

Flightglobal e-newsletters: Network planning

ANNUAL SCHEDULE 2010		
DATE	EDITION	SPECIALS
7-JAN	✓	
21-JAN	✓	
4-FEB	✓	Singapore Airshow coverage
18-FEB	✓	
4-MAR	✓	
18-MAR	✓	
1-APR	✓	
15-APR	✓	
29-APR	✓	
13-MAY	✓	
27-MAY	✓	
10-JUN	✓	
24-JUN	✓	
8-JUL	✓	
22-JUL	✓	Farnborough Airshow coverage
5-AUG	✓	
19-AUG	✓	
2-SEP	✓	
16-SEP	✓	
20-SEP	Special	Routes (Vancouver)
21-SEP	Special	Routes (Vancouver)
22-SEP	Special	Routes (Vancouver)
30-SEP	✓	
14-OCT	✓	
28-OCT	✓	
11-NOV	✓	
25-NOV	✓	
9-DEC	✓	
23-DEC	✓	

Sales contact information

Worldwide

Teresa Cunnett +44 (20) 8652 4765
teresa.cunnett@flightglobal.com

North America

Steven Kulikowski +1 630 288 8034
steven.kulikowski@flightglobal.com

Asia-Pacific

Cory Mathews +65 6780 4315
cory.mathews@flightglobal.com

Online ad production

James Leakey +44 (20) 8652 8158
enewsletters.copy@rbi.co.uk

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

Network planning newsletter

Flightglobal/Insight



Content

Network Planning is a broad-circulation e-newsletter from Flightglobal emailed every two weeks to professionals in the route development 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: 5,705 (January 2010)

Frequency: Fortnightly (Thursday)

Target Readership: Airline network planning and strategy departments and airport aviation directors and destination marketing.

Source: *Airline Business* readership, premium data and online services plus conference delegates and 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.



Flightglobal

www.flightglobal.com

Rate card: usd\$

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

- 1. TOP BANNER:** Located at the top left, above the Editor's Comment.
- 2. SKYSCRAPER:** A vertical red bar on the right side of the newsletter.
- 3. MID BANNER:** A horizontal red bar in the middle section.
- 4. MID MPU:** A horizontal red bar below the middle section.
- 5. INFORMATION PANEL:** A large orange box at the bottom left.
- 6. INFORMATION LINKS:** A smaller orange box at the bottom right.

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 – 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
SOLUS	2,065	1,965	1,915	1,880	1,800	1,715	1,650	1,585	1,535
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

Network Planning e-newsletter

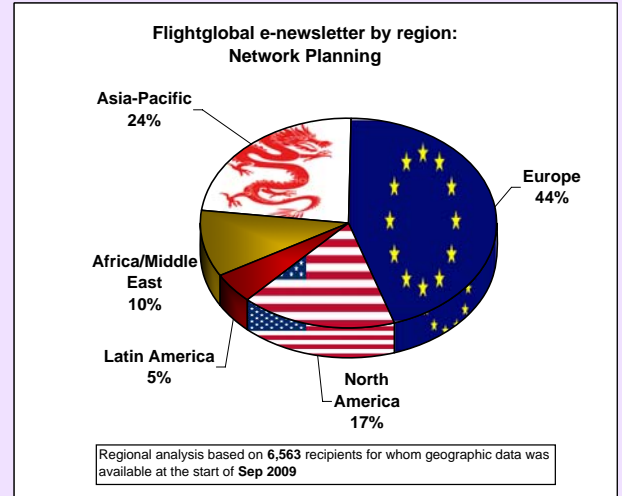
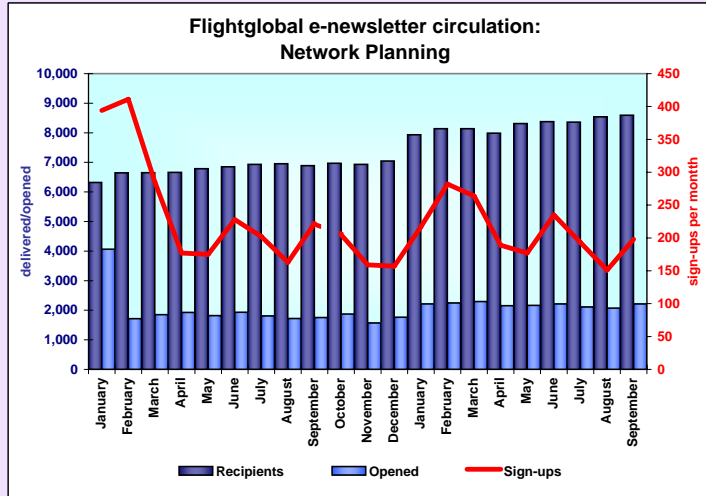
Published by Flightglobal Insight, the research unit of Flightglobal:
Flightglobal Insight
Reed Business Information
Quadrant House, The Quadrant
Sutton, Surrey SM2 5AS, UK
Tel: +44 20 8652 8725
e-mail: insight@flightglobal.com

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

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

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



Audience by key job function/status

Key job functions

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

Key job status

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

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

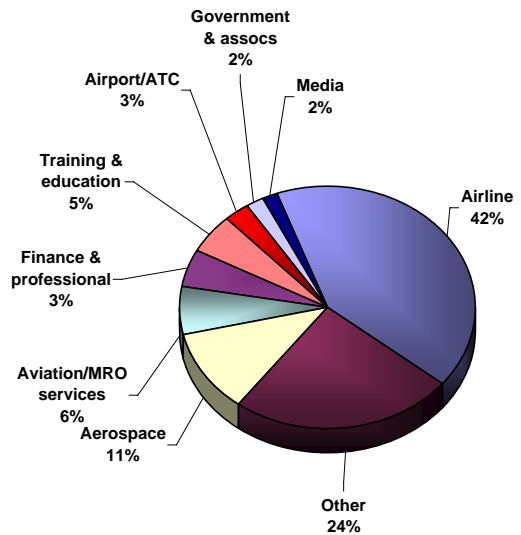
Audience by key organisations

Key recipient organisations

Emirates	Finnair
Lufthansa	Qantas Airways
Air France/KLM	Qatar Airways
British Airways	Delta Air Lines
Cathay Pacific Airways	Virgin Atlantic
Iberia	Air New Zealand
Malaysian Airlines	Air Canada
Singapore Airlines	Continental Airlines
American Airlines	United Airlines
Jet Airways	Austrian Airlines

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

Network Planning e-newsletter audience by organisation type - Sep 2009



e-newsletter monthly audience data and annual averages

Year	Month	Recipients	Opened	CTOR %	Sign-ups	Pass alongs
2009	April	7,986	2,155	72%	189	120
2009	May	8,313	2,162	77%	177	115
2009	June	8,374	2,211	80%	235	98
2009	July	8,359	2,110	61%	193	61
2009	August	8,541	2,073	66%	151	74
2009	September	8,595	2,212	61%	198	48
Apr-Sept-09 Uniques		9,510	6,179	68%	1,143	
2007 average		4,971	1,280	52%	308	18
2008 average		6,803	1,982	62%	232	39
2009 YTD average		8,264	2,186	71%	212	84

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 Network Planning e-newsletter will now be sent to 5,705 active recipients.

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.