

MEDIA KIT 2018



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 **18th 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**
- ✓ **SMS Delivery Mobile Magazine**
- ✓ **AAV App**



Read AAV: anytime, anywhere.



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Like us on Facebook: Asian Aviation (AAV)
*Audit as at March 2017

WHY YOU SHOULD ADVERTISE IN AAV

AUDITED CIRCULATION

- ✓ **Asian Aviation** has a **CAB Audit of 9,743.**
- ✓ **Asian Aviation** has an estimated three readers per copy with a total readership of over **29,200.**
- ✓ **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, app, or SMS Delivery Mobile Magazine.
- ✓ **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 significant industry topics. Every issue will also include dedicated sections on **Interiors News, MRO News, Business Aviation News & Rotor News.**

- | | | |
|-------------------------|-------------------------------|--------------------------|
| • 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	989	10
AVIATION INDUSTRY		
Chairman/CEO/President	886	9
VP/Director/GM	3,889	40
Regional Manager	1,590	16
Marketing/Engineering/Manager/Executive	1,651	17
Consultant	385	4
Agent	353	4
TOTAL	9,743	100
READER PROFILE BY INDUSTRY SEGMENT	NO.	%
AIR TRANSPORT		
• Commercial Airlines • Cargo Airlines • Corporate Aviation • Ground Handling • Training & Simulation	3,399	35
OTHER		
DEFENCE AEROSPACE	322	3
AIRPORTS	945	10
GOVERNMENT	339	3
LEASING/LEGAL/FINANCIAL	453	5
MAINTENANCE, REPAIR & OVERHAUL	1,903	20
MANUFACTURERS/SUPPLIERS	2,275	23
TRADE ASSOCIATIONS & LEARNED BODIES	59	0.6
MISCELLANEOUS	48	0.4
TOTAL	9,743	100

ONLINE & DIGITAL STATS



Website Monthly Average Page Views **9,450**
 Monthly Average Visits **7,480**
 Digital Magazine Readership **9,317**
 Mobile & Tablet Subscriptions **1,646**



CIRCULATION

ASIA		AUSTRALASIA		AMERICAS	
Bangladesh	62	Australia	1,628	USA	479
Brunei	30	New Zealand	224	Canada	91
Cambodia	42	Pacific Islands	66	Chile	2
China & HK	907	Papua/New Guinea	21	Brazil	13
India	481	TOTAL	1,939	TOTAL	585
Indonesia	379	EUROPE		Middle East	
Japan	352	Austria	12	Bahrain	2
Macau	29	Belgium	5	Israel	37
Malaysia	499	Czech Republic	8	Qatar	51
Myanmar	28	Denmark	25	Turkey	57
Pakistan	239	Finland	8	UAE	154
Philippines	279	France	352	TOTAL	301
Singapore	867	Germany	284	AFRICAN UNION	
South Korea	235	Greece	2	African Union	17
Sri Lanka	94	Ireland	20	TOTAL	17
Taiwan	190	Italy	66	GLOBAL TOTAL	9,743
Thailand	399	Lithuania	10		
Vietnam	297	Luxembourg	5		
Kazakhstan	15	Netherlands	79		
TOTAL	5,425	Norway	18		
		Poland	10		
		Romania	4		
		Russia	61		
		Spain	19		
		Sweden	37		
		Switzerland	113		
		Ukraine	7		
		United Kingdom	331		
		TOTAL	1,476		



Audit as at March 2017

AAV FEATURES 2018

MONTH	BONUS DISTRIBUTION	FEATURES	DEADLINES
FEBRUARY	Singapore Airshow 6-11 Feb Aviation Festival Singapore 27-28 Feb	<ul style="list-style-type: none"> • Asia-Pacific Aerospace • Engine MRO • Airline Innovation 	<ul style="list-style-type: none"> Booking: 15 Jan Material: 22 Jan
MARCH	MRO East Asia Hanoi 7-8 March Routes Asia Brisbane 18-20 March	<ul style="list-style-type: none"> • Singapore Airshow Review • Engine Update • Cargo/Logistics • Aviation Festival Review 	<ul style="list-style-type: none"> Booking: 15 Feb Material: 22 Feb
APRIL	Aircraft Interiors Hamburg 10-12 April ABACE Shanghai 17-19 April	<ul style="list-style-type: none"> • Business Aviation • IFEC • Routes Asia Review • Cabin Interiors 	<ul style="list-style-type: none"> Booking: 12 Mar Material: 19 Mar
MAY		<ul style="list-style-type: none"> • Regional Aircraft • ABACE Review • Aircraft Interiors Show Review • Finance & Leasing 	<ul style="list-style-type: none"> Booking: 9 Apr Material: 16 Apr
JUNE	EBACE Geneva 29-31 May	<ul style="list-style-type: none"> • China Aviation Infrastructure/Development • Aircraft Values • Cockpit Technology 	<ul style="list-style-type: none"> Booking: 7 May Material: 14 May
JULY/AUGUST	Farnborough Airshow 16-22 July	<ul style="list-style-type: none"> • Aircraft Programme Update • Asia-Pacific Airport Rankings • Asia-Pacific Supply Chain 	<ul style="list-style-type: none"> Booking: 18 June Material: 25 June
SEPTEMBER	Asia-Pacific Airline Training Symposium Singapore 28-29 Aug Routes World Guangzhou 15-18 Sept	<ul style="list-style-type: none"> • Asia-Pacific Route Development • Pilot Training • Safety • ASEAN Aviation 	<ul style="list-style-type: none"> Booking: 6 Aug Material: 13 Aug
OCTOBER	Helitech Amsterdam 16-18 Oct MRO Europe Amsterdam 16-18 Oct NBAA Orlando 16-18 Oct MRO Asia-Pacific Singapore 6-8 Nov China Airshow Zhuhai 6-11 Nov	<ul style="list-style-type: none"> • MRO Focus • Top MROs in Asia • Aviation IT & Mobile Technology • Helicopters 	<ul style="list-style-type: none"> Booking: 10 Sept Material: 17 Sept
NOVEMBER	Future Travel Experience Singapore 13-14 Nov JEC Seoul 13-16 Nov Japan Aerospace Tokyo 28-30 Nov	<ul style="list-style-type: none"> • Japanese Aerospace • Aviation & The Environment • 3D Printing/Composites 	<ul style="list-style-type: none"> Booking: 22 Oct Material: 29 Oct
DEC/JAN 2019		<ul style="list-style-type: none"> • Air Traffic Management • Airport Development • General Aviation in Asia • MRO Asia-Pacific Review 	<ul style="list-style-type: none"> Booking: 3 Dec Material: 10 Dec

