Compared with other publications, we have found activities with IAR exceptionally effective at reaching relevant job titles within relevant airports. The varied options available to us and the willingness of the IAR team to go above and beyond is greatly appreciated.

MARKETING MANAGER, HUMAN RECOGNITION SYSTEMS

Andrew Holland
Business Development Manager
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Commercial Director
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Introduction

Note From the Editor

AIR travel continues to gain popularity across the globe with passenger numbers increasing year-on-year. 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 is a source of continuous information and support for the aviation community, featuring in-depth articles in print and online from the world’s leading airports and airlines, plus all the latest regulatory discussions and updates.

International Airport Review has evolved alongside the industry for over 20 years and covers the industry’s major topics and trends 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.

In 2019, International Airport Review’s 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 reader and audience feedback and have increased our membership, 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 and alongside our social media groups which encourage active participation from our community.

Furthermore, International Airport Review’s successful series of conferences and webinars designed to bring the industry closer together to discuss trends and key topics in detail, will continue during 2019.

Partnering with International Airport Review will help you reach the right people at the right level and at the right time. We look forward to working with you during 2019. 

Meet our Advisory Board

A global network of highly respected leaders in their specialist fields who continuously compile and advise our teams on curating the highest quality content for our international audience.
Our 5 Steps to GDPR Compliance

The General Data Protection Regulation (GDPR) is a set of EU rules governing how a company manages, protects and administers personal data. Whether you are a subscriber, author, advertiser or supplier, we may hold information about you and we need to keep it private and secure.

Step 1
Awareness
Data protection and GDPR is something every member of staff should be aware of.

Step 2
Audit + Clarity
Know your data and know where it came from – only then can you be GDPR compliant.

Step 3
Communication
Tell your contacts, be open, be clear.

Step 4
Process
Respect every individual’s data rights and establish a process for Subject Access Requests and deletion.

Step 5
Consent & Legitimate Interest
Establish the lawful basis for holding any personal data and keep full traceability in your database.

GDPR Compliance = Peace of mind for our Readers and Advertisers

By taking these 5 Steps to achieve GDPR compliance, International Airport Review will continue to deliver great content that is relevant to our readers. We like making connections and helping people discover new solutions whilst learning about the latest developments from across the industry.

International Airport Review will never sell or pass a contact’s data to any third party without their express permission. When a user completes our simple subscription form or downloads any materials from our website they must opt in to be contacted by the third party.
Our Audience

Global Share

51% EUROPE
29% NORTH AMERICA
10% APAC
8% SOUTH AMERICA
2% MIDDLE EAST

Audience (correct as of October 2018)

Magazine
Year Established 1997
Audited Print Circulation 10,100
Unique Digital Circulation 5,947

Website & Email
Average Page Views in Jan - Dec 2018 103,637
Average users in Jan - Dec 2018 52,248
Weekly Newsletter subscribers 19,384

Social Media
Twitter Followers 9,145
LinkedIn Members & Followers 9,927
Facebook Followers 990

Webinars & Conferences
WEBINARS Registrants in 2018 4,500+
CONFERENCES No. Years Held 12 Years
Delegates in 2017 and 2018 500+

I have recently collaborated with International Airport Review both as their reader and as an author. They are always good at capturing interesting, upcoming topics and phenomena and reach a relevant network of experts to discuss them. A good read, and nice to work with.

FINAVIA HEAD OF SERVICE DELIVERY, FINAVIA

Our Members

78% of members have an influence in purchasing decisions within their organisations’

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

Content marketing is a growing part of the media mix for most businesses. Companies produce a wide range of assets, including whitepapers, case studies, videos and webinars, which are created to better showcase a product or service.

Too often, this content remains under-utilised and businesses fail to track who is engaging with their content.

We can help you bridge that gap by using our website, social, and email channels to extend the reach of your content to our engaged community.

We will host your assets within your complimentary Content Hub and use a variety of methods to promote these widely. Gated pieces will benefit from lead generation (name, company, job title, email address and location).

