

# Flightglobal e-newsletters: Aircraft finance

ANNUAL SCHEDULE 2011	
DATE	DAY
13-JAN	THURSDAY
27-JAN	THURSDAY
10-FEB	THURSDAY
24-FEB	THURSDAY
10-MAR	THURSDAY
24-MAR	THURSDAY
07-APR	THURSDAY
21-APR	THURSDAY
05-MAY	THURSDAY
19-MAY	THURSDAY
02-JUN	THURSDAY
16-JUN	THURSDAY
30-JUN	THURSDAY
14-JUL	THURSDAY
28-JUL	THURSDAY
11-AUG	THURSDAY
25-AUG	THURSDAY
08-SEP	THURSDAY
22-SEP	THURSDAY
06-OCT	THURSDAY
20-OCT	THURSDAY
03-NOV	THURSDAY
17-NOV	THURSDAY
01-DEC	THURSDAY
15-DEC	THURSDAY

## Sales contact information

### Worldwide

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### Online ad production

Mark Bundle +44 (20) 8652 8158  
enewsletters.copy@rbi.co.uk

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

## Content

*Aircraft Finance* is a broad circulation e-newsletter from Flightglobal, emailed every two weeks to professionals in the aviation finance 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:** 5,482 (Sept 2010 - YTD average)

**Frequency:** Fortnightly (Thursday)

**Target Readership:** Airline financial managers/ analysts and aircraft finance professionals.

**Source:** *Airline Business* readership, premium data and online services plus web sign-ups.

# Rate card: EURO€

## 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 2011 – EURO€

PER INSERTION	1	2	3	4	5	10	15	20	30
1. TOP BANNER	590	570	550	540	520	490	470	450	440
2. SKYSCRAPER	590	570	550	540	520	490	470	450	440
3. MID BANNER	440	420	410	400	390	370	360	340	330
4. MID MPU	440	420	410	400	390	370	360	340	330
<b>SOLUS</b>	<b>1,480</b>	<b>1,410</b>	<b>1,380</b>	<b>1,350</b>	<b>1,290</b>	<b>1,240</b>	<b>1,180</b>	<b>1,140</b>	<b>1,100</b>
5. INFORMATION PANEL	590	570	550	540	520	490	470	450	440
6. INFORMATION LINKS	190	190	190	190	190	190	190	190	190

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

## Aircraft Finance e-newsletter

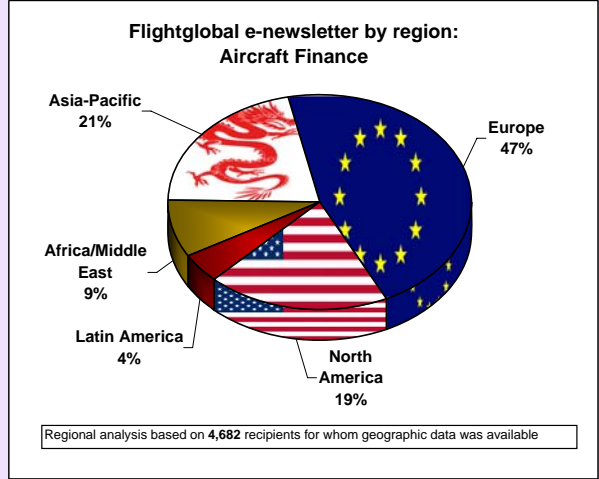
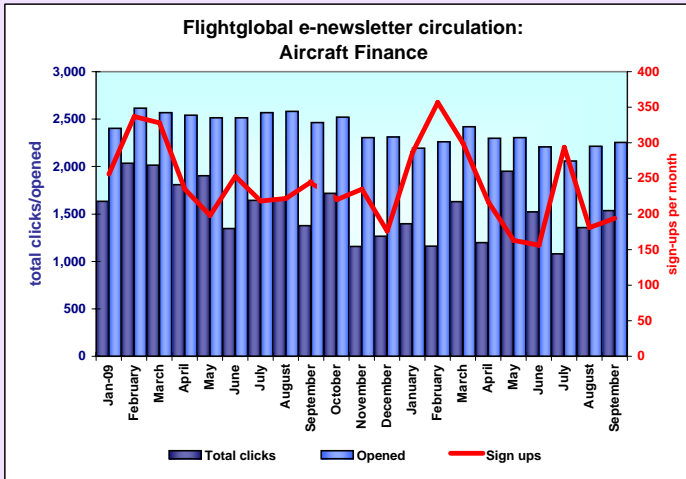
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For further information on this and other Flightglobal Insight e-newsletters including examples and sign-up information please visit the e-newsletters homepage at:

[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:

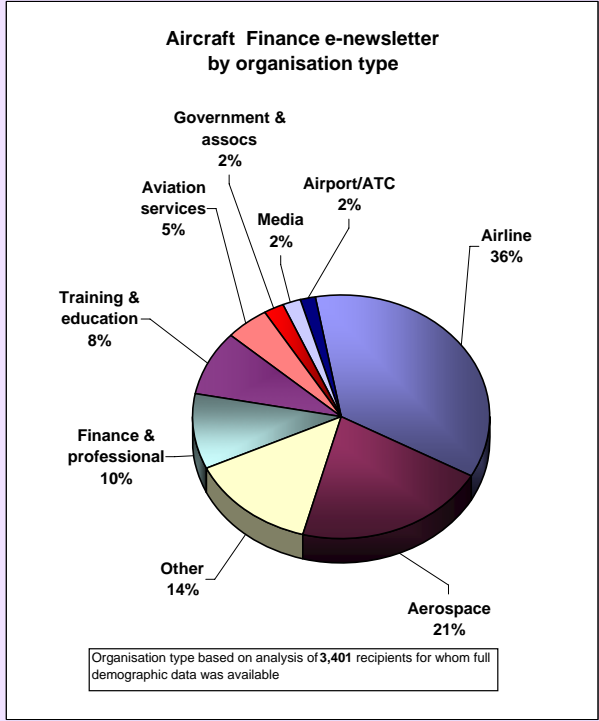
<http://www.flightglobal.com/mediapack/flightglobal-enewsletters/>



**Audience by key job function/status**

Key job functions	Key job status
Airline management/corporate	Manager/executive
Flight operations	Vice president
Sales & marketing	Director/executive VP
Analyst/consultant	CEO/president/chairman
Engineering/aerospace	CFO/finance director
Finance	Pilot/captain
Education/training	Analyst
Airline strategy/planning	MD/general manager

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



**Circulation by key organisations**

Key recipient organisations	Key recipient organisations
Emirates	Qatar Airways
Air France	Finnair
Lufthansa	Continental Airlines
American Airlines	Airbus
Philippine Airlines	Singapore Airlines
Iberia	Qantas Airways
Boeing	United Airlines
British Airways	IATA
Malaysian Airlines	Sri Lankan Airlines
Cathay Pacific	BAE Systems

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

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

Year	Month	Recipients	Opened	CTOR %	Sign ups	Pass alongs
2010	April	5,292	2,299	52%	220	82
2010	May	5,084	2,304	50%	235	64
2010	June	5,093	2,208	55%	176	81
2010	July	5,509	2,060	64%	286	98
2010	August	5,398	2,215	51%	357	31
2010	September	5,284	2,254	67%	299	111
2008	average	7,803	2,043	62%	259	58
2009	average	9,963	2,492	65%	244	104
2010 YTD	average	5,482	2,246	63%	239	50

NOTE: Circulation changes were introduced during 2010, see Notes & Definitions for more information.

**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.

**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.

**Changes to e-newsletter circulation**

From 2010 our email newsletters have been sent to active audiences only. We no longer send them to people who have not opened or clicked on them in the last 180 days. This does not affect the number of newsletters that are opened or the number of clicks, it will simply encourage improved open and click-through rates.