



MEDIA KIT 2012



ASIA'S ONLY COMPREHENSIVE INDEPENDENT INDUSTRY PUBLICATION

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Asian Aviation is a specialist publication dedicated to the rapidly expanding civil aviation industry in the Asia-Pacific region, central and southern Asia. The Singapore-based Asian Press Group, which is owned by Australia's Ventura Media Asia Pacific, the owner and publisher of the internationally respected magazine Asia-Pacific Defence Reporter (APDR). Asian Aviation prides itself on its incisive but balanced approach to worldwide developments affecting the regional end-user.

PUBLISHING SCHEDULE

Asian Aviation publishes ten issues per year and has become a respected publication for its expert standard of writing and research, and has achieved a high percentage of advertising market share of aviation publications in the region.

THE MAGAZINE'S CONTENT COVERS A BROAD SCOPE OF TOPICS, INCLUDING:

- ✓ Aircraft Manufacturers
- ✓ Avionics
- ✓ Domestic & Regional Airlines
- ✓ Ground Handling
- ✓ MRO & Upgrades
- ✓ Regional Carriers
- ✓ Airlines
- ✓ Cargo
- ✓ Finance & Leasing
- ✓ Helicopters
- ✓ OEMs
- ✓ Security
- ✓ Airports
- ✓ Corporate Aviation
- ✓ Flight Training
- ✓ Legal
- ✓ Aircraft Interiors
- ✓ Simulation

According to Boeing forecasts, Asian airlines will buy or lease 8,960 airliners over the next 20 years with an estimated market value of \$1,130 billion. China will require 3,770 new jetliners to become the world's second largest airplane market. The Asia-Pacific region is predicted to account for about 41 percent of global travel in 20 years time, compared with about 32 percent now.

10 REASONS TO ADVERTISE IN ASIAN AVIATION

- 1 Asia is the fastest-growing aerospace market in the world today.
- 2 Asian Aviation is the only broad based aviation publication that specialises in the Asia-Pacific region.
- 3 Asian Aviation is a true 'industry' publication ensuring your message is read by professional decision makers and not by 'enthusiasts'. Now online in digital format as well as print.
- 4 Asian Aviation is the most informative publication in the market priding itself on original researched features and news from around the Asia-Pacific region.
- 5 Unique in appearance, its clean design and style ensures Asian Aviation is clear and easy to read.
- 6 Asian Aviation is not beholden to any special interest group so it is truly independent and its content impartial.
- 7 Asian Aviation's timely content means there is greater relevance and importance for those who read the magazine in order to know about the latest in the market.
- 8 Asian Aviation reaches over 70 countries worldwide.
- 9 Each copy of Asian Aviation is sent to individual readers, there is no bulk dumping.
- 10 Published out of Singapore, Asian Aviation is at the hub of the region for news and special features.



CIRCULATIONS
AUDIT BOARD

www.asianaviation.com

ABOUT US

READ IN OVER 70 COUNTRIES

Asian Aviation has established itself as a leading independent source of relevant, timely and objective information on all aspects of the Asia-Pacific region's civil aerospace industry. The controlled, audited circulation encompasses a broad but carefully selected range of management personnel and key decision makers at airlines, MRO's, airports, manufacturers and associated industries, as well as regulatory bodies and relevant government departments.

THE BEST EDITORIAL COVERAGE FOR THE REGION

Asian Aviation is driven by events and happenings in the broader regional aerospace community and the bulk of its coverage reflects these changes. Each issue has key features that define the regional marketplace in the face of regional and global influences. Our international correspondents are renowned for their aviation knowledge and experience and are highly respected worldwide.

SHOWS AND CONFERENCES

Asian Aviation regularly attends shows throughout the region, as well as in Europe and the United States. Please review the features plan for the shows and conferences we will be supporting.

WHAT OUR READERS SAY

"Asian Aviation provides comprehensive and accurate information about the aviation market in one of the most emerging regions worldwide. It gives me an excellent and very useful overview about airlines, manufacturer activities and the MRO business within my area of responsibility."

