

# 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

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Online ad production  
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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](http://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: usd\$

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

- 1. TOP BANNER:** Located at the top left, above the Editor's Comment.
- 2. SKYSCRAPER:** A vertical red bar on the right side of the newsletter.
- 3. MID BANNER:** A horizontal red bar in the middle section.
- 4. MID MPU:** A horizontal red bar below the middle section.
- 5. INFORMATION PANEL:** An orange box at the bottom left containing 'What's Hot' and 'Most Popular' sections.
- 6. INFORMATION LINKS:** An orange box at the bottom right containing a list of placeholder 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](mailto: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](mailto:enewsletters.copy@rbi.co.uk)

## ADVERTISING RATES PER INSERTION 2010 – USD\$

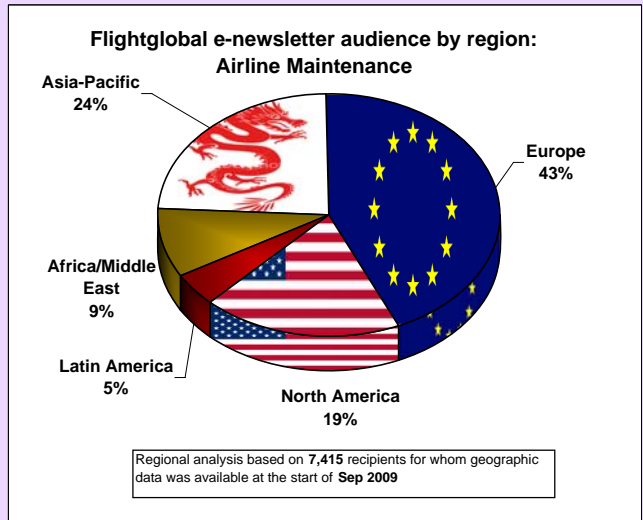
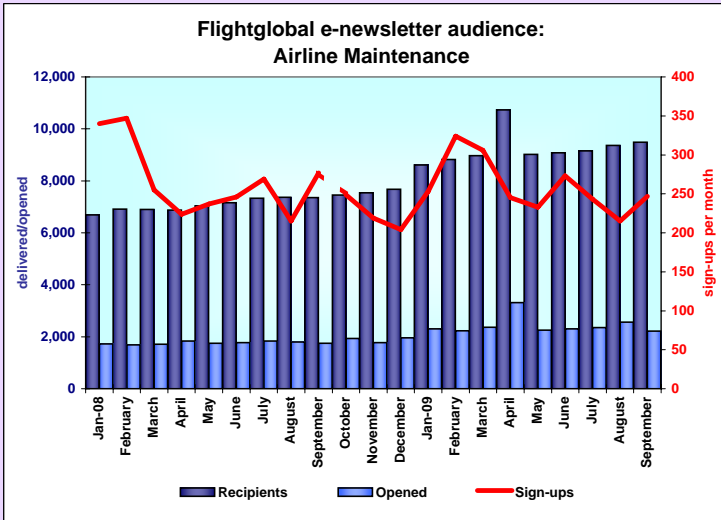
PER INSERTION:	1	2	3	4	5	10	15	20	30
1. TOP BANNER	825	785	765	750	720	685	660	635	610
2. SKYSCRAPER	825	785	765	750	720	685	660	635	610
3. MID BANNER	620	585	580	560	535	520	495	480	460
4. MID MPU	620	585	580	560	535	520	495	480	460
<b>SOLUS</b>	<b>2,065</b>	<b>1,965</b>	<b>1,915</b>	<b>1,880</b>	<b>1,800</b>	<b>1,715</b>	<b>1,650</b>	<b>1,585</b>	<b>1,535</b>
5. INFORMATION PANEL	825	785	765	750	720	685	660	635	610
6. INFORMATION LINKS	255	255	255	255	255	255	255	255	255

All advertisements are accepted subject to RBI's standard terms, visit: [www.reedbusiness.co.uk/adtermsandconditions](http://www.reedbusiness.co.uk/adtermsandconditions)

## Airline Maintenance e-newsletter

Published by Flightglobal Insight, the research unit of Flightglobal:  
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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](http://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

Sales & marketing  
Flight operations  
Airline management/corporate  
Engineering/aerospace  
Maintenance/engineering  
Analyst/consultant  
Finance

#### Key job status

Manager  
Director  
Vice president/general manager  
Chief executive/president  
Analyst/planner  
Managing director  
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.

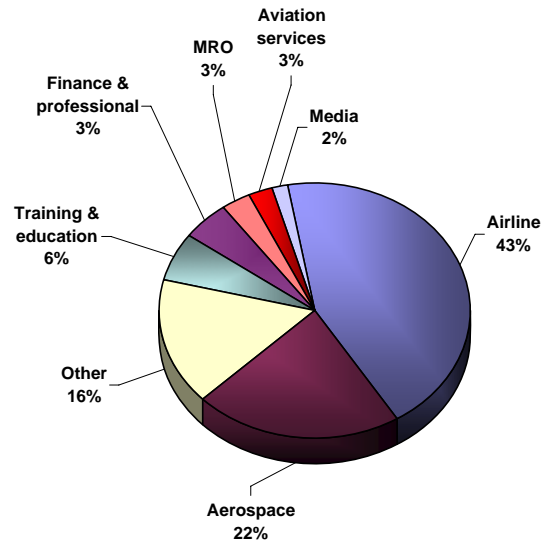
### Audience by key organisations

#### 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
<b>Apr-Sept-09 Uniques</b>		<b>14,728</b>	<b>8,759</b>	<b>57%</b>	<b>1,456</b>	
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.