2020 MEDIA INFORMATION

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Airlines. THE VOICE OF IATA

In numbers

8,329,776,000,000

Airlines are connecting more people and places than ever before.

Passenger kilometers flown in 2018

590m

107,394,029

2020 MEDIA INFORMATION

airlines@redactive.co.uk | +44 (0) 20 7324 2763
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.

More than 100,000 flights per day bring people and goods to their destination. Each day cargo to the value of US$17.5bn – 35% of all world trade travels by air.

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:

14,500
USERS PER MONTH AND GROWING

27,296
PAGE VIEWS PER MONTH

READERS BY REGION

AFRICA 9%
LATAM 9%
ASIA 26%
EUROPE 29%
MENA 16%
NORTH AMERICA 9%
OCEANIA 3%

READERS BY JOB TITLE

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

27,296
PAGE VIEWS PER MONTH
**Purchasing power**

* Airlines. C-suite executive readers are responsible for an industry with an annual turnover of **$865 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

<table>
<thead>
<tr>
<th>PRINT MAGAZINE</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>

### Inserts rates

<table>
<thead>
<tr>
<th></th>
<th>PRINT MAGAZINE</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.

### 2020 advertising dates (subject to change)

<table>
<thead>
<tr>
<th></th>
<th>2020-01</th>
<th>2020-02</th>
<th>2020-AGM</th>
<th>2020-04</th>
<th>2020-05</th>
<th>2020-06</th>
</tr>
</thead>
<tbody>
<tr>
<td>Booking deadline</td>
<td>29 JAN</td>
<td>25 MAR</td>
<td>21 MAY</td>
<td>30 JUL</td>
<td>17 SEP</td>
<td>12 Nov</td>
</tr>
<tr>
<td>Publication date</td>
<td>21 FEB</td>
<td>21 APR</td>
<td>16 JUN</td>
<td>17 AUG</td>
<td>12 OCT</td>
<td>07 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

### Specials/ Supplements

- Airlines/ Next supplement
- IATA Strategic partner guide

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airlines@redactive.co.uk  |  +44 (0) 207324 2763
In 2020, issue 2 of Airlines sees the publication of the sixth edition of IATA Strategic Partner Special.

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>

Distributed to a global circulation of 8,000 airline industry decision makers and at key IATA events, including IATA AGM.
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 print and/or digital publications will give you the opportunity to raise your profile with delegates and position your brand as a thought leader at each event.

### EVENTS

<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>19 Feb</td>
<td>Legal Symposium</td>
<td>Over 400</td>
<td>2</td>
</tr>
<tr>
<td>17 May</td>
<td>International Ground Handling Conference (IGHC)</td>
<td>Over 800</td>
<td>3</td>
</tr>
<tr>
<td>29 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>27 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 - A Unique Sponsorship Opportunity

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 2020 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 aviation industry, 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 – 2020)
- Bonus distribution – IATA AGM: Total delegates: 800+
  Guaranteed: Every airline CEO receives a personal copy
- Complimentary copies

Cost: POA
The 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>Format</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Site takeover</td>
<td>£3,500</td>
</tr>
<tr>
<td>Billboard (970 x 250 pixels)</td>
<td></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>Description</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsored content panel (home page) and single report hosted in Knowledge Center (with e-mail promotion x 2)</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 content panel (run of site only) and single report hosted in Knowledge center</td>
<td>£750</td>
</tr>
<tr>
<td>Sponsored blog (250 words and headshot) x2 (comment section)</td>
<td>£750</td>
</tr>
</tbody>
</table>

Utilise our insight into what industry leaders want to know: we can create content for you to sponsor

**27,500+ PAGE VIEWS PER MONTH**

**14,500 USERS PER MONTH AND GROWING**
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 1-3mth</th>
<th>4-6mth</th>
<th>7-9mth</th>
<th>10-12mth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eblist (IATA-branded)</td>
<td>FROM £4,500</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>EACH</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Solus sponsored email (Airlines. branded)</td>
<td>£3,450</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MPU advertisement (A)</td>
<td>£900</td>
<td>£850</td>
<td>£800</td>
<td>£750</td>
</tr>
<tr>
<td>25 word text ad and logo – link to your website (B)</td>
<td>£900</td>
<td>£850</td>
<td>£800</td>
<td>£750</td>
</tr>
<tr>
<td>Sponsored content and logo - link to your content on the Airlines International website (B)</td>
<td>£900</td>
<td>£850</td>
<td>£800</td>
<td>£750</td>
</tr>
<tr>
<td>Banner advertisement (C)</td>
<td>£1,250</td>
<td>£1,175</td>
<td>£1,100</td>
<td>£1,025</td>
</tr>
<tr>
<td>Leaderboard (D)</td>
<td>£1,500</td>
<td>£1,400</td>
<td>£1,300</td>
<td>£1,025</td>
</tr>
</tbody>
</table>

**NEW**
IATA-BRANDED EMAIL BLAST POA

<table>
<thead>
<tr>
<th>AVG opens</th>
<th>CTR</th>
</tr>
</thead>
<tbody>
<tr>
<td>6,200</td>
<td>610</td>
</tr>
<tr>
<td>3,400</td>
<td>220</td>
</tr>
</tbody>
</table>

**AVG OPENS**

<table>
<thead>
<tr>
<th>LEADERBOARD</th>
<th>MPU</th>
<th>BANNER</th>
<th>TEXT ADVERTISEMENT OR SPONSORED CONTENT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>E-NEWSLETTER IS SENT TO OVER 15,000 AVIATION PROFESSIONALS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AVG OPENS</th>
<th>CTR</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,500</td>
<td>643</td>
</tr>
</tbody>
</table>

**REDATIVE**

airlines@redactive.co.uk | +44 (0) 20 7324 2763
Sponsoring a webinar from Airlines is a unique opportunity to achieve:
- Wide ranging brand exposure
- In-depth thought leadership
- High-volume lead generation

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-o
- IBM Corporation: www.airlines.iata.org/webinars/webinar-what-do-your-passengers-want

Webinars attract an average of 400 registrations

FROM: £15,000

“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

“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

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% of self-employed have considered or grown in a career in the self-employed sector.

19% believe the need for financial support to the high street would force them to close.

61% think the self-employed are unfairly disadvantaged by the high street.

79% think the high street needs to change the way they do business.

78% think that higher street banks need to change the way they do business.

**CASE STUDY**

Airlines webinar – AVG: 2016-2018

| 419 attendants | 28% live rate | 486 total registrants |

**EXAMPLE**

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

**EXAMPLE**

**CONTENT**

- 85% of self-employed have considered or grown in a career in the self-employed sector.
- 19% believe the need for financial support to the high street would force them to close.
- 61% think the self-employed are unfairly disadvantaged by the high street.
- 79% think the high street needs to change the way they do business.
- 78% think that higher street banks need to change the way they do business.

**EXAMPLE**

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  - 419 attendants
  - 28% live rate
  - 486 total registrants

**EXAMPLE**

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