

# Flightglobal e-newsletters:

## FLIGHT DAILY NEWS

ANNUAL SCHEDULE 2010		
DATE	EDITION	FDN E-NEWS
2-FEB	✓	SINGAPORE
3-FEB	✓	SINGAPORE
4-FEB	✓	SINGAPORE
18-MAY	✓	AC INTERIORS (HAMBURG)
19-MAY	✓	AC INTERIORS (HAMBURG)
20-MAY	✓	AC INTERIORS (HAMBURG)
8-JUN	✓	ILA
9-JUN	✓	ILA
10-JUN	✓	ILA
19-JUL	✓	FARNBOROUGH
20-JUL	✓	FARNBOROUGH
21-JUL	✓	FARNBOROUGH
22-JUL	✓	FARNBOROUGH
23-JUL	✓	FARNBOROUGH

### Description

Flightglobal publishes daily newspapers live from key events around the world as part of its truly multi-media approach to show coverage in print and online. This live content, which is posted up on [www.flightglobal.com](http://www.flightglobal.com) as soon as it is produced, is brought together in a series of daily e-newsletters to provide at-a-glance headlines for those who have not been able to attend in person, as well as a mix of those who have.

Coverage ranges from a full five days of newsletters from the major airshows, such as those at Paris and Farnborough, through to special editions around key events.

Circulations are tailored depending upon the nature of the event, airshow editions are primarily sent to the broad-based circulation of the Flight International weekly e-newsletter.

Besides the magazine readerships, other recipients have also signed up specifically to receive our daily e-newsletters from the shows. Also talk with the sales team about the latest bonus circulations that we arrange from time-to-time with show organisers and partners.

### Sales contact information

#### Worldwide

Teresa Cunnett +44 (20) 8652 4765  
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#### North America

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#### Asia-Pacific

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[cory.mathews@flightglobal.com](mailto:cory.mathews@flightglobal.com)

#### Online ad production

James Leakey +44 (20) 8652 8158  
[enewsletters.cop@rbi.co.uk](mailto:enewsletters.cop@rbi.co.uk)

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

### Content

Based around Flightglobal's multi-media show coverage, which centres on the award-winning Flight Daily News titles but also includes our extensive online reporting. The content is aimed at aviation and aerospace professionals who need to keep up with the news pouring out of these events, especially those who may not have the opportunity to attend in person.

### Audience

**Active respondents:** 36,218 (January 2010)

**Frequency:** Daily during major shows, with up to five editions for the Paris and Farnborough airshows.

**Source:** Audience focuses on readers of the existing Flight International or Airline Business weekly/monthly e-newsletters, depending on the nature of the show. Talk with the sales team about additional bonus circulations negotiated from time-to-time for some shows.



Flightglobal

[www.flightglobal.com](http://www.flightglobal.com)

# Rate card: EURO€

The screenshot shows the Flight International newsletter interface. Key advertising areas are labeled with red boxes and numbers 1 through 6. A vertical red bar on the right side is labeled '2. SKYSCRAPER'. A large red box at the bottom is labeled '4. MID MPU'. Another large red box above it is labeled '3. MID BANNER'. A large orange box at the top left is labeled '1. TOP BANNER'. A large orange box at the bottom left is labeled '5. INFORMATION PANEL'. A large orange box at the bottom right is labeled '6. INFORMATION LINKS'. The newsletter content includes a welcome message, a list of news items, a 'What's Hot' section, a 'Most Popular' section, a 'Job of the Week' section, a 'Popular Job Searches' section, and an 'Events Calendar' section.

## 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 – EURO€ (BASED ON 12,000 CIRCULATION)

PER INSERTION:	1	2	3	4	5	10	15	20	30
1. TOP BANNER	1,150	1,095	1,070	1,045	1,000	960	920	885	850
2. SKYSCRAPER	1,150	1,095	1,070	1,045	1,000	960	920	885	850
3. MID BANNER	860	820	800	780	750	715	690	660	635
4. MID MPU	860	820	800	780	750	715	690	660	635
<b>SOLUS</b>	<b>2,875</b>	<b>2,740</b>	<b>2,670</b>	<b>2,610</b>	<b>2,500</b>	<b>2,400</b>	<b>2,300</b>	<b>2,210</b>	<b>2,130</b>
5. INFORMATION PANEL	1,150	1,095	1,070	1,045	1,000	960	920	885	850
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](http://www.reedbusiness.co.uk/adtermsandconditions)

The information contained in this report has been prepared from the circulation data collected by Flightglobal, a unit of Reed Business Information Ltd, which publishes this e-newsletter.

