

MEDIA KIT 2017



ABOUT ASIAN AVIATION

Asian Aviation is a leading independent civil aviation magazine published out of Singapore by Asian Press Group Pte Ltd. **Asian Aviation** now in its **17th year of production** has become a reliable source of information covering all sectors of the Aviation Industry in the Asia-Pacific region, central and southern Asia.

ASIAN AVIATION (AAV) PUBLISHING PLATFORM

- ✓ **Print Magazine**
- ✓ **Digital Magazine**
- ✓ **Website**
- ✓ **Digital Magazine Notification Email**
- ✓ **AAV App**



Read AAV: anytime, anywhere.



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Like us on Facebook: Asian Aviation (AAV)
*Audit as at March 2015

WHY YOU SHOULD ADVERTISE IN AAV

AUDITED CIRCULATION

- ✓ **Asian Aviation** has a **CAB Audit of 9,676**.
- ✓ **Asian Aviation** has an estimated 3 readers per copy with a total readership of over **29,000**.
- ✓ **Asian Aviation** is highly reputable and widely quoted. It is essential reading for all aviation decision makers and industry leaders.
- ✓ **Asian Aviation Digital** is **FREE to everyone**. Current and archive issues available via website or app.
- ✓ **Asian Aviation's FREE app** is available across all devices for current and archived issues to anyone with no paywall.

BEST EDITORIAL COVERAGE

- ✓ **Asian Aviation** is a leading authority in **Aviation reporting** in the region – the fastest growing Aviation market in the world.
- ✓ **Asian Aviation's team** are true experts in their field. Under the direction of Editor Matt Driskill, regular writers including Emma Kelly, Benn Marks and Ian Goold bring great experience, authority and access to professional decision-makers, delivering concise, original and timely news and features.
- ✓ The result is **high quality, originally researched editorial** with a proven reputation for reliability, credibility and integrity ensuring high value for readers and advertisers.
- ✓ **Asian Aviation** covers all important topics including:
 - Manufacturers
 - OEMs
 - Avionics
 - Airlines
 - Helicopters
 - Technology
 - Airports
 - Ground Handling & Logistics
 - Engines
 - MRO
 - Corporate Aviation
 - General Aviation
 - Cargo
 - Airline Interiors/IFEC
 - Supply Chains
 - Training & Simulation
 - Finance & Leasing
 - Safety
 - Business Aviation
 - Air Traffic Management

AAV READERSHIP

READERSHIP BREAKDOWN

READER PROFILE BY JOB TITLE	NO.	%
GOVERNMENT		
Ministries - Trade, Commerce, Finance	981	10
AVIATION INDUSTRY		
Chairman/CEO/President	877	9
VP/Director/GM	3,882	40
Regional Manager	1,573	16
Marketing/Engineering/Manager/Executive	1,630	17
Consultant	383	4
Agent	350	4
TOTAL	9,676	100
READER PROFILE BY INDUSTRY SEGMENT	NO.	%
AIR TRANSPORT		
• Commercial Airlines • Cargo Airlines • Corporate Aviation • Ground Handling • Training & Simulation	3,381	35
OTHER		
DEFENCE AEROSPACE	319	3
AIRPORTS	935	10
GOVERNMENT	323	3
LEASING/LEGAL/FINANCIAL	444	5
MAINTENANCE, REPAIR & OVERHAUL	1,900	20
MANUFACTURERS/SUPPLIERS	2,271	23
TRADE ASSOCIATIONS & LEARNED BODIES	58	0.6
MISCELLANEOUS	45	0.4
TOTAL	9,676	100

ONLINE & DIGITAL STATS



Website Monthly Average Page Views **9,450**
 Monthly Average Visits **7,480**
 Digital Magazine Readership **8,445**
 Mobile & Tablet Subscriptions **1,018**



