

Aircraft *interiors* INTERNATIONAL

Serving the
industry for over
25 years

CIRCULATION

ADVERTISEMENT RATES

WWW.AIRCRAFTINTERIORSINTERNATIONAL.COM

MECHANICAL DETAILS



APEX+
THE AIRLINE PASSENGER
EXPERIENCE ASSOCIATION

Official magazine
of APEX

Aircraft EXPO
interiors

Key media partner of
Aircraft Interiors Expo

**CRYSTAL
CABIN**
AWARDS

Media sponsor of the
Crystal Cabin Awards

2024 MEDIA AND ADVERTISING DATA
The premier media platform for the commercial aviation cabin interiors sector

2024



Aircraft *interiors* INTERNATIONAL

THE MAGAZINE

2024 is another significant year for Aircraft Interiors International and its readers, as the post-pandemic recovery of the aviation and airline sectors continues apace, with many enjoying a return to profits, surging aircraft orders, and growing demand for cabin and IFEC products. Aircraft Interiors International worked hard to support the sector during the toughest period in aviation's history, helping ensure the interiors and IFEC sectors, from manufacturers and suppliers, to designers and strategists, could make their voices heard and promote their innovations. We are thrilled to see the sector returning to its former strength so rapidly.

Aircraft Interiors International has been deeply embedded in the sector since its launch in 1998, with close ties to key organisations such as the Crystal Cabin Awards, Aircraft Interiors Expo, and most recently becoming the Official Magazine of APEX. Our brand is truly at the heart of the cabin, airline, IFEC and passenger experience world, delivering trends analysis, senior industry interviews, sector insights and, of course, all the latest innovations and concepts.

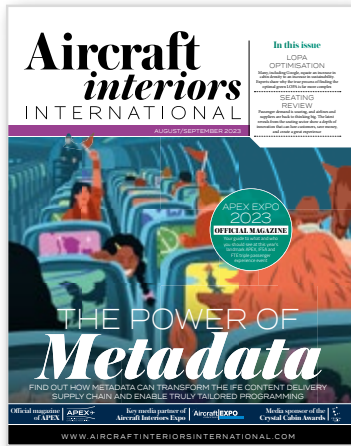
2023 has been a particularly significant year for us, as it marks the 25th anniversary of Aircraft Interiors International. The past quarter of a century has seen incredible advances in aviation, and several challenges, and Aircraft Interiors International looks forward to reporting on the exciting developments that will emerge over the next 25 years.

We will continue to deliver: [The latest world news](#) | [New product reviews](#) | [Interviews](#) | [Airline case studies](#) | [Technology focuses](#) | [Market and design trend analyses](#) | [Product and service announcements](#)

While some competitor titles have switched to a solely online presence, we are seeing strong demand and popularity for the hard copy of the magazine, and are delighted to keep investing in print media. We are also making further investments in the digital versions of Aircraft Interiors International, which are mailed out to the entire publication database. Our upgraded digital delivery system provides additional value for all advertisers as it can host multimedia, links to websites and social media, and bonus content, while readers can enjoy listening to an audio version of the magazine features during their busy work schedule. Whether through print or digital, in good times or challenging times, *Aircraft Interiors International* always strives to serve and support the sector.

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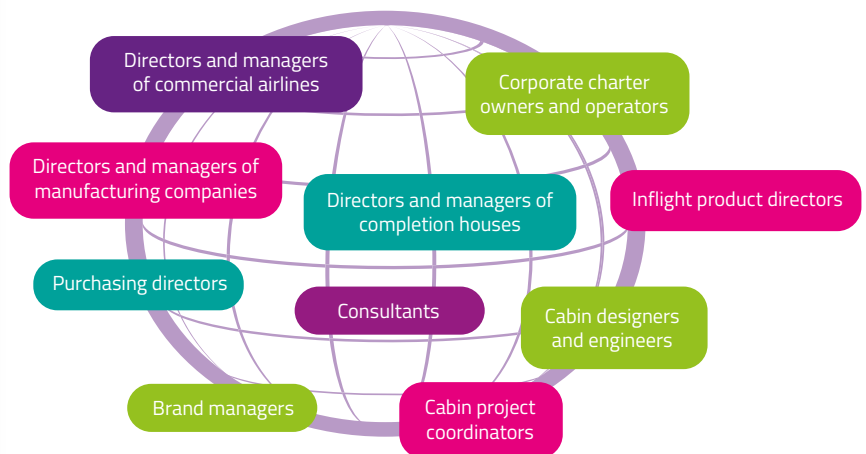


