

AIRCRAFT COMMERCE

Media pack
2010



The Magazine

- For more than 11 years *Aircraft Commerce* has been globally distributed to over 10,000 industry executives. The journal analyses all aspects of the management and business of commercial aircraft, both in print and now on-line.
- More than 8,000 senior personnel from over 800 airlines receive the journal, and value its impartial editorial content. These are executives in the areas of network & fleet planning, route development & corporate strategy, revenue management, airline & aircraft operations, aircraft financing & disposal, maintenance & engineering, and fleet management.
- It is also distributed to executives in the finance sectors of the industry; including leasing, insurance, aircraft trading, asset management and aircraft financing.
- Each issue contains substantial feature articles and reports in the areas of: aircraft asset management, aircraft trading & the aftermarket, airline operations & aircraft performance, aircraft analysis & fleet planning, maintenance & engineering, IT systems in maintenance & engineering, airline revenues & revenue generation, regional aircraft and freight business.
- *Aircraft Commerce* offers a unique, high quality platform to advertise a company, product or service to a worldwide, BPA-audited premium readership.

Magazine Subjects

Developments

The developments section of *Aircraft Commerce* is always the first editorial section. It reports on recent developments and product launches relating to aircraft and engines, whenever appropriate.

Aircraft Trading & The Aftermarket

This section has feature articles that explore the issues relating to the aircraft aftermarket. These include the secondary market prospects for aircraft & engine types, aircraft life extension programmes, and aftermarket support.

Aircraft Analysis & Fleet Planning

As a core editorial section of *Aircraft Commerce*, this has features that explore aircraft operating costs & fleet selection, route & network planning, airline strategies, and analysis of the world's major passenger markets.

Airline revenues

This section has regular features that look at all the elements of passenger sales and revenue generation. The latest industry developments & IT products are analysed in relation to airline strategies.

Airline & Aircraft Operations

As an integral part of examining the economic performance of aircraft, the Airline & Aircraft Operations section has features that analyse aircraft operating & fuel performance, follow trends in fuel prices and the development of alternative fuel programmes, examine environmental issues & legislation, follow technologies & systems to improve airline & aircraft operations, and issues relating to airline crews.

Maintenance & Engineering

As another core editorial section, this has features that include: the analysis of airframe, engine & component maintenance costs, the function and costs of line maintenance, rotables inventory management, aircraft interiors and refurbishment, maintenance & technical support, and major modifications.

IT in Maintenance & Engineering

Aircraft Commerce uniquely has regular feature articles examining this important aspect of maintenance & engineering. There is a range of MRO IT systems on the market that are designed to improve the efficiency of maintenance planning & execution, digitally store and retrieve maintenance records, record labour and material inputs, keep removal & reliability data, and overall provide airlines with greater visibility and control in their maintenance & engineering.

Freight Business

This section has analyses relating to several issues in the business of carrying freight. These include aircraft selection & fleet planning, aircraft acquisition & conversion, aircraft modification & upgrade programmes, freighter maintenance costs & operating performance, and generating freight revenues.

Global distribution & readership

Aircraft Commerce has a global circulation of 10,000. This is audited by BPA Worldwide every six months. The audited circulation, and details of distribution, can be examined on the BPA Worldwide website at: www.bpaww.com