---

**ITEM**

<table>
<thead>
<tr>
<th>BRONZE</th>
<th>SILVER</th>
<th>GOLD</th>
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**RATE**

£1,500 £3,000 £5,000 £10,000

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Professional, sharp and competent. That’s *International Airport Review*. TARGIT has worked with a range of media partners to reach our core target audience. We can say from experience that IAR delivered on its promises, and the results outperformed other providers. We highly recommend IAR to other businesses that are focused on engagement and conversions.

MARKETING MANAGER, TARGIT

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AWARENESS
THOUGHT
LEADERSHIP
LEAD
GENERATION
CAMPAIGN
OBJECTIVE

MEDIA PLANNER
International Airport Review webinars are the perfect platform to engage with numerous prospective customers, enabling you to target your key audience whilst aligning your company with a topic of your choice. They are an extremely effective method of generating highly qualified leads, demonstrating your expertise and raising your profile through a comprehensive marketing campaign customised specifically for your needs.

**WEBINAR CASE STUDY**

**MARKETING MANAGER, INFARE**

We set clear targets at the beginning of the collaboration, based upon previous webinars, and we were extremely happy to see that the targets were not just met but exceeded - both quantitatively and qualitatively. With the help of the International Airport Review Team we got our case study, products and brand in front of airports, and airlines, all over the World.

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

**FULL PACKAGE:**

- Six-week marketing campaign:
  - Four promotional e-Shots (three before and one after the live webinar)
  - Promotion across social media channels
  - Full Page Preview in International Airport Review
  - Full Page Review in International Airport Review
- Guidance provided throughout the project
- Webinar hosted live and on-demand
- Monthly reporting provided for three months following the live webinar
- Details of everyone who registers to watch the webinar (live and on-demand)

**WEBINAR SERIES**

**LIVE WEBINAR:** 26 September 2018  
**CLIENT:** Leidos  
**WEBINAR TITLE:** Improving the Passenger Experience with Passenger Flow Management  
**GUEST SPEAKER:**  
- Jim Kavanagh, Solutions Manager, Leidos

**TOTAL LEADS GENERATED:** 537  
**LIVE ATTENDEES:** 118

**KEY ATTENDEES:**  
- Aéroports de Montréal, Operational Planning  
- Airports Authority of India, Airport Director  
- GTAA, Airport Planning Associate Director  
- Heathrow, Capacity Manager  
- Hong Kong Airport Authority, Smart Airport Manager  
- IATA, Passenger Experience Manager  
- Port of Seattle, Director, Customer Experience  
- San Jose International Airport, Passenger Experience Manager  
- Sydney Airport, Security Manager  
- VINCI Airports, Project Director

**INTERNATIONAL AIRPORT REVIEW**

internationalairportreview.com/webinars
### Digital Case Studies

#### Live Webinar
- **Topic:** AIRFARE BIG DATA
- **Promotion Received:**
  - Website hosting
  - Four dedicated emails
  - Weekly newsletter inclusion
  - Social Media
- **No. Registrants:** 544
- **No. Live Attendees:** 108

#### Whitepaper
- **Topic:** PASSENGER EXPERIENCE
- **Promotion Received:**
  - Website hosting
  - One dedicated email
  - Weekly newsletter inclusion
  - Social Media
- **No. Downloads:** 219

#### Eshot
- **Topic:** AIRPORT OPERATIONS WHITEPAPER
- **Delivered:** 23,207
- **Opened:** 3,758 (16.2%)
- **Clicked:** 639 TOTAL / 422 UNIQUE

#### Weekly Newsletter
- **Topic:** LATEST NEWS
- **Delivered:** 19,945
- **Opened:** 3,492 (17.5%)
- **Clicked:** 374 UNIQUE

#### Industry Insight
- **Topic:** PASSENGER EXPERIENCE
- **Delivered:** 19,548
- **Opened:** 3,907 (20%)
- **Clicked:** 508 UNIQUE

#### Online Banner
- **Topic:** BAGGAGE TAGS
- **Position:** LEADERBOARD
- **Duration:** 30 DAYS
- **Impressions:** 55,290
- **Clicks:** 320 (1.52% CTR)

#### Live Webinar
- **Topic:** AIRPORT RETAIL
- **Promotion Received:**
  - Website hosting
  - Four dedicated emails
  - Weekly newsletter inclusion
  - Social Media
- **No. Registrants:** 1,136
- **No. Live Attendees:** 332

