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Airlines. is the official magazine of IATA – the trade association for the world’s airlines.

IATA’s mission is to ‘represent, lead and serve the airline industry’. It has some 290 member airlines that represent 82% of total air traffic.

Airlines. is IATA’s principal means of communicating with senior management and key stakeholders in its member airlines. It is the authoritative voice of the international air transport industry, respected by its 24,000 plus readers. It informs and influences airline management, industry associates and government officials on the latest trends, analysis and developments in the airline industry, as well as IATA’s policies, projects and services.

Every day about 104,000 flights bring people and goods to their destination. Each day some US$17.5bn of goods travel by air – 35% of all world trade, by value.

The multimedia magazine is published bi-monthly and is distributed in print to its 8,000 global circulation by airmail. It is also available via the dedicated Airlines. website: www.airlines.iata.org.
Readership

Print circulation: **8,000**
PLUS BONUS DISTRIBUTION AT AIRLINE INDUSTRY AND IATA EVENTS

**e-newsletter:**
**15,000+**
PER EDITION

**Website:**
**14,000**
USERS PER MONTH AND GROWING

**27,296**
PAGE VIEWS PER MONTH

READERS BY REGION
- **AFRICA**: 9%
- **EUROPE**: 29%
- **LATAM**: 9%
- **NORTH AMERICA**: 9%
- **ASIA**: 26%
- **OCEANIA**: 3%

READERS BY JOB TITLE
- **P & CEOS**: 25%
- **D-GS & S-GS**: 2%
- **GMS**: 9%
- **MANAGERS**: 13%
- **SVPS, EVPS & VPS**: 13%
- **COOS & OPS DIRS**: 6%
- **DIRECTORS**: 23%
- **GOVT. MINISTERS**: 5%
- **CFOS & FDS**: 4%

**2,729,600** PAGE VIEWS PER MONTH

Readers by region:
- **AFRICA**: 9%
- **NORTH AMERICA**: 9%
- **3% others**
Airlines. C-suite executive readers are responsible for an industry with an annual turnover of $834 billion. They are responsible for expenditure of similar proportions (Source: IATA).

Airlines. offers suppliers to the airline industry an opportunity to influence decisions on how and where budgets are spent and with which organisations.

The airline industry supports the livelihoods of 63 million people and $2.7 trillion in economic activity.

In supporting this activity, Airlines. readers are required to procure, among other products/services:

- Airport slots
- Fuel
- Aircraft and aircraft technology
- In-flight entertainment systems and services
- Software solutions
- Ground handling services
- Ticketing and distribution services
- Training
- Crew management
- Information systems
- Financial and business services

In addition, Airlines. readers are high net worth individuals with large disposable incomes to be spent on: luxury goods, financial services, vehicles and a wealth of other consumer products and services.

### Advertising rates

**PRINT MAGAZINE**

<table>
<thead>
<tr>
<th>Size and position</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>IFC DPS</td>
<td>£9,950</td>
<td>£9,550</td>
<td>£8,950</td>
</tr>
<tr>
<td>IFC</td>
<td>£6,235</td>
<td>£5,925</td>
<td>£5,605</td>
</tr>
<tr>
<td>DPS</td>
<td>£8,950</td>
<td>£8,500</td>
<td>£8,055</td>
</tr>
<tr>
<td>Full page</td>
<td>£4,985</td>
<td>£4,735</td>
<td>£4,485</td>
</tr>
<tr>
<td>IBC</td>
<td>£5,485</td>
<td>£5,215</td>
<td>£4,935</td>
</tr>
<tr>
<td>OBC</td>
<td>£6,235</td>
<td>£5,925</td>
<td>£5,605</td>
</tr>
<tr>
<td>Half page</td>
<td>£2,995</td>
<td>£2,795</td>
<td>£2,595</td>
</tr>
<tr>
<td>Quarter page</td>
<td>£1,795</td>
<td>£1,595</td>
<td>£1,395</td>
</tr>
<tr>
<td>Quarter page strip (editorial page)</td>
<td>£2,995</td>
<td>£2,795</td>
<td>£2,595</td>
</tr>
</tbody>
</table>

### Insert rates

<table>
<thead>
<tr>
<th>Size</th>
<th>Price for up to 10 grams</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full run (per thousand)</td>
<td>£350.00</td>
</tr>
<tr>
<td>Segmented run (per thousand)</td>
<td>£500.00</td>
</tr>
</tbody>
</table>

In order to be eligible for the series booking discounts, advertisements must be booked in advance and cannot be subsequently cancelled. For advertorial, please add 10% to each rate.