Robin Johannson, Director Sales South -s East Asia & Australia, Lufthansa Technik AG

"Liebherr-Aerospace constantly expands in the Asia-Pacific region. Having a quickly growing number of customers such as aircraft manufacturer Comac and numerous airlines operating aircraft with our systems and components on board, collecting reliable information and data about market trends in this region becomes key to our success. "Asian Aviation" is an excellent tool to achieve that target."

Francis Niss, President, Liebherr-Aerospace & Transportation SAS

"Asian Aviation is an important publication in the Asia-Pacific region and every issue gives us an independent overview of the industry in this diverse and complex marketplace. It's a useful source of general news and the editorial access to senior airline management always makes it a good read too."

Andrew Braley, Director of Business Development, A J Walter Aviation



AAV READER SURVEY AUGUST 2011

78% of readers surveyed have been reading AAV for more than 5 years.

62% of readers surveyed spend more than 30 mins reading AAV.

76% will share their copy amongst colleagues and friends.

75% of readers surveyed log onto www.asianaviation.com weekly.

62% of readers surveyed wish to receive AAV in digital format as well as print.

84% of readers surveyed rate AAV's editorial content to be always current, timely and of the highest standard.

98% of readers surveyed will continue subscribing and reading AAV.

READERSHIP

READERSHIP BREAKDOWN

READER PROFILE BY JOB TITLE	NO.	%
GOVERNMENT		
Ministries - Trade, Commerce, Finance	913	10
AVIATION INDUSTRY		
Chairman/CEO/President	822	9
VP/Director/GM	3744	41
Regional Manager	1461	16
Marketing/Engineering/Manager/Executive	1644	18
Consultant	274	3
Agent	273	3
TOTAL	9131	100

READER PROFILE BY INDUSTRY SEGMENT

AIR TRANSPORT

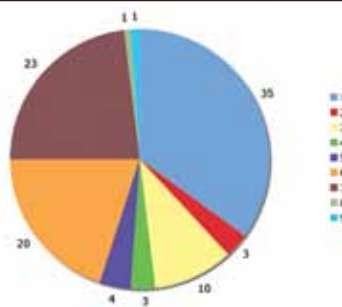
- Commercial Airlies • Cargo Airlines • Corporate Aviation
- Ground Handling • Training & Simulation

TOTAL AIR TRANSPORT	3196	35
DEFENCE AEROSPACE	274	3
AIRPORTS	911	10
GOVERNMENT	274	3
LEASING/LEGAL/FINANCIAL	365	4
MAINTENANCE, REPAIR & OVERHAUL	1826	20
MANUFACTURERS/SUPPLIERS	2100	23
TRADE ASSOCIATIONS & LEARNED BODIES	95	1
MISCELLANEOUS	90	1
GRAND TOTAL	9131	100

As per March 2011 CAB Audit



■	AIR TRANSPORT	
■	DEFENCE AEROSPACE	
■	AIRPORTS	
■	GOVERNMENT	
■	LEASING/LEGAL/FINANCIAL	
■	MAINTENANCE, REPAIR & OVERHAUL	
■	MANUFACTURERS/SUPPLIERS	
■	TRADE ASSOC & LEARNED BODIES	
■	MISCELLANEOUS	



CIRCULATION BREAKDOWN

ASIA (North & South)

Bangladesh	159
Brunei	62
Cambodia	70
China & Hong Kong	700
India	514
Indonesia	215
Japan	212
Laos	20
Macau	32
Malaysia	389
Mongolia	15
Myanmar	10
Nepal	10
Pakistan	269
Philippines	100
Singapore	524
South Korea	97
Sri Lanka	88
Taiwan	115
Thailand	282
Vietnam	210
TOTAL	4093