CIRCULATION

ASIA		AUSTRALASIA		AMERICAS	
Bangladesh	52	Australia	1,833	USA	480
Brunei	30	New Zealand	230	Canada	77
Cambodia	42	Pacific Islands	55	Chile	2
China & HK	889	Papua/New Guinea	32	Brazil	15
India	479	TOTAL	2,150	TOTAL	574
Indonesia	336	EUROPE		Middle East	
Japan	350	Austria	12	Bahrain	3
Macau	27	Belgium	7	Israel	35
Malaysia	494	Czech Republic	10	Qatar	70
Myanmar	28	Denmark	15	Turkey	76
Pakistan	229	Finland	8	UAE	160
Philippines	252	France	343	TOTAL	344
Singapore	858	Germany	275	AFRICAN UNION	
South Korea	198	Greece	2	African Union	20
Sri Lanka	88	Ireland	15	TOTAL	20
Taiwan	189	Italy	49	GLOBAL TOTAL	9,676
Thailand	385	Lithuania	5		
Vietnam	295	Luxembourg	5		
Kazakhstan	12	Netherlands	66		
TOTAL	5,263	Norway	13		
		Poland	5		
		Romania	2		
		Russia	60		
		Spain	19		
		Sweden	29		
		Switzerland	88		
		Ukraine	1		
		United Kingdom	299		
		TOTAL	1,325		



Audit as at March 2016

AAV FEATURES 2017

MONTH	BONUS DISTRIBUTION	FEATURES	DEADLINES
FEBRUARY	MRO Middle East Dubai 8-9 Feb Aviation Festival Singapore 21-22 Feb Avalon Melbourne 28 Feb- 5 March	<ul style="list-style-type: none"> Composites Change the MRO Game Low-Cost Airlines in India & China Asia Cargo Outlook 	<ul style="list-style-type: none"> Booking: 9 Jan Material: 16 Jan
MARCH	Routes Asia Japan 19-21 March Aircraft Interiors Expo Hamburg 4-6 April	<ul style="list-style-type: none"> China and Japan Route Development IFEC/Personal Devices Seating/Cabin Interiors 	<ul style="list-style-type: none"> Booking: 13 Feb Material: 20 Feb
APRIL	ABACE Shanghai 11-13 April Rotorcraft Singapore 18-20 April	<ul style="list-style-type: none"> Business Aviation in China Heli Service Outlook One year later: ASEAN Open Skies 	<ul style="list-style-type: none"> Booking: 20 Mar Material: 27 Mar
MAY	EBACE Geneva 22-24 May ISTAT Hong Kong 9-11 May	<ul style="list-style-type: none"> ABACE Report Regional Aviation Interiors Show Report 	<ul style="list-style-type: none"> Booking: 24 Apr Material: 1 May
JUNE	Paris Airshow Le Bourget 19-25 June	<ul style="list-style-type: none"> Manufacturer Market Forecasts Finance and Leasing Managing the Supply Chain 	<ul style="list-style-type: none"> Booking: 22 May Material: 29 May
JULY/AUGUST		<ul style="list-style-type: none"> Airport Rankings Airport Development: Mega vs Regional Airport Service: Self-Service or Full-Service? Sustainability & the Environment 	<ul style="list-style-type: none"> Booking: 26 June Material: 3 July
SEPTEMBER	China Heli Expo Tianjin 13-17 Sept	<ul style="list-style-type: none"> Cockpit Technology Technology Transfers LCC Customer Experience 	<ul style="list-style-type: none"> Booking: 31 July Material: 7 Aug
OCTOBER	MRO Europe London 3-5 Oct Helitech London 3-5 Oct NBAA Las Vegas 10-12 Oct Seoul Airshow 17-22 Oct	<ul style="list-style-type: none"> Engine Developments Pilot Training in Asia Air Traffic Management in Asia Korean LCC Development 	<ul style="list-style-type: none"> Booking: 4 Sept Material: 11 Sept
NOVEMBER	MRO Asia-Pacific Singapore 31 Oct-2 Nov JEC Asia 2017 Seoul 1-3 Nov Dubai Airshow 12-16 Nov	<ul style="list-style-type: none"> ASEAN MRO Asia versus Middle East Carriers Aviation Satellite Technology How Safe Are Asia's Airlines? 	<ul style="list-style-type: none"> Booking: 9 Oct Material: 16 Oct
DEC/JAN 2018	MRO Middle East Dubai Feb TBA	<ul style="list-style-type: none"> General Aviation in China MRO Show Report Singapore Airshow Preview The Big Jets: Wither the A380 & 747? 	<ul style="list-style-type: none"> Booking: 20 Nov Material: 27 Nov

Proposed Features are subject to updates & changes. AAV will endeavour to publish scheduled features listed in this media kit, however, this is subject to change without notice. An updated synopsis is produced ten weeks prior to published deadlines. If you wish clarification before booking advertisements please contact your advertising representative. The publisher cannot accept responsibility for incorrect advertisement placements.