### Additional opportunities

- Gatefold: POA
- Bellyband: POA
- Place marker: POA
- Tip-on: POA

### 2019 advertising dates (subject to change)

<table>
<thead>
<tr>
<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Booking deadline</td>
<td>30 Jan</td>
<td>21 Mar</td>
<td>1 May</td>
<td>6 Aug</td>
<td>19 Sep</td>
<td>13 Nov</td>
</tr>
<tr>
<td>Publication date</td>
<td>22 Feb</td>
<td>15 Apr</td>
<td>28 May</td>
<td>30 Aug</td>
<td>11 Oct</td>
<td>06 Dec</td>
</tr>
</tbody>
</table>

### Key features

- Security
- Airport design
- IATA ground on Africa
- Brexit
- Legal
- Taxation
- Revenue streams
- in-flight exp
- Cargo
- Gender equality
- Fuel strategy
- Evo assessment
- North Asia
- Air traffic
- Safety
- Blockchain
- Europe
- Nexxt
- Crisis com
- Regulation
- Noise
- Retail
- Economics
- HR
- Drones
- Data models
- 75 years
In 2019, issue 2 of Airlines sees the return of the IATA Strategic Partner Special for the fifth year in a row.

This essential 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.

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 even further with the Airlines C-Suite readership.

### RATE CARD

<table>
<thead>
<tr>
<th>Advertising</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Headline sponsorship (+gate fold = 3 pages)</td>
<td>£9,500</td>
</tr>
<tr>
<td>Inside outside back gate fold cover</td>
<td>£7,950</td>
</tr>
<tr>
<td>DPS profile</td>
<td>£4,950</td>
</tr>
<tr>
<td>Display advertising page</td>
<td>£3,450</td>
</tr>
<tr>
<td>Question &amp; Answer response</td>
<td>£1,950</td>
</tr>
<tr>
<td>Case studies (DPS size)</td>
<td>£4,950</td>
</tr>
<tr>
<td>Product/service category sponsorship</td>
<td>£1,950</td>
</tr>
<tr>
<td>Enhanced listing</td>
<td>£950</td>
</tr>
</tbody>
</table>
Event dailies

IATA conferences provide organisations active in air transport with an arena for insight, discussion and cooperation on new technologies and industry-related issues.

Advertising in an Airlines Daily will enable you to reach highly engaged audiences whilst providing a unique platform to showcase your products and services.

Throughout the year these publications will give you the opportunity to raise your profile with delegates and position your brand as a thought leader at each event.

<table>
<thead>
<tr>
<th>Date</th>
<th>Title</th>
<th>No. of attendees</th>
<th>No. of daily editions</th>
</tr>
</thead>
<tbody>
<tr>
<td>28 Feb</td>
<td>AVSEC World</td>
<td>Over 400</td>
<td>2</td>
</tr>
<tr>
<td>08 Mar</td>
<td>Legal Symposium</td>
<td>Over 400</td>
<td>2</td>
</tr>
<tr>
<td>29 May</td>
<td>International Ground Handling Conference (IGHC)</td>
<td>Over 800</td>
<td>3</td>
</tr>
<tr>
<td>26 Sept</td>
<td>World Financial Symposium (WFS)</td>
<td>Over 750</td>
<td>2</td>
</tr>
<tr>
<td>17 Oct</td>
<td>Global Airport and Passanger Symposium (GAPS)</td>
<td>Over 400</td>
<td>3</td>
</tr>
<tr>
<td>31 Oct</td>
<td>Airline Industry Retail Symposium (AIR)</td>
<td>Over 750</td>
<td>3</td>
</tr>
</tbody>
</table>

*DAILIES - DAY RATEs

<table>
<thead>
<tr>
<th>Pricing</th>
<th>Day rate*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display advertising page – in each edition</td>
<td>£750</td>
</tr>
<tr>
<td>Cover position advertising page – either inside front cover or outside back</td>
<td>£1,125</td>
</tr>
<tr>
<td>Headline sponsor package – includes company logo on the front cover, editorial column each day (200 word plus photo) and the inside front cover or outside back cover advertisement each day</td>
<td>£1,650</td>
</tr>
</tbody>
</table>

*Please note that advertisement bookings are only accepted for all two or three days' editions at each event so please multiply the above rate by two or three for the rate for each event.
IATA’s annual review is a complete report on the successes, issues and state of commercial air transport. It is released each year for IATA’s Annual General Meeting taking place early June.