CENTRAL ASIA

Armenia	5
Azerbaijan	8
Georgia	5
Kazakhstan	25
Kyrgystan	10
Tajikistan	5
Turkmenistan	5
Uzbekistan	25
Total	88

AUSTRALASIA

Australia	2656
New Zealand	297
Pacific Islands	60
Papua New Guinea	77
Total	3090

EUROPE

Austria	14
Belgium	18
Czech Republic	8
Denmark	16
Finland	3
France	283
Germany	149
Greece	8
Hungary	1
Ireland	15
Italy	54
Lithuania	1
Luxembourg	4
Malta	2
Netherlands	44
Norway	6
Poland	3
Romania	1
Russia	43
Spain	13
Sweden	32
Switzerland	73
Ukraine	5
United Kingdom	227
Total	1023

AMERICAS

USA	439
Canada	46
Argentina	1
Chile	2
Brazil	11
Total	499

MIDDLE EAST

Bahrain	8
Egypt	11
Iran	2
Israel	33
Jordan	11
Kuwait	5
Lebanon	7
Oman	1
Qatar	56
Turkey	36
UAE	139
Total	309

AFRICA

Cameroon	1
Ghanan	1
Kenya	1
Mauritius	1
Nigeria	2
Seychelles	2
South Africa	20
Zambia	1
Total	29
GLOBAL TOTAL	9131

ASIAN AVIATION 2012 FEATURES



The year's line-up will feature regular one-on-one interviews with senior industry figures.

** Proposed Features are subject to updates & changes*

**AAV will endeavor 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 publishers cannot accept responsibility for incorrect advertisement placements.*

MONTH	SHOW DISTRIBUTION	FEATURES	DEADLINES
FEBRUARY 2012	MRO Dubai 1-2 Feb Low Cost Airlines 8-10 Feb Singapore Singapore Airshow 14-19 Feb	Singapore's Aerospace Industry The Rise of Asia's LCCs Middle Eastern MRO In Focus: Thai Airways	BOOKING 30-DEC MATERIAL 9-JAN
MARCH 2012	ABACE 28 Feb - 1 March Shanghai Aircraft Interiors 27-29 March Hamburg	Asian Business Aviation: Challenges and Opportunities Aircraft Interiors Special Singapore Air Show Report In Focus: HAECO	BOOKING 1-FEB MATERIAL 13-FEB
APRIL 2012	Shanghai Business Aviation 11-13 April Shanghai	Aircraft Leasing Special Middle Eastern Aviation Commercial Cockpit Technology ABACE Report In Focus: Malaysia Airlines	BOOKING 5-MAR MATERIAL 19-MAR
MAY 2012	EBACE 14-16 May Geneva Heli Pac 23-24 May QLD Asian Business Aviation 24-25 May Hong Kong	Civil Helicopter Technology Special Aircraft Interiors Show Report Business Jet Fleet Operators in Asia In Focus: ST Aerospace	BOOKING 9-APR MATERIAL 23-APR
JUNE 2012	JEC Asia 26-28 June Singapore	ANA's Boeing 787 in Service EBACE Show Report The Future of Air Traffic Management In Focus: Royal Brunei Airlines	BOOKING 7-MAY MATERIAL 21-MAY
JULY-AUGUST 2012	Farnborough 9-15 July	Pilot Training: Meeting Asian Needs Air Safety in the Asia-Pacific Airline IT Special In Focus: China's 'Big Three' Airlines	BOOKING 4-JUN MATERIAL 18-JUN
SEPTEMBER 2012	Aircraft Interiors 25-27 Sept Seattle Smart Airports World Asia 7-9 Sept	In-Flight Entertainment Special Asia's Major Airports – Preparing for growth Farnborough Show Report In Focus: Korean Air and Asiana	BOOKING 30-JUL MATERIAL 13-AUG
OCTOBER 2012	MRO Europe 9-11 Oct Amsterdam Japan Aerospace 9-14 Oct Nagoya Aviation Outlook Asia 26-27 Oct NBAA 10-12 Oct Orlando	Japan's Aerospace Heavies Asian MRO Market Analysis Airbus A350 Programme Update In Focus: Singapore Airlines	BOOKING 10-SEP MATERIAL 24-SEP
NOVEMBER 2012	Airshow China Zhuhai 13-18 Nov MRO Asia 14-15 Nov Singapore	China's Commercial Aircraft Programmes Cargo Market Outlook Aerospace Production Technology In Focus: Lufthansa Technik	BOOKING 15-OCT MATERIAL 29-OCT
DEC - JANUARY 2013		Towards a Greener Industry Indian Airline Industry Review Airshow China Report NBAA Show Report In Focus: AFI/KLM Engineering & Maintenance	BOOKING 19-NOV MATERIAL 3-DEC