Aircraft *interiors* INTERNATIONAL

CIRCULATION

Aircraft Interiors International continues to invest in tailoring its carefully targeted circulation, distributed to more than 125 countries worldwide. 13,935* are sent free of charge to a key audience, including cabin designers and engineers, inflight product directors, brand managers, executives, purchasing directors and cabin project coordinators and consultants at the world's airlines and major corporate fleet operators.

The qualified recipients of the magazine also include directors and managers at aircraft manufacturers, commercial airlines, interiors completion houses, corporate charter owners and operators, and specialist aircraft interior design consultancies around the world. We also have a special magazine delivery for the Boeing Dreamliner gallery, available for visiting airline buyers.



The best print circulation
available serving this dynamic
marketplace supported by the
latest digital delivery

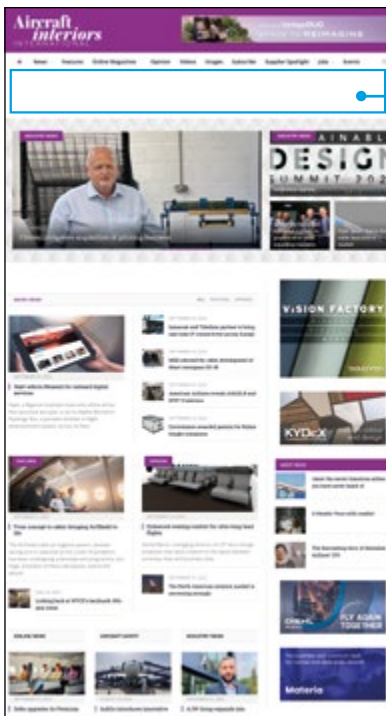
*Total qualified and
non-qualified circulation
January to December
2022 ABC Statement.

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2024



Banner advertisement



Your advertisement
can go here

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WWW.AIRCRAFTINTERIORSINTERNATIONAL.COM complements the magazine by delivering up-to-the-minute breaking news stories about our industry. It is the only dedicated place online to find such stories and mission-critical information. Linked with our weekly news email service, the website delivers an extended audience of key decision makers from within the industry. Additional content includes blogs, the current issue of the magazine and free-to-use archive of past issues, industry videos, up-and-coming events and a free-to-use industry recruitment section. This comprehensive source of information has created very impressive user traffic figures and is therefore a great digital advertising platform for suppliers to the industry.

Furthermore, www.AircraftInteriorsInternational.com allows the opportunity for select advertisers to secure one of a limited number of sponsorship banners for a 12-month period and have an entry within the Aircraft Interiors International Supplier Spotlight directory. The Supplier Spotlight is exclusive to magazine advertisers, providing a comprehensive listing of leading cabin systems suppliers. Each business listed can display a 200- to 300-word company profile, along with images and contact details.

SPONSORSHIP OPPORTUNITIES

Place a banner advertisement on our weekly news emailer

Now open to those with more than one company, the opportunity to place a banner advertisement with our weekly news emailer mailed out to over 14,000 subscribers 50 times per year. This opportunity provides both great exposure and tremendous value from just **8,000GBP per year..**

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ADVERTISEMENT RATES

2024	Double-page spread	Full page	Half-page
1 insertion	8,265GBP	5,510GBP	4,150GBP
2 insertions (per insertion)	7,440GBP	4,960GBP	3,735GBP
3 insertions (per insertion)	7,230GBP	4,820GBP	3,630GBP
4 insertions (per insertion)	7,025GBP	4,685GBP	3,525GBP

Special positions available (covers, facing contents, etc)

MECHANICAL DETAILS

Subject to change. All advertisers will have exact dimensions confirmed by email.