In association with IATA, Airlines will be publishing the 2019 annual review and offer the opportunity to become the sole sponsor of the publication.

The annual review will be distributed to the full Airlines database in print and to IATA’s contacts, as well as having significant presence at the AGM in June. The AGM attracts over 800 representatives from IATA’s member airlines.

**What does sole sponsorship include?**

- Logo on cover, named as key sponsor – print and digital versions
- Early DPS
- Foreword – 250 words on why you are proud to support the AGM, showing awareness of industry issues and displaying thought leadership
- Billing as sponsor on the Annual Review page of IATA website (530,000 visitors per month, plus 2.2 million page views)
- Billing on communications to the industry that are issued announcing its release
- Global mail out (8,000 copies) with Airlines magazine (Issue 3/AGM – 2019)
- Bonus distribution – IATA AGM: **Total delegates:** 800+
  **Guaranteed:** Every airline CEO receives a personal copy
- Complimentary copies

**Cost:** POA
The new look Airlines website provides aviation industry professionals and stakeholders with editorial from IATA's flagship magazine, as well as exclusive digital content.

Suppliers in the aviation industry are able to obtain profile via:
- Digital display advertising – MPU, leaderboard and billboard positions
- A Knowledge Center offering readers downloads of your reports and white papers providing you with thought-leadership positioning and lead generation
- Webinars
- Sponsored blogs/native advertising

Benefits:
- Thought leadership
- Awareness/profile
- Lead generation
- Traffic driving – targeted traffic

RATES

Monthly display rates

<table>
<thead>
<tr>
<th>Display</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard (970 x 250 pixels)</td>
<td>£1,750</td>
</tr>
<tr>
<td>Leaderboard (728 x 90 pixels)</td>
<td>£1,250</td>
</tr>
<tr>
<td>MPU (300 x 250 pixels)</td>
<td>£900</td>
</tr>
</tbody>
</table>

Content hosting

<table>
<thead>
<tr>
<th>Display</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsored content panel (home page) and single report hosted in Knowledge Center</td>
<td>£1,500</td>
</tr>
<tr>
<td>Sponsored content panel (home page) and single report hosted in Knowledge Center</td>
<td>£1,250</td>
</tr>
<tr>
<td>Sponsored blog (250 words and headshot) x2</td>
<td>£750</td>
</tr>
</tbody>
</table>

14,000 USERS PER MONTH AND GROWING
27,296 PAGE VIEWS PER MONTH
16,813 SESSIONS PER MONTH
E-newsletter & solus

Airlines. is IATA’s flagship magazine e-newsletter, delivered to an opted-in IATA/Airlines. e-mail database of more than 15,000 airline industry professionals. The e-newsletter is produced fortnightly and more frequently around major industry events.

The e-newsletter is mobile optimised to ensure content and advertisements render correctly regardless of the device it is read on.

Benefits:
Showcasing the latest online-only features, along with news and updates from IATA, the e-newsletter allows you to advertise via either high profile display MPUs or integrated text/native adverts, both of which will drive traffic to your website or to your sponsored and downloadable content on the Airlines. website.