AAV PRINT SPECS & GROSS RATES 2017 (USD)

Four Colour	1x	3x	6x	10x
DPS	8900	8500	8100	7600
Full Page Colour	5000	4800	4500	4300
Half Page Spread	5200	4900	4700	4400
Half Page	3200	3100	3000	2800
Quarter Page	2000	1900	1800	1700
Covers	1x	3x	6x	10x
Back Cover	5700	5400	5100	4900
Inside Front Cover	5500	5200	4900	4700
Inside Back Cover	5300	5000	4800	4500

PLEASE NOTE

- ✓ Gatefold, Belly Bands, Special Display pages and covers quoted on request
- ✓ Inserts: quoted on specifications
- ✓ No GST
- ✓ Premium requested position add 10%

RESOLUTION

- ✓ High resolution PDF files
- ✓ Allow 5mm bleed
- ✓ 300 dpi image resolution
- ✓ Files can be downloaded from your FTP
- ✓ You can upload files to our FTP.
Contact Raymond for our FTP address:
raymond.boey@asianpressgroup.com.sg

ADVERTISING MATERIAL

Raymond Boey
Block 729 #04-4280
And Mo Kio Avenue 6
Singapore 560729
Phone +65 6457 2340
Fax +65 6456 2700
Mobile +65 9666 7048
raymond.boey@asianpressgroup.com.sg

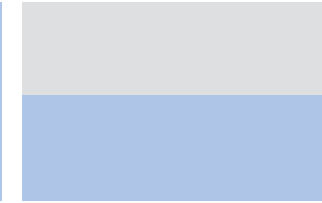
DPS
Trim Size:
275mm(h)x470mm(w)
Bleed Size:
285mm(h)x480mm(w)



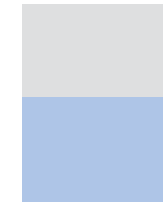
FULL PAGE
Trim Size:
275mm(h)x235mm(w)
Bleed Size:
285mm(h)x245mm(w)



HALF PAGE SPREAD
Trim Size:
135(h)x470(w)
Bleed Size:
142(h)x 480(w)



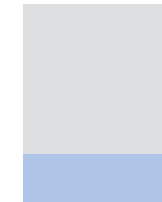
1/2 HORIZ
Trim Size:
135mm(h)x235mm(w)
Bleed Size:
145mm(h)x245mm(w)



1/2 VERT
Trim:
275mm(h) x 112mm
Bleed:
285mm(h) x 117mm



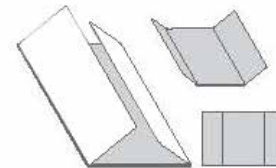
1/4 HORIZ
Trim:
60mm(h)x205mm(w)



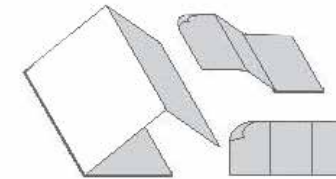
1/4 VERT
Trim:
120mm(h)x98mm(w)



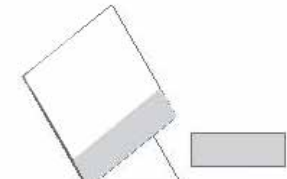
FRENCH DOOR
116.5x233x116.5mm



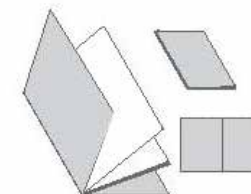
GATEFOLD COVER (4 PAGES)
231x233x235mm



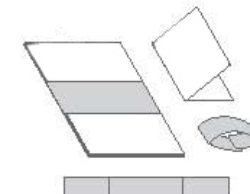
COVER BORDER
235x70mm



WRAP AROUND COVER
235x235x275mm



BELLY BAND
145x235x145mm



AAV WEBSITE SPECS & GROSS RATES 2017 (USD)

Leaderboard
728(w) x 90(h)pixels
\$1500 gross per month

Square Button
250(w) x 250(h)pixels
\$1000 gross per month

Vertical Banner
120(w) x 240(h)pixels
\$800 gross per month

Video Hosting
via YouTube link
\$700 gross per month

Please note for banners:
Max file size 1MB
We only accept static or animated gifs or jpegs files.
NOTE: We do not track web advertising. You should include your own tracking code in your URL to monitor your campaign.

