

Flightglobal e-newsletters: Unmanned

ANNUAL SCHEDULE 2010		
DATE	EDITION	SPECIALS
11-JAN	✓	
25-JAN	✓	
8-FEB	✓	
22-FEB	✓	
8-MAR	✓	
22-MAR	✓	
5-APR	✓	
19-APR	✓	
3-MAY	✓	
17-MAY	✓	
31-MAY	✓	
14-JUN	✓	
28-JUN	✓	
12-JUL	✓	
19-JUL	Special	Farnborough Airshow coverage
26-JUL	✓	
9-AUG	✓	
23-AUG	✓	
24-AUG	Special	AUVSI : Flight Daily News
25-AUG	Special	AUVSI : Flight Daily News
26-AUG	Special	AUVSI : Flight Daily News
27-AUG	Special	AUVSI : Flight Daily News
6-SEP	✓	
20-SEP	✓	
4-OCT	✓	
18-OCT	✓	
1-NOV	✓	
15-NOV	✓	
29-NOV	✓	

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 and conditions.

Content

Unmanned is a free newsletter from Flightglobal emailed every two weeks to professionals in the UAV 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. *Unmanned* is circulated in co-operation with the Association for Unmanned Vehicle Systems International (AUVSI).

Audience

Active respondents: 10,394 (January 2010)
plus separate mailing of >4,000 to AUVSI membership

Frequency: Fortnightly (Monday)

Target Readership: Airframe and systems manufacturers, procurement agencies, military and civil end users.

Source: Web sign-ups, AUVSI mailing and *Flight International* readership.

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: EURO€

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	860	820	800	780	750	715	690	660	635
2. SKYSCRAPER	860	820	800	780	750	715	690	660	635
3. MID BANNER	690	655	640	625	600	575	550	530	510
4. MID MPU	690	655	640	625	600	575	550	530	510
SOLUS	2,185	2,080	2,030	1,990	1,900	1,820	1,750	1,680	1,620
5. INFORMATION PANEL	860	820	800	780	750	715	690	660	635
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

Unmanned e-newsletter

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

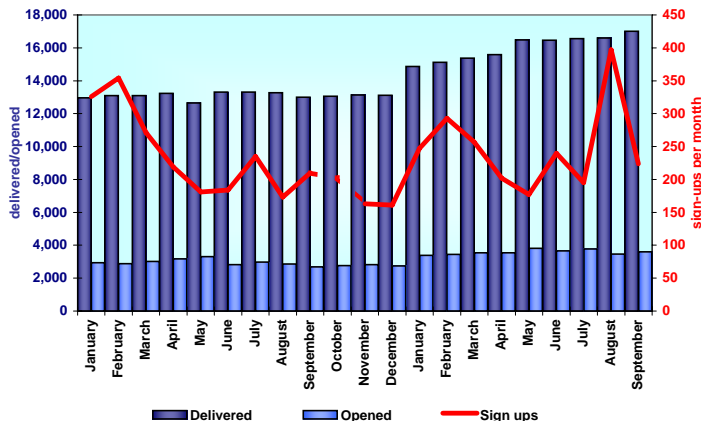
For further information on this and other Flightglobal Insight e-newsletters including examples and sign-up information please visit the e-newsletters homepage at:

www.flightglobal.com/staticpages/emailnewsletters.htm

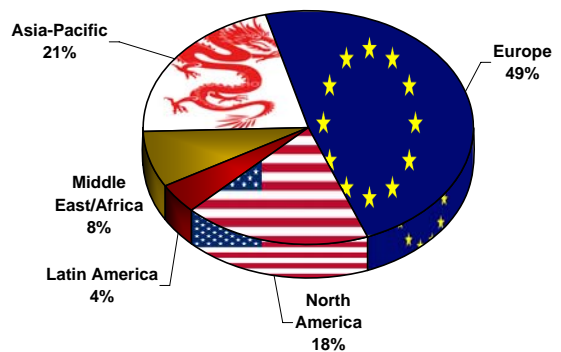
For rate card data, publishing schedules and other media enquiries please visit:

<http://www.flightglobal.com/mediapack/flightglobal-e-newsletters/>

Flightglobal e-newsletter circulation: Unmanned



Flightglobal e-newsletter by region: Unmanned



Regional analysis based on 13,416 recipients for whom geographic data was available at the start of September 2009

Audience by key job functions/status

Key job functions

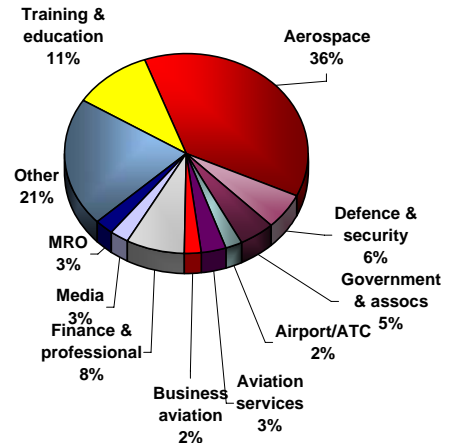
Engineering/aerospace
Flight operations
Analyst/consultant
Engineering/MRO
Command & Control
Research & development
Education/training

Key job status

Manager/executive
CEO/president/chairman
Vice president
Officer/commander
Pilot/captain
Colonel/commandant
Aerospace engineer

NOTE: This listing represents only a sample of the Flight element of the audience for which demographics are available. Additional recipients are e-mailed separately under an arrangement with AUVSI

Flightglobal e-newsletter by organisation type: Unmanned



Organisation type based on analysis of 5,507 recipients for whom full demographic data was available at Sep 2009

In addition, the Flight Unmanned e-newsletter is distributed to c.4,000 members of the AUVSI association. For details of membership visit: www.auvsi.org

Audience by key organisations

Key recipient organisations

University/college	GE
Ministries of defence/civil aviation	Honeywell
BAE Systems	Embraer
Boeing	Thales
Air forces	EADS
Rolls-Royce	Army
Civil Aviation Authorities	Bombardier
Pratt & Whitney	ST Aerospace
Airbus	Northrop Grumman

NOTE: This listing represents only a sample of the Flight element of the audience for which demographics are available. Additional recipients are e-mailed separately under an arrangement with AUVSI

e-newsletter monthly audience data and annual averages

Year	Month	Delivered	Opened	CTOR %	Sign-ups	Pass alongs
2009	April	15,596	3,549	73%	202	440
2009	May	16,482	3,805	66%	177	339
2009	June	16,466	3,658	68%	240	299
2009	July	16,551	3,775	79%	195	132
2009	August	16,592	3,470	58%	397	116
2009	September	17,009	3,600	58%	224	106
Apr-Sept-09	Uniques	18,182	10,046	53%	1,435	
2007	average	13,426	3,102	31%	306	50
2008	average	13,100	2,914	60%	223	76
2009 YTD	average	16,008	3,583	66%	248	200

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 Unmanned e-newsletter will now be sent to 10,394 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.