

# Flightglobal e-newsletters: Unmanned

ANNUAL SCHEDULE 2010		
DATE	EDITION	SPECIALS
11-JAN	✓	
25-JAN	✓	
8-FEB	✓	
22-FEB	✓	
8-MAR	✓	
22-MAR	✓	
5-APR	✓	
19-APR	✓	
3-MAY	✓	
17-MAY	✓	
31-MAY	✓	
14-JUN	✓	
28-JUN	✓	
12-JUL	✓	
19-JUL	Special	Farnborough Airshow coverage
26-JUL	✓	
9-AUG	✓	
23-AUG	✓	
24-AUG	Special	AUVSI : Flight Daily News
25-AUG	Special	AUVSI : Flight Daily News
26-AUG	Special	AUVSI : Flight Daily News
27-AUG	Special	AUVSI : Flight Daily News
6-SEP	✓	
20-SEP	✓	
4-OCT	✓	
18-OCT	✓	
1-NOV	✓	
15-NOV	✓	
29-NOV	✓	
13-DEC	✓	

## Sales contact information

### Worldwide

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### Online ad production

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enewsletters.copy@rbi.co.uk

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

## Content

*Unmanned* is a free newsletter from Flightglobal emailed every two weeks to professionals in the UAV 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. *Unmanned* is circulated in co-operation with the Association for Unmanned Vehicle Systems International (AUVSI).

## Audience

**Active respondents:** 10,394 (January 2010)  
plus separate mailing of >4,000 to AUVSI membership

**Frequency:** Fortnightly (Monday)

**Target Readership:** Airframe and systems manufacturers, procurement agencies, military and civil end users.

**Source:** Web sign-ups, AUVSI mailing and *Flight International* readership.

## 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 main content area.
- 2. SKYSCRAPER:** A vertical banner on the right side of the newsletter.
- 3. MID BANNER:** A horizontal banner in the middle of the newsletter, overlapping the main content.
- 4. MID MPU:** A horizontal banner below the main content area.
- 5. INFORMATION PANEL:** A large orange panel on the left side, below the main content.
- 6. INFORMATION LINKS:** A horizontal banner at the bottom left of the newsletter.

## 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	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. MID BANNER	990	940	925	900	860	825	790	760	735
4. MID MPU	990	940	925	900	860	825	790	760	735
<b>SOLUS</b>	<b>3,135</b>	<b>2,985</b>	<b>2,920</b>	<b>2,855</b>	<b>2,725</b>	<b>2,605</b>	<b>2,510</b>	<b>2,410</b>	<b>2,325</b>
5. INFORMATION PANEL	1,240	1,180	1,155	1,120	1,075	1,030	990	950	915
6. INFORMATION LINKS	255	255	255	255	255	255	255	255	255

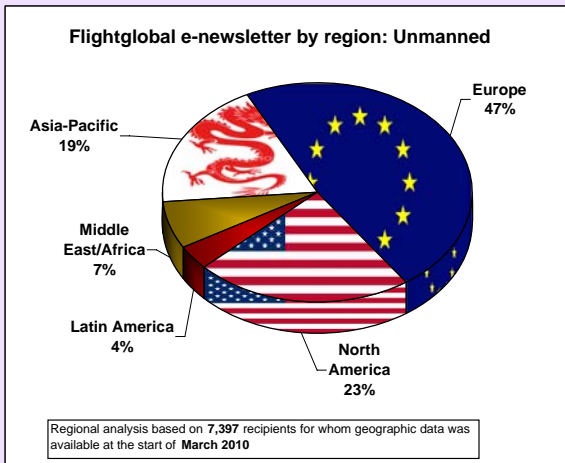
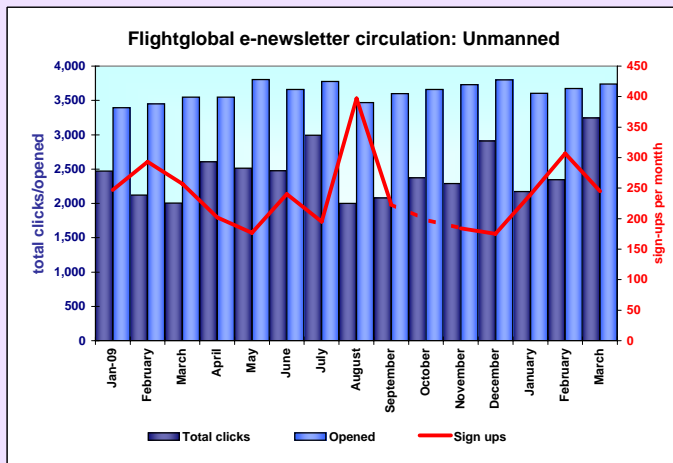
All advertisements are accepted subject to RBI's standard terms, visit: [www.reedbusiness.co.uk/adtermsandconditions](http://www.reedbusiness.co.uk/adtermsandconditions)