RATES



AAV ADVERTISING RATES 2012 (US DOLLARS)

Four Colour	1x	3x	6x	10x
DPS	8656	8226	7827	7364
Full Colour Page	4826	4584	4349	4107
Half Page	3151	2993	2842	2684
Quarter Page	1953	1860	1764	1664
Covers	1x	3x	6x	10x
Back Cover	5546	5268	4995	4722
Inside Front Cover	5304	5042	4785	4512
Inside Back Cover	5132	4875	4622	4365

Digital Magazine per month	
Leaderboard	600
Full Banner	400
Vertical Banner	300
Half Banner	250
Tile	200
Website per month	
Leaderboard	500
Square Button	300
Vertical Banner	200
Video Hosting	200

Digital magazine delivery email (per each distribution mail out)	
Leaderboard	500
Banner	400

- * Special request positions add 10%
- ** Gatefold, display pages and covers quoted on print quantity
- *** Inserts : quoted on specifications

PLEASE NOTE

- Special request positions add 10% premium
- Rates in USD
- Inserts, gatefolds quoted on request
- Bleed advertisements allow 5mm over trim size

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



SPECIFICATIONS

We accept high resolution PDF files.

Allow 5mm for bleed advertisements.

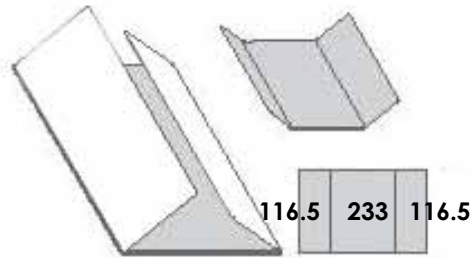
Image resolution of 300dpi and the page centred.

Quality and content files sent electronically is the responsibility of the sender.

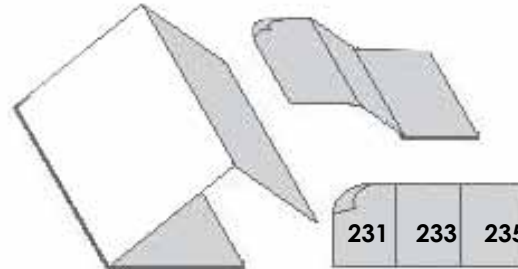
We can download your advertising files from your FTP website if required or we can provide you with a FTP address to upload, email for details to: raymond.boey@asianpressgroup.com.sg

