

Flightglobal e-newsletters: Airline maintenance

ANNUAL SCHEDULE 2010		
DATE	EDITION	SPECIALS
6-JAN	✓	
20-JAN	✓	
3-FEB	✓	Singapore Airshow coverage
17-FEB	✓	
3-MAR	✓	
17-MAR	✓	
31-MAR	✓	
14-APR	✓	
21-APR	Special	MRO USA
28-APR	✓	
12-MAY	✓	
26-MAY	✓	
9-JUN	✓	
23-JUN	✓	
7-JUL	✓	
21-JUL	✓	Farnborough Airshow coverage
4-AUG	✓	
18-AUG	✓	
1-SEP	✓	
15-SEP	✓	
29-SEP	✓	MRO Europe
13-OCT	✓	
27-OCT	✓	
10-NOV	✓	
24-NOV	✓	
8-DEC	✓	
22-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.coppy@rbi.co.uk

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

Content

Airline Maintenance is a broad-circulation e-newsletter emailed every two weeks to professionals in the aviation maintenance 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: 6,534 (January 2010)

Frequency: Fortnightly (Wednesday)

Target Readership: Airline maintenance departments and aerospace MRO providers.

Source: *Flight International*, premium data and online services plus 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.

Rate card: EURO€

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

- 1. TOP BANNER:** Located at the top left, above the Editor's Comment.
- 2. SKYSCRAPER:** A vertical banner on the right side of the newsletter.
- 3. MID BANNER:** A horizontal banner located below the Editor's Comment and above the Information Panel.
- 4. MID MPU:** A horizontal banner located below the Information Panel and above the Information Links.
- 5. INFORMATION PANEL:** A large rectangular area on the left side, containing 'What's Hot' and 'Most Popular' sections.
- 6. INFORMATION LINKS:** A horizontal banner at the bottom left, containing a list of links.

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€

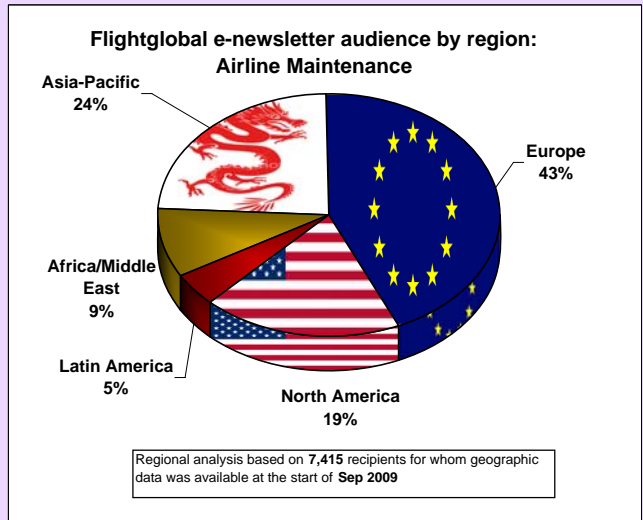
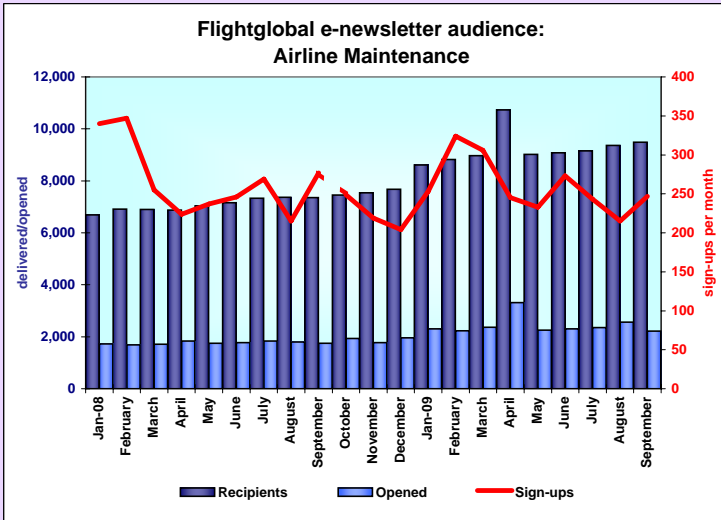
PER INSERTION:	1	2	3	4	5	10	15	20	30
1. TOP BANNER	575	550	535	525	500	480	460	440	425
2. SKYSCRAPER	575	550	535	525	500	480	460	440	425
3. MID BANNER	430	410	400	390	375	360	345	330	320
4. MID MPU	430	410	400	390	375	360	345	330	320
SOLUS	1,440	1,370	1,340	1,310	1,250	1,200	1,150	1,110	1,070
5. INFORMATION PANEL	575	550	535	525	500	480	460	440	425
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

Airline Maintenance 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/>



Audience by key job function/status

- | | |
|------------------------------|--------------------------------|
| Key job functions | Key job status |
| Sales & marketing | Manager |
| Flight operations | Director |
| Airline management/corporate | Vice president/general manager |
| Engineering/aerospace | Chief executive/president |
| Maintenance/engineering | Analyst/planner |
| Analyst/consultant | Managing director |
| Finance | Chief engineer/manager |

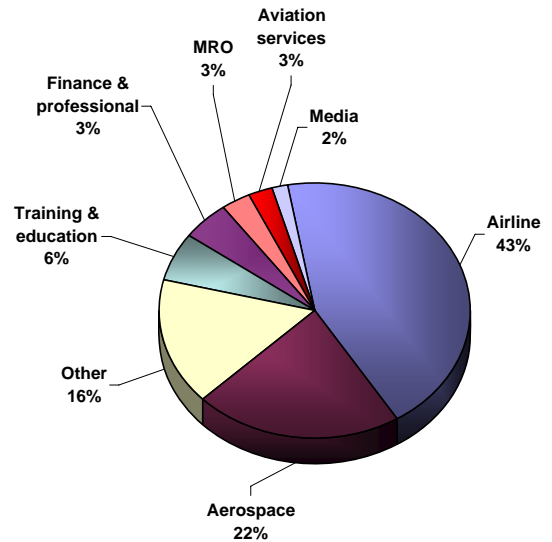
NOTE: This listing represents only a sample of the audience from that element of the circulation for which audited figures are available.

Audience by key organisations

- | | |
|------------------------------------|------------------------|
| Key recipient organisations | |
| Emirates | Continental Airlines |
| Iberia | Qatar Airways |
| Boeing | Air Canada |
| American Airlines | United Airlines |
| British Airways | Lufthansa Technik |
| Air France | Cathay Pacific Airways |
| Airbus | Austrian Airlines |
| Qantas Airways | BAE SYSTEMS |
| Malaysia Airlines | Saudi Arabian Airlines |
| Lufthansa | Embraer |

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

Airline Maintenance 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	10,727	3,311	63%	245	96
2009	May	9,019	2,254	69%	233	117
2009	June	9,079	2,309	50%	273	75
2009	July	9,158	2,350	63%	243	73
2009	August	9,367	2,566	86%	215	111
2009	September	9,491	2,213	47%	247	57
Apr-Sept-09 Uniques		14,728	8,759	57%	1,456	
2007	average	5,437	1,372	47%	317	18
2008	average	7,192	1,795	55%	257	45
2009 YTD	average	9,249	2,433	64%	260	78

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 Airline Maintenance e-newsletter will now be sent to 6,534 active recipients.

NOTES & DEFINITIONS

- Recipients** = 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.