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We collaborated with International Airport Review during the spring 2018 to realize a webinar targeting airports all over the world. The collaboration was extremely smooth and we got full support during all the various phases of the process - pre, during and post-webinar. Their support covered both the more technical aspects, as well as commercial and communication decisions. Jonathan, James and the rest of the team were helpful, responsive and truly engaged. We set clear targets at the beginning of the collaboration, based upon previous webinars, and we were extremely happy to see that the targets were not just met but exceeded - both quantitatively and qualitatively. With the help of the International Airport Review Team we got our case study, products and brand in front of airports, and airlines, all over the World.

---

**MARKETING MANAGER, INFARE**
Digital Advertising

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

Industry Insight Email

Our monthly industry insight emails give you the perfect opportunity to align your product or service with some of the industry’s most respected editorial.

Sponsorship includes:
- Company logo in email header
- Second story position, consisting of a title, excerpt and image
- Medium Rectangle banner, repeated a minimum of three times

£1,250

Click to View

eShots

Email marketing is one of our most effective channels available, allowing you to reach an audience 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.

£3,200 for total database of aviation professionals
OR £1,750 for 5000 contacts for every extra thousand.

Click to View

Weekly Email Newsletters

Sponsorship of our weekly email newsletters places your content among the week’s leading industry news, hitting more than 12,000 desktops of decision makers worldwide.

Sponsorship includes:
- Company logo in email header
- Second story position, consisting of a title, excerpt and image
- Medium Rectangle banner, repeated a minimum of three times

£3,000

1 MONTH
£1,250

£1,750 for 5000 contacts for every extra thousand.

Click to View

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.

£3,200

MONTHLY DISPLAY ADVERTISING

LEADERSBOARD £1,500
MEDIUM RECTANGLE £1,250
3:1 RECTANGLE £800
FIXED FOOTER £1,750
WALLPAPER £2,000
Multimedia Products

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 aviation industry.

Each topic is covered by leading experts in their field. Achieve maximum exposure by becoming one of a limited number of sponsors and aligning your product and/or service with the selected subject matter.

Sponsorship includes:

• Full or half page advertisement
• 300-word ‘Expert View’, providing your insight and expertise on the topic
• Your company logo included in the dedicated email promotion
• Promoted within your Content Hub
• Lead generation: we provide you with details of everyone who downloads content from the In-Depth Focus.

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<thead>
<tr>
<th>IN-DEPTH FOCUS / GUIDE TO... 2019</th>
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<td>ISSUE 1</td>
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<th>Artificial Intelligence</th>
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<th>Self Service / Touchpoints</th>
<th>Construction &amp; Design</th>
<th>Airport Profiles</th>
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<td>Remote Digital Towers</td>
<td>Seamless Travel</td>
<td>Baggage Handling</td>
<td>Winter Operations</td>
<td>Sustainability</td>
<td>Airport Apps / Beacon Technology</td>
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<td>Biometrics</td>
<td>Airside Operations</td>
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<td>Construction &amp; Design</td>
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<td>Screening Technology</td>
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<td>Construction &amp; Design</td>
<td>Airport Profiles</td>
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<td>VR / AR in Airport Operations</td>
<td>Construction &amp; Design</td>
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<td>Airport Profiles</td>
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<td>Construction &amp; Design</td>
<td>Airport Apps / Beacon Technology</td>
<td>Winter Operations</td>
<td>Construction &amp; Design</td>
<td>Airport Profiles</td>
</tr>
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| £5,500 FULL PAGE PACKAGE |
| £3,600 HALF PAGE PACKAGE |
Multimedia / Print Advertising

Front Cover Sponsorship

Achieve maximum exposure by becoming one of only six sponsors to feature on the front cover each year.