PRINT SPECIFICATIONS

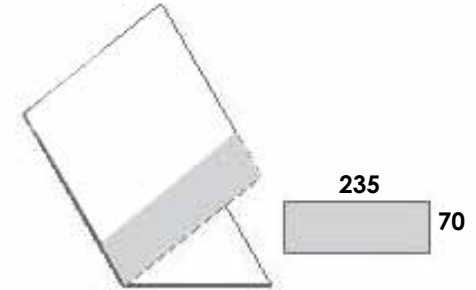
FRENCH DOOR
116.5x233x116.5mm



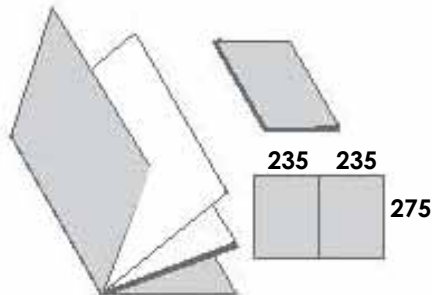
GATEFOLD COVER (4 PAGES)
231x233x235mm



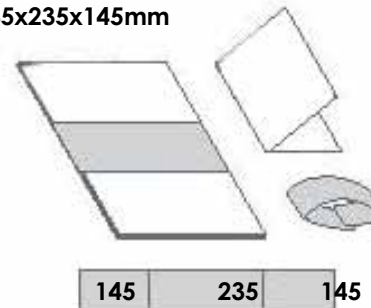
COVER BORDER
235x70mm



WRAPAROUND COVER
235x235x275mm



BELLY BAND
145x235x145mm



DOUBLE PAGE SPREAD

Trim Size:
275mm(h)x470mm(w)

Bleed Size:
285mm(h)x480mm(w)

QUARTER HORIZ.
60mm(h)x205mm(w)

QUARTER SQUARE
120mm(h)
x98mm(w)

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

Bleed Size:
285mm(h)x245mm(w)

HALF VERTICAL
Trim Size:
275mm(h)
112mm(w)

HALF DOUBLE HORIZONTAL
Trim Size:
135(h)x470(w)

Bleed Size:
142(h)x 480(w)

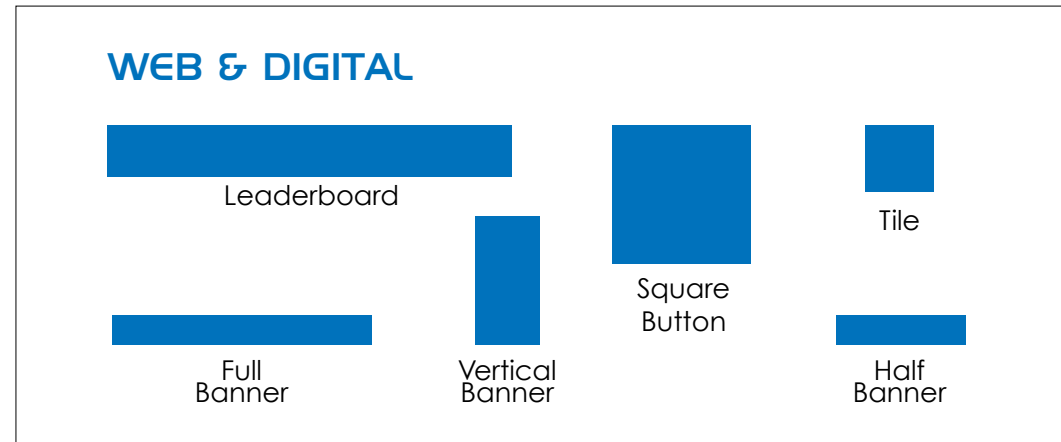
HALF HORIZONTAL
Trim Size:
135mm(h)x235mm(w)

Bleed Size:
145mm(h)x245mm(w)

Bleed Size:
285mm(h)
117mm(w)