DIGITAL MAGAZINE

Leaderboard 728(w) x 90(h)pixels
\$1500 gross per issue

DIGITAL MAGAZINE NOTIFICATION EMAIL

Leaderboard
(per ea. notification mail out)
\$1400 gross per issue

Eblasts:
We accept HTML format with self hosted images embedded.
Speak to your rep for all spec details – POA

Social Media Alerts:
via Twitter and Facebook – POA
For further details of all available tailored options speak to your advertising representative.

AAV APP ADVERTISING SPECS & RATES (USD)

WE REQUIRE ORIENTATIONS OF YOUR AD IN BOTH LANDSCAPE AND PORTRAIT

Please supply us with two identical ads to the below specifications:

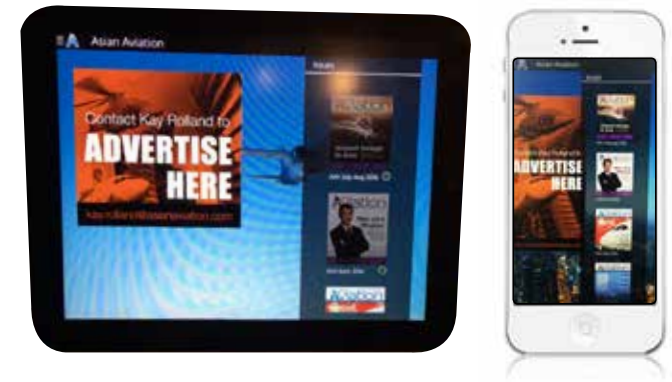
LANDSCAPE AD 755 pixels wide x 700 pixels high + **PORTRAIT AD** 590 pixels wide x 1230 pixels high



LANDSCAPE



PORTRAIT



PLEASE NOTE:

- To be supplied as either a .jpg or .png image.
- These are static formats as we do not support any animation.
 - The artwork must be flattened.
- Advertising is display only and cannot be hyperlinked.

EXCLUSIVE POSITIONING:
\$3000 USD Gross per 3 month block.

AAV CONTACTS



AUSTRALIA, NEW ZEALAND & ASIA-PACIFIC

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Twitter [@mcdriskill](https://twitter.com/mcdriskill)

Email matt.driskill@asianaviation.com

ADVERTISING MATERIAL DELIVERY

Attn: Raymond Boey

Asian Press Group Pte Ltd

Block 729 #04-4280

And Mo Kio Avenue 6

Singapore 560729

Phone +65 6457 2340

Mobile +65 9666 7048

Fax +65 6456 2700

Email raymond.boey@asianpressgroup.com.sg

AAV TERMS & CONDITIONS

Terms and Conditions

1. These terms and conditions shall apply to, and form part of, each Order for advertising placed with the Publisher. No person may vary these terms and conditions without the approval in writing from the Publisher or his/her duly authorised officer.

Obligations of Publisher

2. Subject to the terms and conditions hereinafter contained, the Publisher shall publish all advertising in accordance with the Order received from the Advertiser.

Order Requirements

3. The Advertiser or Advertising Agency is solely responsible to submit to the Publisher requested material by the Due Date.

(i). A signed and dated email attachment of the proof of advertisement from the Advertiser or its Agent will be sufficient acknowledgement that the Advertiser has approved the final artwork.

Payments

4. The Advertiser or Advertising Agency shall pay to the Publisher the total invoiced amount for all advertising that shall comprise the total amount shown in the Advertising Insertion Order and all other costs or expenses that may be incurred by the Publisher.

(i) Payment in full of the total amounts shall be made to the Publisher within 30 days of the date of invoice whether directly from the Advertiser or Advertising Agency;

(ii) Advertisers or Advertising Agencies with whom an Advertising Insertion Order is received by the publisher accept the Publishers payment terms and cannot be altered in anyway without written approval;

(iii) The Publisher cannot accept or will not under any circumstances be liable for **paying Advertisers or Advertising Agencies remitter bank fees on electronic transfers;**

(iv) Where an Advertising Agency is in default of the credit terms of 30 days, the Publisher will be entitled to approach the Advertiser directly in writing for payment without notice;

(v) Payments received within 30 days from date of invoice, will be entitled to a Discount of 3% off the Net value of the Insertion Order. Please contact accounts@asianpressgroup.com.sg to set up account discounts.