Proof: Match print or high-resolution colour copy

Magazine

Double-page spread (trim size):

450mm (W) x 280mm (H);
17.717in x 11.024in

Page trim size:

225mm (W) x 280mm (H);
8.858in x 11.024in

Full-page bleed size:

228mm (W) x 286mm (H)

Text area:

195mm (W) x 250mm (H);
7.677in x 9.842in

Half-page size:

195mm (W) x 125mm (H);
7.677in x 4.921in

Design showcase

Double-page spread (trim size):

460mm (W) x 300mm (H);
18.110in x 11.811in

Page trim size:

230mm (W) x 300mm (H);
9.055in x 11.811in

Full-page bleed size:

236mm (W) x 306mm (H)

Text area:

200mm (W) x 276mm (H);
7.874in x 10.866in

Half-page size:

200mm (W) x 132mm (H);
7.874in x 5.197in

All advertising material should be supplied in an electronic format

WEB RATES (hosted for a 12-month period)

We can offer numerous advertising opportunities on our website starting from smaller banner styled advertisements from **7,985GBP per year**. Please contact us for full information.

Supplier Spotlight: 1,350GBP

Email blast to the magazine's database On request

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2024



If you currently receive the magazine on a regular basis you must REGISTER to continue to do so. Please visit our website www.aircraftinteriorsinternational.com

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PUBLISHING SCHEDULE AND FEATURE PROGRAMME

MARCH 2024

Window shade technologies
Connectivity technology
IFE next generation technology
Copy deadline January 31, 2024

MAY 2024

The AIX Hamburg show issue! Covering Aircraft Interiors Expo and World Travel Catering and Onboard Services Expo. Our most popular issue of the year with extra distribution at the shows, make sure to book up early!
AIX and WTCE previews
Copy deadline: April 3, 2024

SEPTEMBER 2024

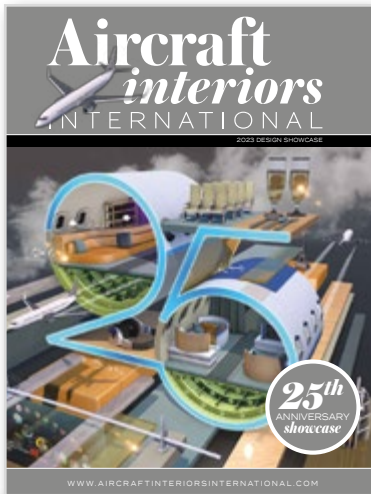
Annual seating review, featuring the latest seating technologies and concepts.
APEX Expo show issue with preview
Focus on USA
IFE content
Copy deadline: August 21, 2024

NOVEMBER 2024

Materials innovation: enabling tomorrow's sustainable cabins
Lighting trends and technologies
Monuments focus- lavs
Accessibility
Focus on Middle East
Cabin Sustainability
Copy deadline: October 16, 2024

The feature program will be subject to change during the year, so please contact a member of the sales team for the latest program.

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2025 DESIGN SHOWCASE ISSUE

The *Aircraft Interiors International 2025 Showcase* presents a unique opportunity for leading suppliers to showcase what they have to offer the industry through a combined advertising and editorial package. The advertisement provides a bold sales message whilst the editorial allows companies a chance to go into further detail about the products and services they have to offer as leaders in their field of business. The aim will be to demonstrate to airlines how they can save them money or provide an additional revenue stream. Freelance editorial commissioned by the editor will focus on key trends for the year ahead and will also look at key industry trends and forecasts. This is particularly important in current times and all delivered in a larger popular format in a publication that will be kept hold of as a source reference throughout the year and longer still.

We have a section dedicated to leading cabin design and design engineering companies, featuring case studies on their most recent projects, demonstrating their expertise.

The content of the publication is compiled in the autumn and the 2025 Design Showcase will be published in January 2025 with additional copies available at the events that we will attend in 2025, providing long-term exposure and the best editorial opportunity for the year. In addition to this, a digital version of the publication will be clearly available on our website and weekly news email service for a full year before moving to our archive.

There are two packages available:

- 1) A half-page advertisement for 4,580GBP and a one-and-a-half page editorial contribution.
- 2) A full-page advertisement for 5,700GBP and a three-page editorial contribution.