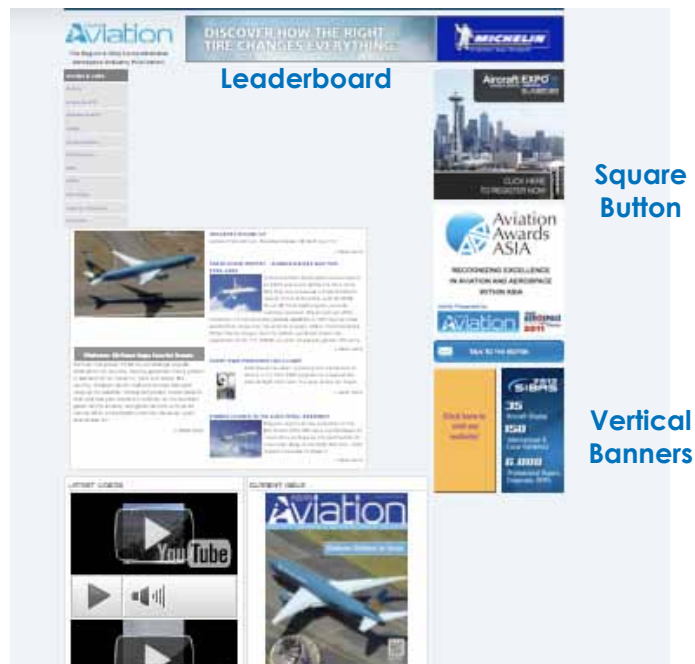
WEB & DIGITAL SPECIFICATIONS

WEB SPECS	(W X H)
Leaderboard	728 x 90 px
Square Button	250 x 250 px
Vertical Banner	120 x 240 px
DIGITAL SPECS	(W X H)
Full Banner	468 x 60px
Half Banner	234 x 60 px
Vertical Banner	120 x 240 px
Leaderboard	728 x 90 px
Tile	150 x 150 px

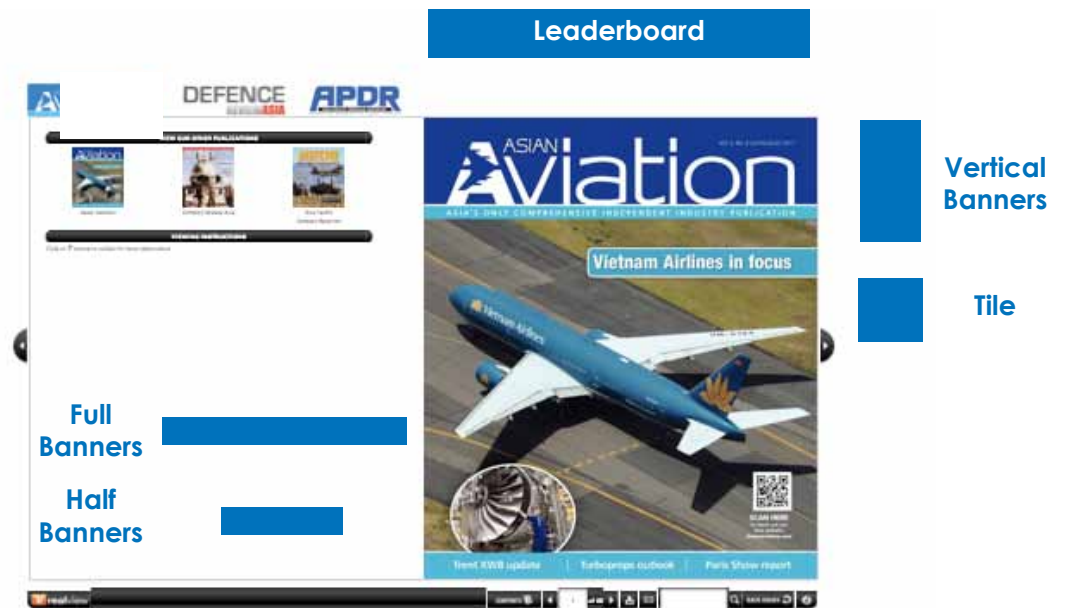


(Files to be supplied in jpeg or gif)

Website



Digital Magazine





AAV CONTACTS

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Fax: +65 6456 2700
raymond.boey@asianpressgroup.com.sg

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 facsimile transmission; 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 our 30 days from date of invoice, will be entitled to a Discount of 3% off the Netf value of the Insertion Order. Please contact accounts@asianpressgroup.com.sg to set up account discounts.

(vi) Late fees of 3% will 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.

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;

(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.

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 for 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.

Publisher

Asian Press Group Pte Ltd
Company number: 200611219N
Revised: 1/8/2011