**Sponsorship includes:**

- Work with us to select an image for the front cover, with your logo included
- Inside Back Cover double-page spread (advertisement, Editor Interview or combination of both)
- Referenced on the magazine Contents page
- PDF sent to you for your own marketing purposes
- Sponsor of our ‘Latest Issue’ promotional email
- Interview promoted within your Content Hub

INTERNATIONAL AIRPORT REVIEW

**IN THIS ISSUE**

- Exploring how airports and airlines ensure operational efficiency throughout the winter season
- Using technology to improve the passenger experience
- Coping with the impending air capacity crisis
- Security and how to mitigate the insider threat

**Show Packages (limited availability)**

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<th>GOLD</th>
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**Show Packages**

- 2 x full page advertisements (pre, post or bonus distribution issues)
- 1 x full page advertisement (pre, post or bonus distribution issues)
- Half Page in bonus distribution issue
- 250 words of editorial in print and online
- Online Company Profile

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 stand and showcase your products or services.

**event bonus distribution 2019**

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<thead>
<tr>
<th>JAN</th>
<th>MAR</th>
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<td>ISSUE 3</td>
<td>ISSUE 4</td>
<td>ISSUE 5</td>
<td>ISSUE 6</td>
</tr>
</tbody>
</table>

*World ATM Congress*  | *Airport Show*  | *Airport IT & Security 2019*  | *Inter Airport Europe*  
*IATA AVSEC World*  | *IATA International Ground Handling*  | *IATA Aviation Data*  | *IATA Airport and Passenger Symposium*
Print Advertising

Written by the industry for the industry

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 on our inside back cover each year.

Interview package includes:

- Inside back cover DPS advertisement (one page ad and one page exclusive interview with the Editor)
- Posted online at internationalairportreview.com
- Promoted within your Content Hub
- Promoted within our monthly promotional email

£6,000

Rate Card

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<tr>
<td>FULL PAGE</td>
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<tr>
<td>1/2 PAGE</td>
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<tr>
<td>OBC</td>
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<tr>
<td>IFC DOUBLE PAGE SPREAD</td>
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<tr>
<td>PRIMES*</td>
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<td>COVER TIP-ON</td>
<td>POA</td>
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<td>INSERT</td>
<td>POA</td>
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<td>TIP-ON PAGE</td>
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* IBC, Opposite Leaders’ Series, RHP 1st, RHP 2nd

International Airport Review is published bi-monthly and has a worldwide ABC audited circulation of 10,100 plus our online magazine adds an additional 5,947 readers.
Print Advertising

Written by the industry for the industry

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](image)

**Product Showcase includes:**
- DPS advertisement (one page ad and one page product overview/case study)
- Posted online at internationalairportreview.com
- Promoted within your Content Hub
- Promoted within our monthly round up email

---

**Product Profile**

**Mitigating weather-related risk**

While aviation technology and policies are ever-changing, there is one factor that will always be an issue: The weather. High winds, heavy rains, hail, and lightning all endanger aviation equipment, passengers, and crew. On 9 April 2016, Anuj Agrawal, CMO of Earth Networks, explains how Earth Networks mitigates weather-related risk and streamlines aviation operations.

How do advanced weather detection and visualization technologies benefit airport operations?

Four weather-related decisions need to be made daily, including runway conditions for takeoff and landing, and tower and ground side operations. When making the right decisions, increasing numbers of aviation businesses are turning toward weather detection and visualization technologies. Earth Networks recently introduced three solutions to help airport operators provide timely weather alerts over a wide area to manage flight schedules. Its new Sferic Solutions suite also includes an Outdoor Alerting System, which can warn ground crew safe during dangerous weather.

Why do your clients need severe weather visualization and alerting capabilities for ground side operations?

Traditional airline operations are not set up to react to more dangerous than in serviceability. While the air, passengers, and crew are automatically protected by the nature of the plan. On the ground, however, refuelling, unloading, baggage, and other critical personnel are in direct danger.

How important is safety compliance when it comes to developing a weather detection and visualization solution?

Products and services must be designed and developed to not only detect and alert on severe weather, but also to the airport's reputation and is a number one priority.

**£5,500**

---

**OBJECTIVE**

AWARENESS

LEADERSHIP

THOUGHT

CAMPAGN

OBJECTIVE

VIEW PAST PRODUCT SHOWCASES
International Airport Review’s strength is built on the quality of our editorial. Distributing the best quality content by top writers ensures we maintain the maximum engagement with our audience.

The Feature Partnership is designed to utilise your client relationships. You have the option to source the article to ensure the relevance to your solution – the author should be from a third party and of suitable standing.

