

# Flightglobal e-newsletters: Interiors & IFE

ANNUAL SCHEDULE 2010		
DATE	EDITION	SPECIALS
14-MAY	✓	
11-JUN	✓	
09-JUL	✓	
13-AUG	✓	
10-SEPT	✓	
14-SEPT	✓	AIRCRAFT INTERIORS USA
15-SEPT	✓	AIRCRAFT INTERIORS USA
16-SEPT	✓	AIRCRAFT INTERIORS USA
08-OCT	✓	
12-NOV	✓	
10-DEC	✓	

## Content

Interiors & IFE is a broad-circulation e-newsletter emailed every month to professionals in the aircraft interiors & in-flight entertainment (IFE) sector. In association with Aircraft Interiors Expo, 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:

>20,000 (see source)

### Frequency:

Monthly (Friday)

### Target Readership:

Airline buyers/designers, manufacturers and suppliers.

### Source:

Flightglobal.com, plus delegate database for Aircraft Interiors Expo run by sister company Reed Exhibitions.

## Sales contact information

### Worldwide

Teresa Cunnett +44 (20) 8652 4765  
[teresa.cunnett@flightglobal.com](mailto:teresa.cunnett@flightglobal.com)

### North America

Steven Kulikowski +1 630 288 8034  
[steven.kulikowski@flightglobal.com](mailto:steven.kulikowski@flightglobal.com)

### Asia-Pacific

Cory Mathews +65 6780 4315  
[cory.mathews@flightglobal.com](mailto:cory.mathews@flightglobal.com)

### Online ad production

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

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

in association with



Flightglobal

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

# Rate card: EURO€

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

- 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](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€

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
<b>SOLUS</b>	<b>1,440</b>	<b>1,370</b>	<b>1,340</b>	<b>1,310</b>	<b>1,250</b>	<b>1,200</b>	<b>1,150</b>	<b>1,110</b>	<b>1,070</b>
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](http://www.reedbusiness.co.uk/adtermsandconditions)