPECIAL REPORTS
05 JAN	FORECASTS	13 JUL	FARNBOROUGH SPECIAL
12 JAN	AIRLINE SAFETY	20 JUL	FARNBOROUGH FIRST NEWS, GA, EADS 10TH ANNIVERSARY, OSHKOSH PREVIEW
19 JAN	BAHRAIN AIRSHOW PREVIEW	27 JUL	FARNBOROUGH REPORT
26 JAN	SINGAPORE AIR SHOW PREVIEW & ISRAEL SPECIAL	03 AUG	HALF-YEAR AIRLINE SAFETY
02 FEB	BAHRAIN SHOW REPORT & TRAINING	10 AUG	ENVIRONMENT
09 FEB	SINGAPORE AIR SHOW REPORT	17 AUG	UNMANNED SYSTEMS, AIRLINER CENSUS, AUVSI PREVIEW
16 FEB	HELICOPTERS FEATURES & HELI EXPO PREVIEW	24 AUG	AEROSPACE TOP 100
23 FEB	ENVIRONMENT, MIDDLE EAST MRO	31 AUG	AUVSI REPORT
02 MAR	HELI EXPO REPORT & INDIA SPECIAL TBC	07 SEP	INTERIORS/IFE, AIRCRAFT INTERIORS USA/WAEA PREVIEW
09 MAR	COMMERCIAL ENGINES & BENELUX SPECIAL	14 SEP	MAINTENANCE SPECIAL REPORT
16 MAR	LATIN AMERICA DEFENCE & FIDAE PREVIEW	28 SEP	SWITZERLAND SPECIAL
23 MAR	MIDDLE EAST CAREERS SUPPLEMENT, WAD PART 1, DEFENCE PROCUREMENT REVIEW	05 OCT	COMMERCIAL ENGINES
30 MAR	WAD PART 2, FIDAE REPORT	12 OCT	BUSINESS AVIATION & NBAA PREVIEW
06 APR	WAD PART 3, EUROPEAN GA, AERO FRIEDRICHSHAFEN PREVIEW	19 OCT	NBAA FIRST NEWS, BELL KIOWA CUTAWAY & AUSA PREVIEW
20 APR	AERO FRIEDRICHSHAFEN REPORT, MRO AMERICAS	26 OCT	NBAA REPORT, AIRLINER PROGRAMMES - MAINLINERS
27 APR	BUSINESS AVIATION SPECIAL & EBACE PREVIEW	02 NOV	AIRLINER PROGRAMMES - REGIONALS
04 MAY	EBACE FIRST NEWS, BIZAV CAREERS, INTERIORS	09 NOV	AIR SHOW CHINA PREVIEW, TRAINING
11 MAY	EBACE REPORT	16 NOV	ITALY SPECIAL
18 MAY	ENVIRONMENT	23 NOV	AIR SHOW CHINA REPORT, ENVIRONMENT
25 MAY	FLORIDA TBC	30 NOV	MIDDLE EAST BUSINESS AVIATION, MEBA PREVIEW
01 JUN	GERMAN SPECIAL & ILA PREVIEW	07 DEC	MAINTENANCE SPECIAL REPORT (MIDDLE EAST & AFRICA)
08 JUN	ILA SHOW COVERAGE	14 DEC	WORLD AIR FORCES, MEBA REPORT
15 JUN	ILA REPORT	21 DEC	FESTIVE SPECIAL
29 JUN	TRAINING		



Audience

Active respondents:
19,406 (January 2010)

Frequency: Weekly (the next Wednesday after the print edition)

Source: Subscribers of Flight International magazine who have indicated that they wish to receive e-mails, 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 week.



Description

For more than 100 years, Flight International has covered the major developments in aviation, from the early pioneers through to today's complex, multinational airliner and military programmes.

With a readership of industry professionals around the world, the magazine is the respected authority on all things aerospace, reporting on technology and manufacturing, business and finance and operations and safety.

The e-newsletter is used by regular magazine readers as a guide to what they can see in the weekly issue, but also by other professionals who wish to access the weekly headlines online via links to the group's www.flightglobal.com web portal.

The magazine's multi-sector coverage spans air transport, defence, business & general aviation and spaceflight. The magazine is also famous for its aircraft cutaway drawings, flight tests and authoritative market analysis.

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.

Rate card: EURO€

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.

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	1,150	1,095	1,070	1,045	1,000	960	920	885	850
2. SKYSCRAPER	1,150	1,095	1,070	1,045	1,000	960	920	885	850
3. MID BANNER	860	820	800	780	750	715	690	660	635
4. MID MPU	860	820	800	780	750	715	690	660	635
SOLUS	2,875	2,740	2,670	2,610	2,500	2,400	2,300	2,210	2,130
5. INFORMATION PANEL	1,150	1,095	1,070	1,045	1,000	960	920	885	850
6. INFORMATION LINKS	185	185	185	185	185	185	185	185	185

