

AIRLINES

INTERNATIONAL



THE OFFICIAL MAGAZINE
OF THE INTERNATIONAL
AIR TRANSPORT
ASSOCIATION (IATA)

IATA STRATEGIC PARTNER SPECIAL A GUIDE TO AVIATION INDUSTRY SUPPLIERS MEDIA INFORMATION 2017





MEDIA INFORMATION

IATA STRATEGIC PARTNER SPECIAL

The February-March 2017 issue of *Airlines International* sees the return of the IATA Strategic Partner Special.

This publication provides aviation industry decision-makers with insight into managing effective procurement processes and supply chains as well as a comprehensive overview of the leading suppliers to the industry – IATA Strategic Partners. 2015 marked 25 years of successful strategic partnerships for IATA – there is no better time to make the most of the opportunities available in the guide.

All IATA Strategic Partners receive a standard listing in the publication as an inclusive part of their Strategic Partner package, but there are many ways of enhancing your presence and engaging further with *Airlines International's* C-Suite readership.

Promotional opportunities include:

- Headline sponsorship of the guide
- Display advertising pages
- Participation in a supplier Question & Answer feature – submit a 300-word response to a question posed by *Airlines International*
- Double Page Spread (DPS) profiles - a left hand page advertisement and right hand page company and product information
- Case studies – two page articles authored by your organisation on how you have delivered an effective solution for a customer or range of customers
- Enhanced listings – a larger, bolder, more colourful and more detailed profile of your company and products and services in the Strategic Partner listings

- Product/service category sponsorship – i.e. cargo or engines. Be the most prominent organisation in your sector
- Inside/outside back gate fold cover – four advertising pages

Why enhance your presence in the guide?

- Stand out from your competitors to raise your profile and win more business
- Benefit from year-long promotion given its annual frequency, the regular reference nature of the publication and its distribution throughout 2017
- Use the case study option to showcase proven successes for other customers/airlines

Key information

- Distribution
 - 9,000 copies mailed with the February-March 2017 issue of *Airlines International*
 - 1,500 copies distributed at major IATA events throughout 2017
 - Available via the *Airlines International* app and website www.airlines.iata.org
- Shelf-life
 - Minimum of a year
- Booking deadlines
 - Advertising – 22 December 2016
 - Content submissions (profiles etc.) – 11 December 2016

RATE CARD

Advertising	Rate
Headline sponsorship (+gate fold)	£9,500 (£12,500)
Inside/outside back gate fold cover	£7,950
DPS profile	£4,950
Display advertising page	£3,450
Question & Answer response	£1,950
Case studies (DPS size)	£4,950
Product/service category sponsorship	£1,950
Enhanced listing	£950

SPECS - Distinctive A5 size

Full page	Size
Bleed	216mm high x 154mm wide
Trim	210mm high x 148mm wide
Type	190mm high x 128mm wide
DPS	Size
Bleed	216mm high x 308mm wide
Trim	210mm high x 296mm wide
Type	190mm high x 276mm wide

Please note: Publication is A5 and perfect bound

- Full Page ad – please leave 6mm margin on all four sides.
- DPS ad – please leave 6mm clear in the centre for gutter loss

Graphics

- Logos (.EPS file or JPEG), images or infographics need to be high-resolution (300dpi) and supplied in (RGB or CMYK) format
- Enhanced listings: Please note that pics/logos need to fit in a space 37mm x 37mm.



MEDIA INFORMATION

IATA STRATEGIC PARTNER SPECIAL

Package details

Headline sponsorship - £9,500

- Company or product logo on front cover
- Inside front cover double page spread advertisement
- 250-word foreword to the publication following the IATA director general's opening comment
- Sponsorship of a product category of your choice
- +£,3,000 (£12,500) to include a gate fold cover (providing two extra advertising pages incorporating a triple page width space)

DPS profiles - £4,950

- Left-hand page advertisement
- Right-hand page profile page submitted to the following template:
 - Company name
 - Contact details
 - Key personnel
 - Year established
 - Number of staff
 - Annual turnover (US\$)
 - New business contact
 - Clients
 - Product/service range
 - Why work with us? 200 words on what makes you special

Case studies - £4,950

A double page spread article detailing the challenge your client faced, the solution you delivered and its outcome. *Airlines International* can assist you with authoring this content and will design the article.

Question & Answer feature (maximum of five responses available) - £1,950

Airlines International will pose a question in this feature that will appear within the first 16 pages of the guide and suppliers can compose a response. Content included is:

- Photo, name, job title and contact details of your author/spokesperson
- 250-word response to the question

The question will be along the lines of: Airline industry profitability is on the up again. What developments can airlines make and how can they innovate to sustain and build their businesses?

Product/service category sponsorship - £1,950

Be the first company to appear in your product or service category and benefit from the largest and highest profile in your category type – stand out from your competitors.

- Max 200 words

Enhanced listing - £950

All IATA Strategic Partners receive a basic listing in their product/service category type, which will include company name and website address only. For a modest investment of £950, you can boost your profile to include:

- A box four times the size of a standard listing
- Company logo or a photo
- Additional contact details – telephone number, contact name & email address
- 50 words on your products and services

For further information or to book your advertisement, please contact:

Nigel Collard, Business Development Manager, *Airlines International*

Telephone: +44 (0) 20 7324 2763

Email: nigel.collard@redactive.co.uk