## Unmanned 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)

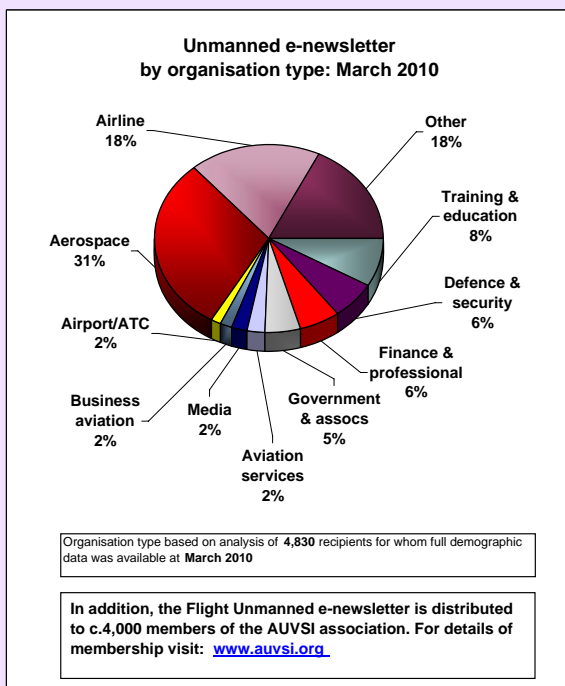
For rate card data, publishing schedules and other media enquiries please visit:  
<http://www.flightglobal.com/mediapack/flightglobal-e-newsletters/>



**Audience by key job functions/status**

Key job functions	Key job status
Engineering/aerospace	Manager/executive
Flight operations	CEO/president/chairman
Analyst/consultant	Vice president
Engineering/MRO	Officer/commander
Command & Control	Pilot/captain
Research & development	Colonel/commandant
Education/training	Aerospace engineer

NOTE: This listing represents only a sample of the Flight element of the audience for which demographics are available. Additional recipients are e-mailed separately under an arrangement with AUVSI



**Audience by key organisations**

Key recipient organisations	
University/college	GE
Ministries of defence/civil aviation	Honeywell
BAE Systems	Embraer
Boeing	Thales
Air forces	EADS
Rolls-Royce	Army
Civil Aviation Authorities	Bombardier
Pratt & Whitney	ST Aerospace
Airbus	Northrop Grumman

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**e-newsletter monthly audience data and annual averages**

Year	Month	Delivered	Opened	CTOR %	Sign-ups	Pass alongs
2009	October	17,083	3,658	65%	198	164
2009	November	17,163	3,728	62%	184	140
2009	December	16,904	3,798	77%	175	118
2010	January	9,459	3,604	60%	239	131
2010	February	9,033	3,675	64%	307	62
2010	March	8,943	3,739	87%	245	303
<b>Apr-Sept-09 Uniques</b>		<b>18,182</b>	<b>10,046</b>	<b>53%</b>	<b>1,348</b>	
2008	average	13,100	2,914	60%	223	76
2009	average	16,268	3,619	66%	232	185
2010 YTD	average	9,145	3,672	70%	264	165

**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 Unmanned e-newsletter will now be sent to to approximately 9,000 active recipients.

**NOTES & DEFINITIONS**

**Delivered** = 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.