Celebrating 20 years in partnership with the aviation industry
Air travel continues to gain popularity across the globe – according to a report by the Airports Council International, worldwide airport passenger numbers increased by 6.4% in 2015, to reach almost 7.2 billion. With state-of-the-art technologies consistently being trialled and deployed, the industry remains focused on seamless travel and providing the passenger with a memorable positive experience whilst making sure airports and airlines can increase their revenues and remain competitive.

International Airport Review aspires to be a source of continuous information and support for the aviation community by bringing you in-depth articles from the world’s leading airports and airlines, plus all the latest regulatory discussions and updates. We have evolved alongside the industry and in this, our 20th anniversary year, we will cover all of the industry’s major topics including: security, IT, ATC/ATM, ground handling and airside operations, meteorology, terminal technologies and operations, construction and design, winter operations, airfield lighting, ARFF and recovery, passenger flow and experience, plus much more (see our new content calendar on page 9).

In 2017, our focus is on producing rich and valuable editorial for our advertisers so that you can align your marketing with some of the best content in the industry across multiple channels. We have listened to your feedback and have increased our membership by 68% from 2015, giving you access to a larger and more targeted international audience.

Our digital community is served by the latest news and reviews at internationalairportreview.com, alongside our social media groups which encourage active participation from our community.

We will continue to deliver our internationally renowned Airport IT & Airport Security events with new launches around the world to add to our highly respected European edition with well-respected speakers that represent some of the best in their chosen field.

Partnering with International Airport Review will help you reach the right people at the right level and at the right time and we all look forward to working with you over the next year.
Our Audience

International Airport Review is one of the leading publications addressing the airport industry with hot topics and focusing on all stakeholders from passengers to the airport as well as suppliers and authority.

JANA EULL
Marketing Management,
MATERNA Integrated Passenger Services

Our Global Share

We’ve seen a 67% growth in our social media audiences since 2015

Social

ONLINE AUDIENCE

Average Monthly Page Views
54,476

Average Monthly Unique Visitors
25,108

Number of unique visitors reached
216

UK & EUROPE
51%

NORTH AMERICA & CANADA
28%

ASIA
9%

AFRICA & MENA
8%

SOUTH AMERICA
2%

AUSTRALASIA
2%

Magazine Audience

Year on year we have worked hard to increase our membership by 68% made up of the most senior level execs from the international aviation sector.

Advising with International Airport Review enables brands to:

1. Strengthen market positioning by association with one of the leading brands in the aviation sector
2. Leverage global reach with our international circulation
3. Generate high quality leads by targeting key decision makers

Our Members

76% of members have an influence in purchasing decisions within their organisations*

18% Airlines
40% Airports Operators
10% Airport Development
15% Government/Regulatory Bodies
9% Ground Handling/Support Services
8% System Integrators

Our Contributors

216

Number of countries reached
54,476

Average Monthly
Unique Visitors
25,108

UK & EUROPE
51%

NORTH AMERICA & CANADA
28%

ASIA
9%

AFRICA & MENA
8%

SOUTH AMERICA
2%

AUSTRALASIA
2%

Media Planner

240,999 print ABC audited and 2,904 unique digital subscribers

Total Circulation
12,503

**Based on an average pass on rate of 2.41
Content marketing is the no. 1 tool to create a clear differentiator between you and your competitors. International Airport Review works with some of the most respected authors to create powerful content pieces to generate leads and create long-term visibility and respect for your brand.

Whether you choose our end-to-end Content Marketing Programme, or ask us to create a tailored multi-channel Demand Generation Package, we’ll help you achieve your marketing goals, by delivering outstanding cut-through, engagement and ROI.