E-NEWSLETTER RATES

<table>
<thead>
<tr>
<th>Option</th>
<th>Rate Card</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1-3mth</td>
</tr>
<tr>
<td>Solus (sole sponsorship newsletter blast)</td>
<td>£3,450</td>
</tr>
<tr>
<td>MPU advertisement (A)</td>
<td>£900</td>
</tr>
<tr>
<td>25 word text ad and logo – link to your website (B)</td>
<td>£900</td>
</tr>
<tr>
<td>Sponsored content and logo – link to your content on the Airlines International website (B)</td>
<td>£900</td>
</tr>
<tr>
<td>Banner advertisement (C)</td>
<td>£1,250</td>
</tr>
<tr>
<td>Leaderboard (D)</td>
<td>£1,500</td>
</tr>
</tbody>
</table>

NEW
IATA-BRANDED EMAIL BLAST POA

EACH E-NEWSLETTER IS SENT TO OVER 15,000 AVIATION PROFESSIONALS
Webinars

Sponsoring a webinar from Airlines is a unique opportunity to achieve:

- Wide ranging brand exposure
- In-depth thought leadership
- High-volume lead generation
- Directly aligned with authoritative industry figureheads.

Each of our webinar packages can be tailored to your specific requirements. Benefits will include:

- The chance to work with our editor to shape the theme and agenda for your live event
- Guaranteed promotion via an IATA/Airlines e-mail campaign, carrying your branding to IATA’s database of senior airline industry professionals
- Use of all data captured from registered and opted in viewers

Production of the webinar itself:

- A one-hour, live audio webcast with slides presented in a co-branded console
- Presentation format, with up to four speakers and hosted by a senior Airlines magazine or IATA representative
- Live questions can be posed by the audience with questions

Post-event, the recorded webinar will be available in the knowledge center of the Airlines website for further ‘on demand’ registrations (www.iata.iata.org) for three months

You can view the webcast downloads via our re-launched, new-look website (www.airlines.iata.org):

- Datalex: www.airlines.iata.org/webinars/webinar-the-future-of-ndc-sponsored-by-datalex-0
- IBM Corporation: www.airlines.iata.org/webinars/webinar-what-do-your-passengers-want

Webinars attract an average of 750 registrations

FROM: £15,000

“Choosing Airlines and IATA to deliver our webinar was an easy decision. They delivered on their reputation as the premier channel to reach airline industry professionals, and our first webinar with them was so successful that we will run another with them later this year.”

Tom Liebtag, Marketing Manager, Global Travel & Transportation Industry, IBM

“Airlines were exemplary hosts of our webinar in partnership with IATA. They provided a reputable media platform, excellent organisation of the event and a promotion campaign which delivered our largest webinar audience to date.”

Ornagh Hoban, CMO, Datalex Plc

Sponsors to date, have included:

airlines@redactive.co.uk | +44 (0) 20 7324 2763
Content-led participation

As part of a new service, **Airlines** now offers consultative content solutions to deliver specific messages directly to your audience. We can help open a dialogue between your organisation and our engaged readers. From thought leadership, to infographics, to video and case studies, we are positioned to create the most effective assets for your needs, utilising our resources at **Airlines**.

Our dedicated team is able to advise and create targeted, multi-channel strategies, based on your objectives, utilising the credibility and authority of being directly aligned with the voice of IATA.

**Why content?**

Our readers (your audience) are B2B purchasers. One of the most effective ways to influence them is to educate and inform them; and content is an powerful tool for achieving this. **Content-led marketing** gives an authoritative voice to an organisation, and **Airlines** can give you access to the most receptive and high quality audience to hear it.

For a consultation on how **Airlines** can help you with a content strategy, get in touch.

**EXAMPLE**

The self-employed personal finance roadblock

| 85% | view that self-employed need creativity and flexibility to grow as a result of the job insecurity |
| 61% | check the self-employed are safely discharged by the High Street banks |
| 79% | think that the need for the self-employed to be able to access capital on demand is particularly high |
| 78% | check that the self-employed need to change the way they handle the risk of providing a mortgage for someone who is self-employed |
| 19% | believe the need for flexible access to finance would force them from the High Street |

**CASE STUDY**

**Sabre Airlines webinar**

369 attendees
35% live rate
416 total registrants

**WEBINAR:** WHAT DO YOUR PASSENGERS WANT?

8,000
MAGAZINE CIRCULATION

26,647
UNIQUE READERS ON AIRLINES.COM

35% of B2B buyers are spending about 1-3 hours per week reviewing thought leadership content. (Source: Edelman)

39% of C-suite execs and decision makers said thought leadership content had influenced them to ask a vendor to participate in the RFP process, and 47% said such content had a direct impact on awarding business. (Source: Edelman)