

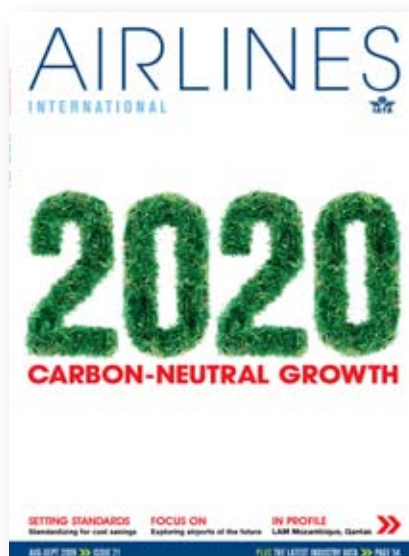
AIRLINES

INTERNATIONAL



MEDIA **PACK** 2010

ADVERTISING WITH AIRLINES INTERNATIONAL MAGAZINE, SUPPLEMENTS AND ONLINE



Story



AIRLINES INTERNATIONAL'S 9,000 C-LEVEL EXECUTIVE READERS ARE THE TARGET MARKET FOR A GLOBAL AIRLINE INDUSTRY WITH AN ANNUAL TURNOVER OF US\$455 BILLION (SOURCE: IATA)

IATA AND AIRLINES INTERNATIONAL

To "represent, lead and serve the airline industry" is IATA's mission. The association has some 230 member airlines across five continents, whose flights account for 93% of all scheduled international air traffic.

IATA's flagship magazine, *Airlines International*, is the authoritative voice of the international air transport industry. Now entering its 13th year, the magazine is both read and respected by the most senior professionals within the industry. It informs airline management, industry associates and government officials on IATA's priorities, projects and services.

The magazine is distributed on a bi-monthly basis to some 9,000 aviation executives across the globe.

Through IATA's ownership, *Airlines International* is a leading brand and a truly global magazine for the international air transport industry.

ESSENTIAL CONTENT

Airlines International consistently maintains its focus on IATA's cutting-edge initiatives to meet both the short- and long-term challenges that the aviation sector is facing. Throughout 2010, *Airlines International* will cover a wide range of topics, written by well-respected industry journalists and experts, providing readers with a magazine that is vital to the way they do business.

2010 planned topics:

- | | |
|----------------------------|--------------------------|
| • Cargo | • Airports |
| • Environment | • Data analysis |
| • Security | • Ground handling |
| • Taxation | • Cost management |
| • Liberalization | • Engines |
| • CEO interviews | • Branding |
| • Baggage handling | • Airframe manufacturing |
| • Management strategy | • Training |
| • Mergers and acquisitions | • Technology |

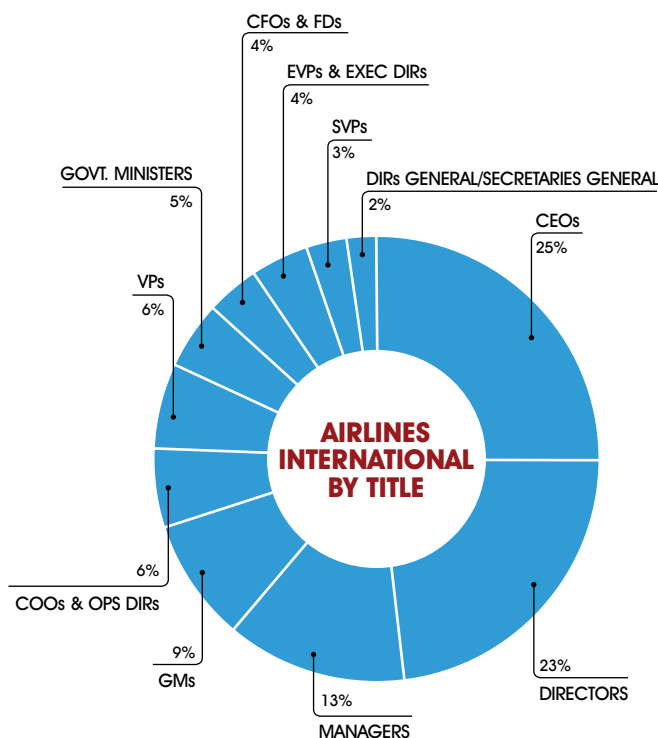
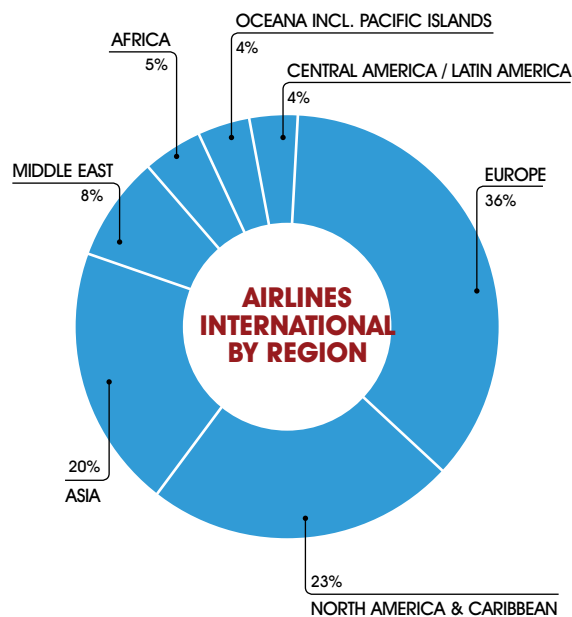
NB. Specific content for each issue of *Airlines International* can be requested at the point of enquiry.