80% of B2B marketers have a content marketing strategy*

1 Content Marketing Programme

An end-to-end content marketing solution, from bespoke content research to creation and distribution

2 Demand Generation

Lead generation, thought leadership and brand building, through targeted, multi-channel engagement

LEARN MORE ABOUT OUR DEMAND GENERATION PACKAGES

Choosing any of the options from our suite of marketing solutions will bring you:

GREATER LEAD ENGAGEMENT
GREATER LEAD PREQUALIFICATION
HIGHER CONVERSION RATES
OUTSTANDING ROI

A tailored package for your audience, business, goals and budget

‘Content is the present – and future – of marketing’
Email marketing is one of our most effective channels available, allowing you to reach a targeted audience of 19,000 and offering proven results; building engagement, driving traffic, and directing customers to key content. It is a powerful way to tap into new customer segments by aligning your brand to relevant topics or propositions.

Sponsorship and advertising opportunities

**Lead Sponsor:**
- Company logo in newsletter header
- Title & summary of story (max 50 words) with image, linking to further content on International Airport Review website or advertiser website
- 1st banner position (728 x 90px)

**Additional banner positions:**
- 2nd banner position (300 x 250px)
- 3rd banner position (728 x 90px)

£1,250

75% of marketers are increasing investment in content marketing**

£3,000 for total database

Sponsorship and advertising opportunities

**Lead Sponsor:**
- Title & summary of story (max 50 words) with image, linking to further content on International Airport Review website or advertiser website
- 1st banner position (728 x 90px)

**Additional banner positions:**
- 2nd banner position (300 x 250px)
- 3rd banner position (728 x 90px)

£3,000*

Display Advertising

Our rich and diverse content at internationalairportreview.com keeps the aviation community up-to-date with the latest news, technology and project developments plus a comprehensive company directory.

**Average monthly page views**
54,476

**Average monthly unique visits**
25,108

£1,250

£1,000

£700

£1,500*

£2,800

* Prices at a weekly rate**

**Source: 2016 readership survey**

Digital Advertising

A comprehensive range of digital solutions to reach aviation professionals at all levels
Front Cover Sponsorship

The Front Cover exclusive package is a great opportunity for maximum exposure.

Sponsorship includes:

- Work with our artist to create a hand-drawn image with your logo on the front cover
- Inside Back Cover - Double Page Spread (Advertisement, Editor Interview or combination of both)
- Framed cover plus PDF sent to you for your own marketing purposes
- Sponsor of our ‘latest issue’ e-mail promotion
- Promoted within an online Company Profile

Show Packages (limited availability)

Generating business from industry events is a key component in most companies’ marketing mix. It is critical to underpin this investment with a wider event strategy to drive footfall to your booth and showcase your products or services.

<table>
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<tr>
<th>EVENT BONUS DISTRIBUTION</th>
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<td>World ATM Congress</td>
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<td>Passenger Terminal Expo</td>
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<td>ICAO Ground Handling conference</td>
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<td>Airport IT &amp; Security 2017</td>
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In-Depth Focus

Every issue of International Airport Review includes bound-in supplements which offer a more in-depth and detailed analysis of topics at the forefront of the airport and aviation industry.

Each topic is covered by leading experts from their particular fields allowing you to achieve maximum stand-out by becoming one of a limited number of sponsors; aligning your product and/or service with the selected topics.

In-Depth Focus package includes:

- Full or half page advertisement
- Participation in our full page Expert Column or Peer Panel Roundtable
- Logo on front cover
- Your company logo included in the dedicated email promotion
- Promoted within an online Company Profile

- A PDF document sent to you for your own marketing purposes
- Marketing Qualified Leads generated from all supplement downloads
- Promotion across our specialist social media groups

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Interview Spotlight

International Airport Review’s exclusive Editor Interview, offers the opportunity for a key industry figure from your company to speak exclusively about pressing topics within the industry.

Achieve maximum exposure by becoming one of only six interviews offered in this position each year.

Interview package includes:
- IBC DPS advertisement (one page ad and one page exclusive interview with the Editor)
- Posted online to our 105,734 unique users
- A PDF document sent to you for your own marketing purposes
- Promotion across our specialist social media groups on LinkedIn
- Promoted within an online Company Profile

Product Showcase

Perfectly positioned for product launches, updates or to simply introduce your technology to a wide and targeted audience, International Airport Review’s Product Showcase allows you to discuss your company’s product or technology in detail.