## Flight Daily News e-newsletter

Published by Flightglobal Insight, the research unit of Flightglobal:  
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 Reed Business Information  
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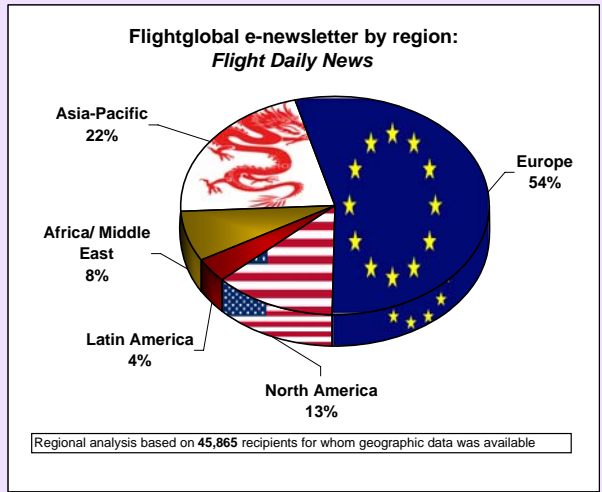
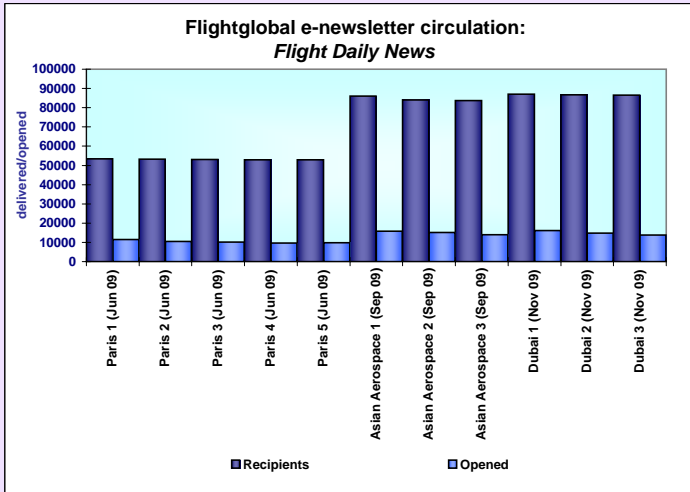


For further information on this and other Flightglobal Insight e-newsletters including examples and sign-up information please visit the e-newsletters homepage at:

[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-newsletters/>



### Audience by key job function/status

Key job functions	Key job status
Airline management/corporate	Manager/executive
Flight operations	Other
Sales & marketing	Vice president
Engineering/aerospace	Director/executive VP
Analyst/consultant	CEO/president/chairman
Finance	Pilot/captain
Airline strategy/planning	MD/general manager
IT/systems	Chief financial officer/finance dir

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

e-newsletter circulation data and show average:					
Show	Recipients	Delivered %	Opened	Opened %	Pass alongs
Paris 09	53,138	94.5%	10,324	19.4%	351
AA 09	84,545	96.8%	15,032	17.8%	271
Dubai 09	86,708	97.3%	14,921	17.2%	490
09 Average	85,626	97.1%	14,976	17.5%	380

### 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 Flight Daily News e-newsletter will now be sent to 36,218 active recipients.

### NOTES & DEFINITIONS

**Recipients** = e-newsletters that were registered as reaching their recipient  
**Delivered %** = percentage of e-newsletters reaching their recipient  
**Opened** = number of e-newsletters opened by their recipient  
**Opened %** = percentage of e-newsletters opened by their recipient  
**Pass alongs** = e-newsletters that were registered as being shared with a colleague.

**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.

