

Flightglobal e-newsletters:

Flightglobal 空运资讯简报 Chinese aviation

ANNUAL SCHEDULE 2010			
DATE	EDITION	DATE	EDITION
6-JAN	√	7-JUL	√
13-JAN	√	14-JUL	√
20-JAN	√	21-JUL	√
27-JAN	√	28-JUL	√
3-FEB	√	4-AUG	√
10-FEB	√	11-AUG	√
17-FEB	√	18-AUG	√
24-FEB	√	25-AUG	√
3-MAR	√	1-SEP	√
10-MAR	√	8-SEP	√
17-MAR	√	15-SEP	√
24-MAR	√	22-SEP	√
31-MAR	√	29-SEP	√
7-APR	√	6-OCT	√
14-APR	√	13-OCT	√
21-APR	√	20-OCT	√
28-APR	√	27-OCT	√
5-MAY	√	3-NOV	√
12-MAY	√	10-NOV	√
19-MAY	√	17-NOV	√
26-MAY	√	24-NOV	√
2-JUN	√	1-DEC	√
9-JUN	√	8-DEC	√
16-JUN	√	15-DEC	√
23-JUN	√	22-DEC	√
30-JUN	√		



Audience

Circulation: c.13,000

Frequency: Weekly (Wednesday)

Source: Circulated to some 13,000 professionals through a collaboration between Flightglobal and sister company Reed Exhibitions, which runs the premier Asian Aerospace show.

Description

In a unique venture in foreign-language publishing, Flightglobal brings together a weekly collection of the key premium headlines translated into simplified Chinese script. For the first time, professionals within mainland China's fast-growing aviation and aerospace sector can receive a taste of our premium air transport news service in Chinese delivered direct to their desktop.

The news is taken from the group's leading Air Transport Intelligence online premium news and data service. This ranges from latest airline news affecting the region, as well as world news on air transport operations, air safety, aircraft technology and much more.

The e-newsletter is distributed to an audience of some 13,000 professionals. That audience comes through a collaboration between Flightglobal and its sister company Reed Exhibitions, which runs the premier Asian Aerospace show.

NOTE: Although there are many different spoken languages within China, the written form is standardised on simplified Chinese. This is an updated version of the traditional Chinese script, which is still used by communities outside the mainland.

Sales contact information

Worldwide

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Online ad production

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

Rate card: USD\$

The screenshot shows the layout of the Flightglobal e-newsletter. At the top left is the Flightglobal logo and the title '空运资讯简报'. At the top right is a 'sponsor logo' box. The main content area is divided into three sections for advertising: 1. TOP BANNER (a wide horizontal strip), 2. SKYSCRAPER (a vertical strip on the right side), and 3. BOTTOM BANNER (a wide horizontal strip at the bottom). The content includes a '发刊辞' (Editorial) and '热点新闻' (Hot News) section with several articles about Boeing 787 aircraft production and delivery.

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. BOTTOM BANNER	468 X 60
SOLUS	all ad slots

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 Mia Brown Tel: +44 (20) 8652 8671 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	1,240	1,180	1,155	1,120	1,075	1,030	990	950	915
2. SKYSCRAPER	1,240	1,180	1,155	1,120	1,075	1,030	990	950	915
3. BOTTOM BANNER	990	940	925	900	860	825	790	760	735
SOLUS	3,135	2,985	2,920	2,855	2,725	2,605	2,510	2,410	2,325

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

The screenshot shows the Chinese aviation website '中国航空运输资讯网'. It features a search bar, a main article titled '波音担承早期交付 787 飞机超重' (Boeing to bear early delivery of 787 aircraft overweight), and a sidebar with a '最新收入来源' (Latest Revenue Sources) section. The article discusses Boeing's commitment to the 787 program and the challenges of early delivery.

Chinese aviation website

空运资讯简报

Headlines on each e-newsletter link through the full article text in simplified Chinese script presented on the flightglobal.com portal via the Community Server platform.

This Chinese community area includes an archive of translated articles dating back to the origins of the project in December 2007.

Advertising opportunities are available on this element of the site. Please contact our online sales team to discuss opportunities to advertise on this site and for web/e-newsletter packages.