Product Showcase includes:
- DPS advertisement (one page ad and one page advertorial)
- Posted online to our 105,734 unique users
- A PDF document sent to you for your own marketing purposes
- Promotion across our specialist social media groups on LinkedIn
- Promoted within an online Company Profile

Rate Card

<table>
<thead>
<tr>
<th>ADVERTS</th>
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<tr>
<td>IBC DOUBLE PAGE SPREAD</td>
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<td>PRIMES*</td>
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* IBC, Opposite Content, RHP 1st, RHP 2nd

International Airport Review is published bi-monthly and has a worldwide circulation of 10,099 PLUS our online magazine adds an additional 2,404 readers. Making our global circulation 12,503.
Preparation and executing the webinar was fantastic. The team was very professional, the process and guidelines clear and I was walked perfectly through the whole process. And finally the follow-up information was more than helpful. Overall a great experience!

SIEMENS
Director Data Services,
Siemens AG

10 GREAT REASONS TO PARTNER WITH US

1. Use the webinar as a platform to launch new products and services
2. Ensure that your company is front of mind when buying decisions are taken
3. Connect and engage with your target audience
4. Differentiate yourself from competitors with strong brand presence
5. Demonstrate thought leadership in front of heads of industry
6. Increase your brand profile and share your capabilities and experience with a captive audience of leading industry professionals
7. Foster loyalty with existing clients
8. Grow your audience with increased reach, impact and accessibility
9. Transcend geographical boundaries
10. Generate new business

Search internationalairportreview.com/webinars
Content Calendar

Written by the industry for the industry

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<th>JAN</th>
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**REGIONAL PROFILES (ONLINE)**
- Asia
- Middle East
- North America
- North America
- Africa
- Africa
- South America
- South America
- Europe
- Europe

**LEADERSHIP SERIES (PRINT & ONLINE)**
- Leadership Series: 60 Seconds with...
- Leadership Series: 60 Seconds with...
- Leadership Series: 60 Seconds with...
- Leadership Series: 60 Seconds with...
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- Leadership Series: 60 Seconds with...

**EVENTS**
- Anniversary Issue: Celebrating 20 years of International Airport Review
- Anniversary Issue: Celebrating 20 years of International Airport Review
- Anniversary Issue: Celebrating 20 years of International Airport Review
- Anniversary Issue: Celebrating 20 years of International Airport Review
- Anniversary Issue: Celebrating 20 years of International Airport Review
- Anniversary Issue: Celebrating 20 years of International Airport Review

**PRINT**
- Feature: Aircraft Interiors
- Feature: Terminal Technologies
- Feature: Security
- Feature: Passenger Experience
- Feature: Big Data
- Feature: Passenger Experience Technology
- Feature: Celebrating 20 years of IAR: 20 Most Influential Technology Deployments
- Feature: Seamless Travel Apps
- Feature: Security
- Feature: NPD
- Feature: Celebrating 20 years of IAR: Top 20 Growth by Passenger Number

**DIGITAL**
- Content Newsletter: Airport Experience
- Content Newsletter: Passenger Experience Technology
- Feature: Passenger Experience Technology
- Content Newsletter: Passenger Experience
- Feature: Celebrating 20 years of IAR: 20 Most Influential Technology Deployments
- Feature: Security
- Feature: NPD
- Feature: Airport Cities
- Feature: Celebrating 20 years of IAR: Top 20 Growth by Passenger Number

**PASSAGERS EXPERIENCE**
- Feature: Aircraft Interiors
- Feature: Terminal Technologies
- Feature: Security
- Feature: Passenger Experience
- Feature: Big Data
- Feature: Passenger Experience Technology
- Feature: Celebrating 20 years of IAR: 20 Most Influential Technology Deployments
- Feature: Seamless Travel Apps
- Feature: Security
- Feature: NPD
- Feature: Celebrating 20 years of IAR: Top 20 Growth by Passenger Number