(vi) Late fees of 3% may apply for payments over 60 days from date of invoice, unless otherwise agreed with the publisher. The fees will be added to the following invoice.

(vii) International payments are to be made by way of Electronic Wire Transfer to the nominated bank account on the invoices. Paper cheques are no longer accepted. Credit Card payments via Visa and Mastercard will be accepted

but will incur a 1.8% service fee.

(viii) All online orders will be invoiced in total at the commencement of the campaign.

(ix) Print and online orders running in the same month will be invoiced in total on the same invoice.

Agent's Commission

5. Where the advertisement is booked by an accredited Advertising Agency and provided that payment is made in accordance with clause 4, the Publisher shall pay the advertising agency a commission calculated at an agreed rate of the invoiced total space charged.

Rights of Publisher

6. The Advertiser acknowledges that the Publisher at his/her discretion shall be entitled to do any of the following:

(i) Decline or cancel any advertisement or series of advertisements to which the Order relates without stating any reason;

(ii) Postpone the publication of any advertisement at any time or times and from time to time; any print or online

(iii) Not be responsible for any advertising material which remains in its or its printers possession 12 months from the last month of publication of the advertisement to which that material relates, without being required to give notice to any person or agency and without in any way being responsible for loss;

(iv) Cut or alter any print or artwork or other materials supplied by the Advertiser or Advertising Agency in order to conform to mechanical requirements, without being responsible for any loss;

(v) Place the word advertisement on any copy, which in the Publishers opinion too closely resembles editorial matter.

(vi) All requested advertising placements will be considered but the Publishers decision is final.

(vii) Is not responsible to collect or collate client's online campaign statistics.

Legal Compliance

7. Advertisements are accepted for publication on the understanding that they comply with current Acts and Regulations and common law obligations concerning advertising in newspapers and magazines applicable in Singapore;

(i) However, the publication of any advertisement pursuant to the Order is strictly subject to the Publishers approval;

(ii) Without limiting the generality for clause 6, the Publisher shall not be required to accept any advertising material the publication of which may in its opinion contravene any provision of the Trade Practices Act, Singapore.

Publisher's Limited Liability

8. The Publisher shall not be liable for any loss or damage from the failure of whatever reason of any particular advertisement to appear on any specified date, deadline or at all.

Substituted Orders

9. The Publisher will not accept a cancellation of the Insertion Order whether in whole or in part after the booking deadline date or dates shown on the publishing schedule.

(i) Where, in respect of any advertising copy for any issue is not received by the Publisher by the published deadline date, then the Publisher shall be entitled to insert in that issue in its place copy previously used for the purposes of fulfilling the Insertion Order and will apply the rate applicable to that advertising;

(ii) If copy is not received by the published deadline date the advertiser will be fully responsible for the total payment of the cost of the Insertion Order. Contracted Advertising Rates

10. Contracted rates shall apply in respect of Insertion Orders placed for completion within a term of 12 months of the publication of the next issue to go to print after the Booking Deadline Date. If the Advertiser for any reason shall use less space than that contracted for in the Insertion Order, then the Publisher shall be entitled to increase the applicable rate according to the amount of space actually used.

Advertiser Acting as Principal

11. The Advertiser or Advertising Agency warrants that he, she or it places the Insertion Order as principal and that he, she or it shall be liable to observe these terms and conditions.

Indemnity to Publisher by Advertiser

12. The Advertiser and Advertising Agency hereby indemnifies and agrees to hold indemnified the Publisher, its servants and agents and each of them against all liability, claims or proceedings and legal costs on an indemnity basis whatsoever which may arise from the publication of any advertisement or material pursuant to the Insertion Order, and in particular but without limiting the generality of the foregoing, to indemnify and hold indemnified each and all of them against any action for defamation, slander of title, breach of copyright, or infringement of any trade marks, name or logo. The year's line-up will feature regular one-on-one interviews with senior industry figures.

Publisher

Asian Press Group Pte Ltd

Company number: 200611219N

Revised date 1/9/2016

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