**Feature Partnership**

**£5,000**

**Package includes:**
- Option to source 3rd party article
- Exclusive sponsorship of the editorial feature
- Branding across print, email and online
- Full-page advert
- 300-word column included in feature
- Content included in online content hub
- Lead Generation

---

**Multimedia Packages**

**PACKAGES TAILORED TO YOUR BUSINESS, ROI NEEDS AND BUDGET**

- Awareness
- Thought Leadership
- Lead Generation
- Campaign Objective
# 2019 Content Calendar

## 2019 PRINT CONTENT

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<td>Sustainability</td>
<td>Construction &amp; Design</td>
<td>Airport Profiles</td>
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<td>Biometrics</td>
<td>Screening Technology</td>
<td>VR / AR in Airport Operations</td>
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<td>Passenger Terminal Expo</td>
<td>Airport Show</td>
<td>ACI Europe General Assembly</td>
<td>Airport IT &amp; Security 2019</td>
<td>inter airport Europe</td>
<td>inter airport Europe</td>
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<td>World ATM Congress</td>
<td>Airport Show</td>
<td>ACI Europe General Assembly</td>
<td>Airport IT &amp; Security 2019</td>
<td>inter airport Europe</td>
<td>inter airport Europe</td>
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<td>BONUS CIRCULATION</td>
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<td>Airport Show</td>
<td>ACI Europe General Assembly</td>
<td>Airport IT &amp; Security 2019</td>
<td>inter airport Europe</td>
<td>inter airport Europe</td>
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<td></td>
<td>IATA AVSEC World</td>
<td>IATA Intl. Ground Handling</td>
<td>IATA Aviation Data</td>
<td>IATA AVSEC World</td>
<td>IATA Passenger Symposium</td>
<td>IATA Passenger Symposium</td>
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## 2019 DIGITAL CONTENT

<table>
<thead>
<tr>
<th>MONTH</th>
<th>JANUARY</th>
<th>FEBRUARY</th>
<th>MARCH</th>
<th>APRIL</th>
<th>MAY</th>
<th>JUNE</th>
<th>JULY</th>
<th>AUGUST</th>
<th>SEPTEMBER</th>
<th>OCTOBER</th>
<th>NOVEMBER</th>
<th>DECEMBER</th>
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</thead>
<tbody>
<tr>
<td>REGIONAL FOCUS</td>
<td>Middle East</td>
<td>Middle East</td>
<td>Europe</td>
<td>Europe</td>
<td>North America</td>
<td>North America</td>
<td>Asia</td>
<td>Asia</td>
<td>South America</td>
<td>South America</td>
<td>Africa</td>
<td>Africa</td>
</tr>
<tr>
<td>ONLINE FEATURES</td>
<td>Top trends to look out for</td>
<td>Capacity management</td>
<td>Airport cities</td>
<td>Brexit reaction</td>
<td>ARFF &amp; Recovery</td>
<td>Non-aerial revenues</td>
<td>Passenger experience</td>
<td>Route dev.</td>
<td>Big data</td>
<td>Noise abatement</td>
<td>Self-service</td>
<td>The year’s biggest breakthroughs</td>
</tr>
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</table>
The findings of a survey will give you independent, empirical data which can be used to inform and shape strategy and/or reinforce the benefits of your product/service; this acts as a key differentiator in an increasingly competitive market. Each project we undertake is customised to your requirements.

**How does it work?**

**1. Purpose and Scope of the Project**
- Are you looking for data that supports your strategy?
- Are you looking for independent evidence to showcase your proposition?
- What do you want the outputs to be (how many of the following steps do you want to take)?

**2. Target Audience**
- How many respondents?
- What is their profile (e.g. geography, company type, job function, seniority)?

**3. The Question Set**
- We work together to refine the appropriate questions – this helps us derive the information you wish to extract.

**4. Survey and Data Collection**
- We host and promote the survey to ensure we generate response data against the targets you set.

**5. Analysis**
- We analyse the findings and draw insightful conclusions.

**6. Production, Promotion and Distribution**
- Whether you’re looking for a write-up with graphs and charts from the analysis, or an infographic portraying the most salient information, we can tailor the outputs and use any of our channels to share this information with the wider industry.