**TERMINAL OPERATIONS**
- Feature: Aircraft Interiors
- Feature: Terminal Technologies
- Feature: Security
- Feature: Passenger Experience
- Feature: Big Data
- Feature: Passenger Experience Technology
- Feature: Celebrating 20 years of IAR: 20 Most Influential Technology Deployments
- Feature: Security
- Feature: NPD
- Feature: Airport Cities
- Feature: Celebrating 20 years of IAR: Top 20 Growth by Passenger Number

**AIRSIDE OPERATIONS**
- Feature: Aircraft Interiors
- Feature: Terminal Technologies
- Feature: Security
- Feature: Passenger Experience
- Feature: Big Data
- Feature: Passenger Experience Technology
- Feature: Celebrating 20 years of IAR: 20 Most Influential Technology Deployments
- Feature: Security
- Feature: NPD
- Feature: Airport Cities
- Feature: Celebrating 20 years of IAR: Top 20 Growth by Passenger Number

**MEDIUM PLANNER**
- Leadership Series: 60 Seconds with...
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**LEADERSHIP SERIES  (PRINT & ONLINE)**
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**FEBRUARY**
- Airport Crisis Management webinar
- Airport Crisis Management webinar
- Airport Crisis Management webinar

**SEPTEMBER**
- Airport IT & Security 2017
- Airport IT & Security 2017
- Airport IT & Security 2017

Written by the industry for the industry
# Content Calendar

## EVENTS

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<th>JAN</th>
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<td>ANNIVERSARY ISSUE: Celebrating 20 years of International Airport Review</td>
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## ATC/ATM

### PRINT
- **In-Depth Focus:** ATC/ATM Europe
- **Feature:** ATM
- **Feature:** Remote Towers
- **Feature:** A-CDM/TRA
- **Feature:** SESAR
- **Feature:** Security

### DIGITAL
- **Feature:** Meteorology
- **Feature:** SESAR
- **Feature:** Noise Abatement
- **Feature:** A-CDM/TRA

## REGULATION & LEGISLATION

### PRINT
- **Feature:** The BREXIT Effect
- **Feature:** Development Funding
- **Feature:** Emissions
- **Feature:** Security
- **Feature:** Wildlife Management

### DIGITAL
- **Feature:** Development Funding
- **Feature:** Emissions
- **Feature:** SESAR
- **Feature:** Wildlife Management

## CONSTRUCTION & DESIGN

### PRINT
- **In-Depth Focus:** Terminal Technologies
- **Feature:** Passenger Experience
- **Feature:** Construction & Design
- **Feature:** Capacity Planning
- **Feature:** Airports

### DIGITAL
- **Feature:** Passenger Experience
- **Feature:** Capacity Planning
- **Feature:** Airport Cities
- **Feature:** Airports

## REVENUES

### PRINT
- **Feature:** Routes
- **Feature:** Non-Aeronautical Revenues - Retail
- **Feature:** Non-Aeronautical Revenues - Parking
- **Feature:** Routes

### DIGITAL
- **Feature:** Concessions
- **Feature:** Non-Aeronautical Revenues - Retail
- **Feature:** Non-Aeronautical Revenues - Parking
- **Feature:** Routes

## EVENT PREVIEWS & BONUS DISTRIBUTION

- **Event Previews:** Passenger Terminal Expo, Routes Europe, World ATM Congress, inter airport SE
- **Event Previews:** Passenger Terminal Expo, Routes Europe
- **Event Previews:** Passenger Terminal Expo, Routes Europe
- **Event Previews:** Passenger Terminal Expo, Routes Europe
- **Event Previews:** Passenger Terminal Expo, Routes Europe
- **Event Previews:** Passenger Terminal Expo, Routes Europe
- **Event Previews:** Passenger Terminal Expo, Routes Europe
- **Event Previews:** Passenger Terminal Expo, Routes Europe
- **Event Previews:** Passenger Terminal Expo, Routes Europe
- **Event Previews:** Passenger Terminal Expo, Routes Europe

- **Bonus Distributions:** AIR, GAO
- **Bonus Distributions:** AIR, GAO
- **Bonus Distributions:** AIR, GAO
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- **Bonus Distributions:** AIR, GAO
- **Bonus Distributions:** AIR, GAO
- **Bonus Distributions:** AIR, GAO

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