THE READERSHIP

Airlines International is distributed to senior executives (CEOs, Chairmen, SVPs, VPs, Managing Directors and Senior Managers) from across the functional disciplines of:

- | | |
|------------------------|----------------------|
| • Operations | • Communications |
| • Technology | • Industrial Affairs |
| • Business Development | • Sales & Marketing |

These decision-makers in air-transport read *Airlines International* because it is the voice of their association.



PROMOTIONAL OPPORTUNITIES

Airlines International offers clients a wide range of promotional opportunities, both within the 9,000 distributed copies of the magazine/supplements and on *Airlines International* online.

- Magazine display advertising
- Supplement sponsorship
- Online advertising – **NEW FOR 2010**

To make an enquiry or book your advertisement, please email nigel.collard@storyworldwide.com or call +44(0)20 7449 1512.

MAGAZINE DISPLAY RATES

£ Rate	1x	3x	6x	10x
IFC DPS	£10,890	£10,345	£9,801	£9,260
DPS	£8,690	£8,256	£7,821	£7,390
Full page	£4,840	£4,598	£4,356	£4,114
IBC	£5,324	£5,060	£4,790	£4,530
OBC	£6,050	£5,750	£5,445	£5,145

AD BOOKING DATES

	Issue 24 Feb/Mar 2010	Issue 25 April/May 2010	Issue 26 June/AGM 2010	Issue 27 July-Sept 2010	Issue 28 Oct/Nov 2010	Issue 29 Dec/Jan 2011
Ad sales close	25 Jan 2010	19 Mar 2010	10 May 2010	13 July 2010	20 Sep 2010	08 Nov 2010
Ad copy deadline	27 Jan 2010	23 Mar 2010	12 May 2010	15 July 2010	22 Sep 2010	10 Nov 2010

SUPPLEMENTS

Circulated to 9,000 readers of *Airlines International* and at industry events, in-depth supplements cover key topics of interest. For 2010, the supplements listed below have been planned. Clients should email nigel.collard@storyworldwide.com or call +44(0)20 7449 1512 for further details and sponsorship packages. Early booking is recommended as space is limited.

Environment: Published February/March issue

Aviation's responsible approach to climate change is a top priority for the industry. IATA's Board of Governors set challenging targets on environmental performance, which have become industry commitments. This supplement looks at the fiscal framework affecting airline aspirations and explores many projects being undertaken in the effort to curtail carbon emissions.

Technology: Published June/AGM issue

Technological innovation must play a major role if aviation is to have a financially sustainable future. But with investment money scarce and the complexity of legacy systems still apparent, can airlines afford the future? A detailed examination of what new technology can offer and the metrics by which to gauge the success of implementation.

Inflight: Published July-September issue

Inflight entertainment must not only contribute to passenger services but also play a vital role in the industry's environmental and financial battles. How can suppliers respond to the industry's needs while also providing cutting-edge solutions to airline passengers who expect the latest technology around connectivity and content provision?

Security: Published October/November issue

Nowhere is the lack of global harmonization more apparent than security. Conflicting regulations and painfully slow processes have angered airlines and passengers alike. Is harmonization possible and what ideas will help airlines achieve this elusive goal?