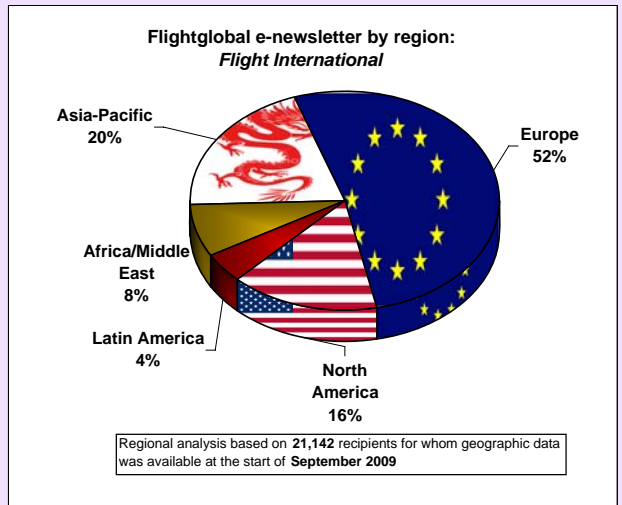
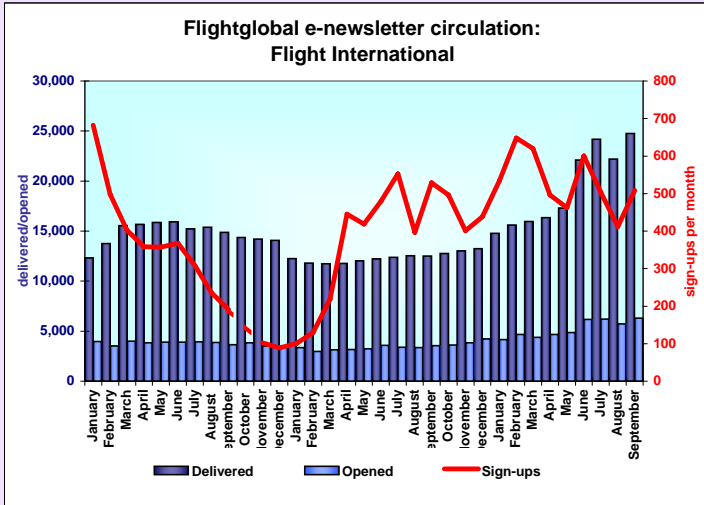
All advertisements are accepted subject to RBI's standard terms, visit: www.reedbusiness.co.uk/adtermsandconditions

Flight International e-newsletter

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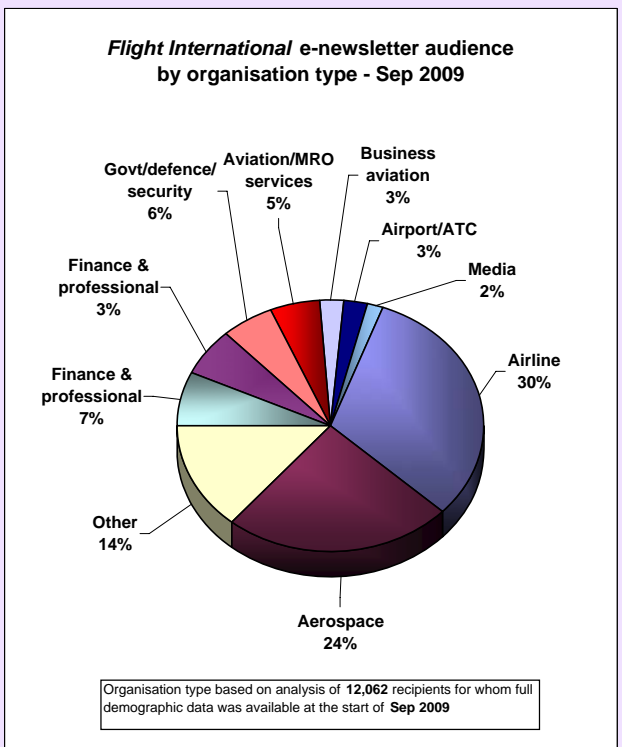
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www.flightglobal.com/staticpages/emailnewsletters.htm
For rate card data, publishing schedules and other media enquiries please visit:
<http://www.flightglobal.com/mediapack/flightglobal-e-newsletters/>



Audience by key job function/status

Key job functions	Key job status
Flight operations	Manager/executive
Airline management/corporate	Vice president
Sales & marketing	Director/executive VP
Engineering/aerospace	Aerospace engineer
Analyst/consultant	Consultant
Finance	Aircraft engineer
Engineering/MRO	Pilot/captain
Airline strategy/planning	Analyst

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



Audience by key organisations

Key recipient organisations	
Emirates	GE
Air France/KLM	Embraer
BAE Systems	Thales
Boeing	Qatar Airways
Lufthansa	EADS
Honeywell	Malaysia Airlines
Singapore Airlines	China Airlines
British Airways	Cathay Pacific Airways
Pratt & Whitney	Air Canada
Rolls-Royce	Bombardier

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	Delivered	Opened	CTOR %	Sign-ups	Pass alongs
2009	April	16,348	4,655	119%	543	496
2009	May	17,300	4,853	108%	364	462
2009	June	22,093	6,177	105%	434	600
2009	July	24,191	6,200	104%	274	503
2009	August	22,202	5,723	114%	288	412
2009	September	24,743	6,289	92%	292	508
Apr-Sept-09 Uniques		25,546	16,655	73%	2,195	
2007	average	14,762	3,788	54%	123	311
2008	average	12,356	3,454	97%	135	384
2009 YTD	average	19,246	5,238	110%	329	531

NOTES & DEFINITIONS

Delivered = 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 Flight International e-newsletter will now be sent to 19,406 active recipients.