Copy deadlines:

Editorial material: **November 13, 2024**

Advertising material: **November 20, 2024**

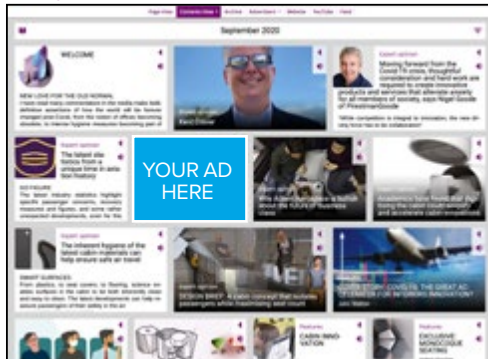
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YOU GET...

Presentation page



Lily ad



Augmented content



and more...

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DIGITAL EDITION SPONSORSHIP

Premium opportunity

In September 2020 *Aircraft Interiors International* launched its all-new digital edition. This, fully interactive, smart-device optimised interface has created a large increase in the numbers of readers choosing to access *Aircraft Interiors International* digitally. We have up to **24,000** issue visits, **140,000** page views and advertisers are gaining up to **5,000** impressions. It provides a richer editorial experience through added audio and video content, as well as extra words and images in certain articles. However, the opportunities for enhanced content aren't just limited to editorial. Each edition one print advertiser, on a first-come-first-served basis, will be able to secure the position of our Digital Edition Sponsor. This premium advertising opportunity will consist of the following forms of digital promotion...

- 1) A 'presentation page' ad. This full page ad will appear directly opposite our front cover on the digital PDF replica of the issue
- 2) Two 'interstitial ads'. These ads pop up automatically between pages as you flick through the digital edition. These will be mirrored by 'lily ads' which appear in the Smart View, optimised for mobile devices
- 3) A logo in the email blast sent by *Aircraft Interiors International* on digital publication
- 4) The opportunity to augment ads with video content

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WEBINARS

As from 2020 *Aircraft Interiors International* has been offering an end-to-end digital webinar service that includes:

- Audience marketing and engagement
- Webinar delivery support
- Video and audio hosting (live and/or pre-recorded)
- Full lead generation and audience follow up

Delivered by the market-leading webinar team at publishers Mark Allen Business, with proven lead generation, webinars can help you to share your industry expertise with new and existing clients.

PODCAST

Sponsorship opportunities are now available for the monthly *Aircraft Interiors International* Podcast. Sponsors will get:

- An exclusive interview on the podcast with a key technical representative
- Opportunity to nominate an industry representative on a further podcast(s)
- A logo included in a prominent position on the email sent to our entire database, for each episode sponsored
- A name check at the beginning and end of each podcast
- Opportunity for direct lead generation via online poll, connected to podcast content
- A news story on the *Aircraft Interiors International* website to tie in with the launch of each podcast
- Opportunity to have issues explored in the podcast featured in *Aircraft Interiors International* magazine

This service proved to be very popular leading up to shows in 2022, so we strongly advise booking up early to get your chosen date.

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E-BLAST SERVICE

Ideal for **new product announcements** or an **invitation to arrange meetings at a trade show** that you will be attending. You can send your own message to our circulation database on a date and time of your choice with links to your website or email address.

We can provide a post activity report to confirm the following:

- Number delivered to
- Opening rate
- Click thru rate

Example of an E-Blast

REGISTER FOR AERQ'S PLATFORM PREMIERE

AERQ believes that it is time for a change. Because time has changed and will keep changing. We want to empower all airlines in the world to play their best game and create something unique – for their passengers and stakeholders.

Register now for the AERQ Platform Premiere on 7 October 2021. Join AERQ's exclusive virtual live event and find out what we have been working on at full speed for many months. The Platform Premiere will reveal how we innovatively digitalise the aircraft cabin and how we connect people in and around the aircraft. Are you ready for the future digital cabin experience? We are!

[Register now](#)

WE ARE HERE. WE STAY HERE. HERE FOR TOMORROW.

[Twitter](#)

Subscribe to our newsletter
www.aerq.com

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Geschäftsführer / Managing Directors: And Klein, Sang Soo Lee
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