ONLINE

Airlines International is pleased to announce that from the December 2009 issue, clients will be able to book advertising space on the newly established Airlines International website: www.iata.org/airlines-international.

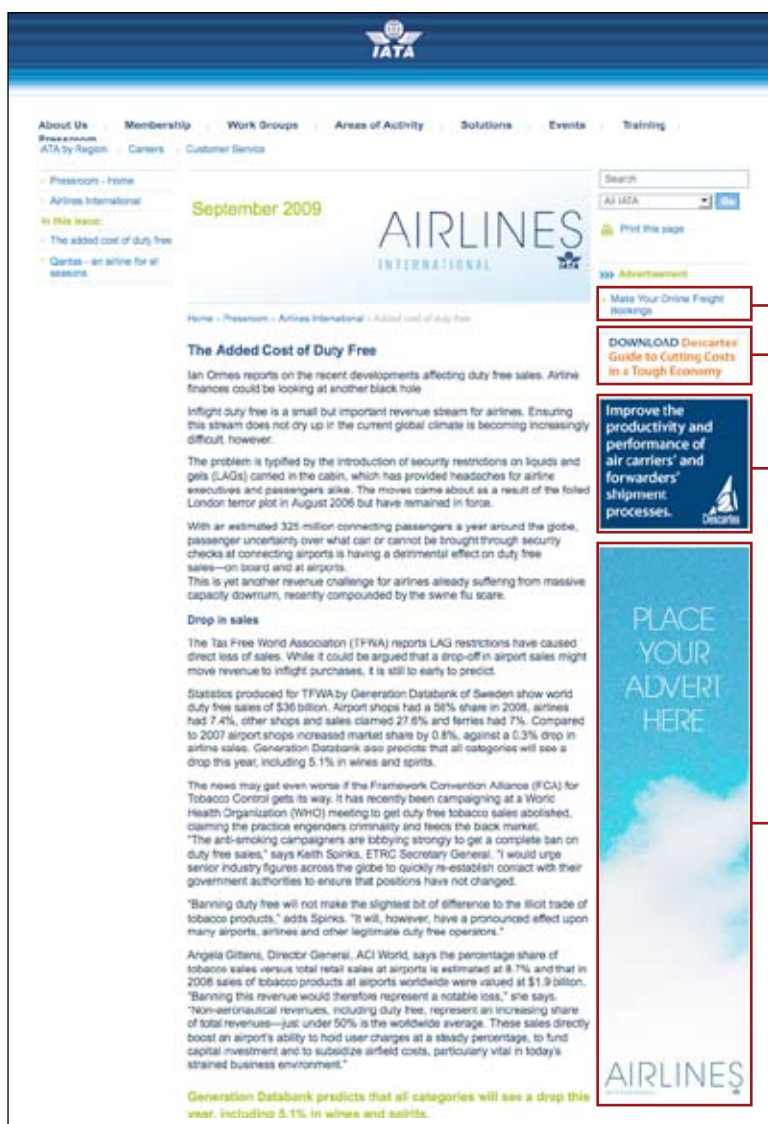
Online bookings must be made as part of a package with the print magazine. For online advertising rates, please email nigel.collard@storyworldwide.com or call +44(0)20 7449 1512.

» KEY STATISTICS FOR WWW.IATA.ORG

Average monthly unique visitors: **265,824**

Average monthly visits: **361,636**

Average page views per month: **1,675,731**



Hyperlink

Rectangle (160 x 60 pixels)

Box (160 x 140 pixels)

Skyscraper (160 x 600 pixels)

AD PLACEMENT AND POSITIONING

- Ads are placed in the right-hand column of the Airlines International website pages
- IATA maintains control of page availability for advertising purposes

TECHNICAL SPECIFICATIONS, APPEARANCE, CONTENT AND DESIGN

- Ad size: skyscraper (160 x 600), box (160 x 140), rectangle (160 x 60) or hyperlink
- Supported format: JPEG, GIF and hyperlinks (no rich media)
- Weight: no more than 30KB for still GIF or JPEG, and 50KB for animated GIF

- Limit of three loops for animated GIF, with no blinking or other distracting animation
- Hyperlinks: 60 characters maximum (including spaces)
- Ads must be designed with pastel colors. IATA may refuse ads that are too bright or artwork that looks old fashioned or unprofessional

SUBMISSION OF MATERIAL

- All material should be ready-to-use, as per the above specifications
- Material must be submitted 14 days prior to the publishing date
nigel.collard@storyworldwide.com