



Flight Insight

Brand opportunity from Flight Insight

Background

How to get your brand to stand out in the crowd has never been more important than in today's fast-changing media world. That is why Flight set out last year to offer sponsorship opportunities on a new series of cost-effective but data-rich Special Reports designed to attract the attention of some of the aviation world's key professional audiences.

Calling on Flight's unrivalled industry data, each report provides a sophisticated package of market analysis, technical information and graphics. The output is typically a glossy 32-page report, promoted through Flight's website, magazines, e-newsletters and show dailies, often around a key industry show or conference.

Clients to date have included Bombardier, CFM International, L3, Pratt & Whitney and Raytheon.

How it works

A limited run of print editions is typically combined with a free, downloadable PDF version, with viewers simply asked to complete a brief registration form in order to capture headline demographics. But details of the style, content and distribution are developed jointly with the sponsor to ensure that the report fits with your campaign targets.

Results

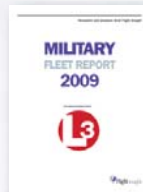
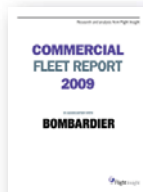
Certainly they have already proved extremely popular out in the market. For example, our **Commercial Fleet Report 2008** has had some 6,648 downloads over the last year and an update is due out shortly, while the **Military Fleet Report 2009** launched earlier this year is already showing 3,697 downloads.

Opportunities

Produced by our Flight Insight research team, topics have ranged from fleet reports covering military, air transport and business aviation through to more specialist studies on maintenance or aircraft finance.

But with Flight's world-beating access to information on everything from fleets, financials and technology through to airline networks and programme updates. The choice is yours.

To get a feel for how a Special Report could work for you, why not download some examples yourself at: www.flightglobal.com/insight



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www.flightglobal.com