AAV will endeavour to publish scheduled features listed in this media kit, however, this can be subject to change.

AAV PRINT SPECS & GROSS RATES 2018 (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
- ✓ URLs embedded
- ✓ 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

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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)



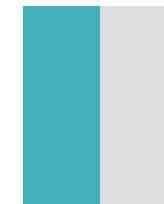
HALF PAGE SPREAD
 Trim Size:
 135(h)x470(w)
 Bleed Size:
 142(h)x 480(w)



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



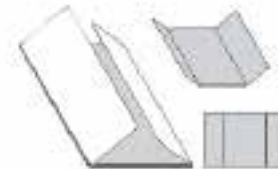
1/4 HORIZ
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 60mm(h)x205mm(w)



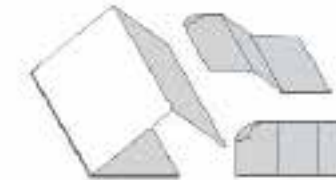
1/4 VERT
 Trim:
 120mm(h)x98mm(w)



FRENCH DOOR
 116.5x233x116.5mm



GATEFOLD COVER (4 PAGES)
 231x233x235mm



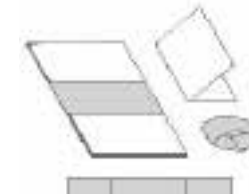
COVER BORDER
 235x70mm



WRAP AROUND COVER
 235x235x275mm



BELLY BAND
 145x235x145mm



AAV WEBSITE SPECS & GROSS RATES 2018 (USD)

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

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

Vertical Banner
120(w) x 240(h)pixels
\$900 per month

Video Hosting
via YouTube link
\$700 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. Please include your own tracking code in your URL to monitor your campaign.

DIGITAL MAGAZINE NOTIFICATION EMAIL

Leaderboard
(per ea. notification mail out)
\$1500 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.

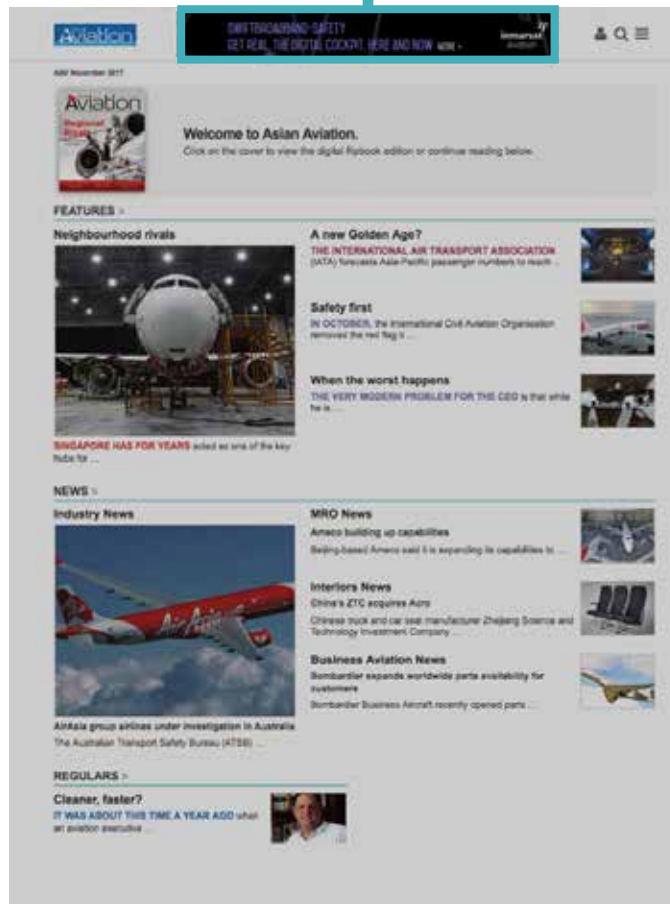
DIGITAL MAGAZINE SPECS & GROSS RATES 2018 (USD)

Banners can be static or animated jpeg or gif.

NOTE: We do not track web advertising. Please include your own tracking code in your URL to monitor your campaign.

OPTION 1. TOP LEADERBOARD BANNER

728(w) x 90 (h) px **\$1800**



OPTION 2. SELECTED ARTICLE BANNER

728(w) x 90 (h) px **\$1400**



AAV CONTACTS



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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 bank service fee, for further details please contact our office.

(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