














Issue	News	Features	Show coverage	Incentives*
JANUARY				
4 January		Forecasts		
11 January		Environment		
18 January		Airline safety		
25 January		Maintenance special report (Middle East)	MRO Middle East (Dubai), 1-2 Feb	
FEBRUARY				
1 February		India aerospace special	Aero India (Bangalore), 9-13 Feb	
8 February		Pilot training/simulators Pilot recruitment feature Training guide		
15 February	Aero India (Bangalore), 9-13 Feb	Defense feature: trainers		
22 February		Australian aerospace special	Avalon Air Show (Geelong), 1-6 March	
MARCH				
1 March		Helicopters Special	Heli-Expo (Orlando), 5-8 March	
8 March	Avalon Air Show (Geelong), 1-6 March	Asia Special	Asian Aerospace (Hong Kong), 8-10 March Fusion Study Issue	 
15 March	Heli-Expo (Orlando), 5-8 March Asian Aerospace (Hong Kong), 8-10 March	Commercial Engines		
22 March		Space tourism		
29 March		Aircraft interiors	Aircraft Interiors (Hamburg), 5-7 April	
APRIL				
5 April		Maintenance special report (Americas) Latin America Defense	LAAD (Rio de Janeiro), 12-15 April MRO Americas (Miami), 12-14 April	 
12 April	Aircraft Interiors (Hamburg), 5-7 April	European general aviation	Aero-Friedrichshafen, 13-16 April	
19 April		Environment Defense feature: naval aviation		
26 April		Middle East Careers supplement Canada Special		
MAY				
3 May		US regional aviation	RAA annual convention (Nashville), 16-19 May Navy League (Washington DC), 3-5 May	
10 May		Business aviation special	EBACE (Geneva), 17-19 May	
17 May		Cargo World Airlines Directory		
24 MAY	EBACE (Geneva), 17-19 May RAA annual convention (Nashville), 16-19 May	Firefighting		
31 May		Military Engines		
JUNE				
7 June		Seaplanes		
14 June		PARIS SPECIAL	Paris Air Show, 20-26 June Fusion Study Issue	
21 June		Paris second issue Country special: France	Paris Air Show, 20-26 June	
28 June	Paris Air Show, 20-26 June	Paris third issue		



Military



Maintenance


















Business Aviation



Environment

*Features indicated by an icon are incentivised for multiple bookings



Issue	News	Features	Show coverage	Incentives*
JULY				
5 July		Defense feature: fighters		
12 July		Airline safety RIAT preview P1127/Harrier 50th anniversary	RIAT, 16-17 July	
19 July		General aviation	EAA AirVenture (Oshkosh), 25-31 July	
26 July	RIAT, 16-17 July	Environment		
AUGUST				
2 August	EAA AirVenture (Oshkosh), 25-31 July	Russian aerospace	MAKS (Moscow), 16-21 Aug	
9 August		Unmanned Systems	AUVSI Unmanned Systems (Washington DC), 16-19 Aug	
16 August		World Airliner Census		
23 August	AUVSI Unmanned Systems (Washington DC) 16-19 Aug	Defense feature: helicopters		
30 August		Aerospace Top 100		
SEPTEMBER				
6 September		IFE/Interiors Airport security (9/11 ten years on)	WAEA (Seattle), 12-15 Sept	Ad impact study
13 September		UK defense	DSEI (London), 13-16 Sept Fusion Study Issue	
20 September	DSEI (London), 13-16 Sept	Maintenance special report (Europe) Civil helicopters	MRO Europe (Madrid), 27-29 Sept HeliTech (Duxford), 27-29 Sept	
27 September		Commercial engines		
OCTOBER				
4 October	HeliTech (Duxford), 27-29 Sept	Business aviation	NBAA (Las Vegas), 10-12 Oct	
11 October		Business aviation issue two Environment	NBAA (Las Vegas), 10-12 Oct	
18 October	NBAA (Las Vegas), 10-12 Oct	Korea country report	Seoul air show, 18-23 Oct	
25 October	Seoul air show, 18-23 Oct	Airliner programs – mainliners Defense feature: surveillance aircraft		
NOVEMBER				
1 November		Airliner programs – Regionals		
8 November		Dubai special	Dubai air show, 13-17 Nov Fusion Study Issue	
15 November		Dubai issue two Defense feature	Dubai air show, 13-17 Nov	
22 November	Dubai air show, 13-17 Nov	Military training	I/ITSEC (Orlando), 28 Nov – 1 Dec	
29 November		Country special: Italy		
DECEMBER				
6 December		Country special: Malaysia Defense feature: missiles	LIMA (Langkawi), tbc Dec	
13 December		World Air Forces		
20 December		FESTIVE SPECIAL F-22 retrospective		

Fusion Ad Impact Studies Provides on four issues in 2011 advertisers the unique opportunity to measure the impact of their advertising; and help them understand how they can make their advertisements more effective to their target audience. Over time, the results of all studies will be cumulatively assessed to build a comprehensive understanding of how advertising is perceived and consumed essentially to provide further insight to companies/agencies that will enable them to enhance the effectiveness of their advertising. Ad impact studies are part of Flightglobal's commitment to the industry it serves. By working with customers to improve the effectiveness of their advertisements, Flightglobal collaboratively works with and gives value back to the advertising marketplace.



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Schedules subject to change. Last updated December 2010