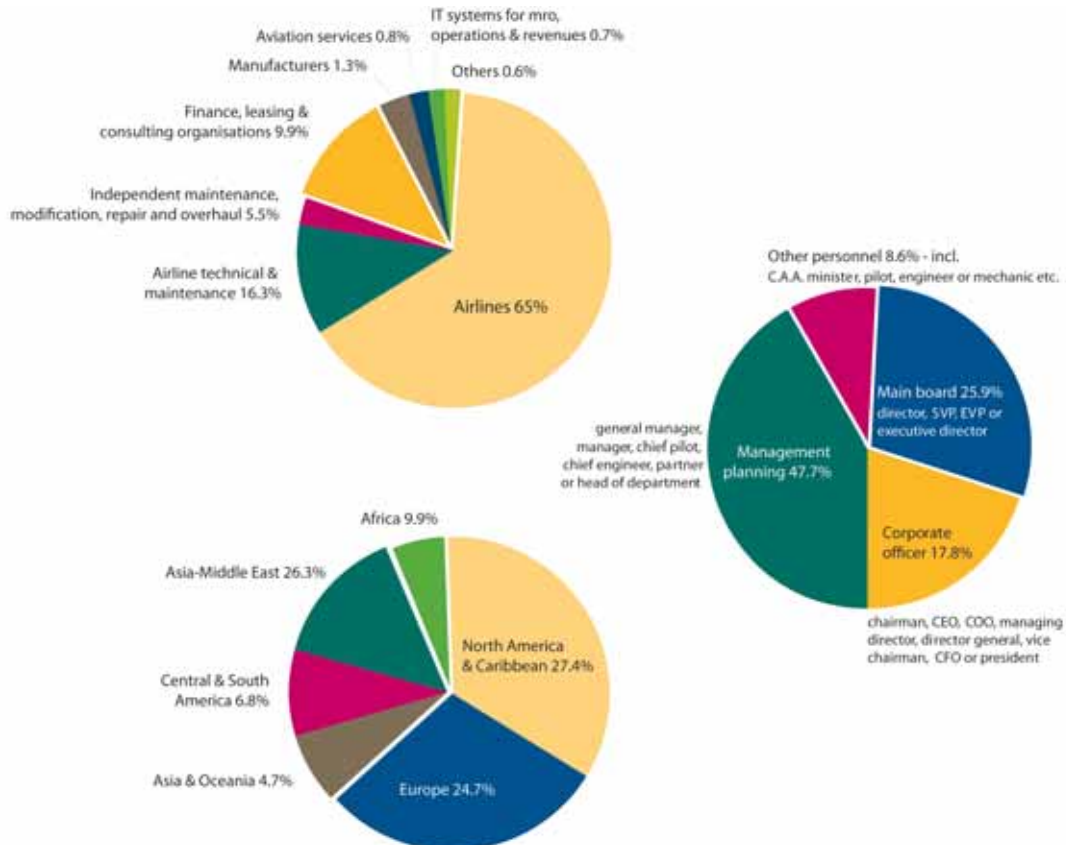
Alternatively, you can find a copy of our latest BPA audit certificate on our website at: www.aircraft-commerce.com

More than 80% of recipients of *Aircraft Commerce* are senior executives in more than 800 of the world's largest passenger and freight airlines. These vary from the globe's mega passenger carriers to regional airlines, and includes all global airlines operating fleets of turboprop and jet transport aircraft larger than 15 seats.

These airline executives have decision making and expenditure powers in the roles of finance & budgeting, fleet planning & airline strategy, revenue management, fleet management, maintenance & engineering, aircraft acquisition & disposal, freight, and airline & aircraft operations.

Another 10% of *Aircraft Commerce's* recipients are executives in the finance community. This includes aerospace bankers, aviation insurers, asset & lease managers, aircraft appraisers, lessors and aircraft traders & brokers.

June 2009 BPA audit data:



Editorial calendar 2010

Issue 68, February/March 2010

OWNER'S & OPERATOR'S GUIDE

PW4000-100 & -122 series.

AIRCRAFT ANALYSIS & FLEET PLANNING

Analysing economic performance on current routes & forecasting performance on new routes.

AIRLINE REVENUES & I.T.

Systems & techniques to analyse revenue & yield performance.

AIRLINE & AIRCRAFT OPERATIONS

Fleet growth, fuel consumption & the progress of alternative fuel programmes.

MAINTENANCE AND ENGINEERING

Interior refurbishment costs of narrowbody aircraft.

CFM56-3 series maintenance & support market.

IT IN MAINTENANCE AND ENGINEERING

Latest developments in managing technical documents.

FREIGHT BUSINESS

Narrowbody freighters: demand for the next 10 years & sourcing the right aircraft.

Issue 69, April/May 2010

AIRCRAFT TRADING & THE AFTERMARKET

Rotable inventory sale & leaseback transactions for airlines & parts suppliers.

AIRCRAFT ANALYSIS & FLEET PLANNING

Primary & secondary airport user charges, and non aircraft-related operating costs.

AIRLINE REVENUES & I.T.

The savings & benefits of on-line check-in and other passenger handling tasks.

AIRLINE & AIRCRAFT OPERATIONS

Proven operating techniques & systems for reducing fuel burn.

MAINTENANCE AND ENGINEERING

Hi-technology parts repairs in engine maintenance: availability of schemes & the economics versus replacement.

The A320 family maintenance & support market.

IT IN MAINTENANCE AND ENGINEERING

MRO IT systems to optimise rotatable inventories & identify surplus stocks.

FREIGHT BUSINESS

Maintenance costs of large widebody freighters: MD-11F, 777F & 747-400F.

Issue 70, June/July 2010

OWNER'S & OPERATOR'S GUIDE

737NG family & CFM56-7B series.

AIRCRAFT ANALYSIS & FLEET PLANNING

The world's busiest routes: the need for the A380 & other large aircraft.

AIRLINE REVENUES & I.T.

Distribution channels for LCCs to increase their market reach & interlining potential.

AIRLINE & AIRCRAFT OPERATIONS

Complying with the EU's ETS: systems and techniques, and the associated costs.

MAINTENANCE AND ENGINEERING

The 787's & A350's design philosophy and the predicted maintenance cost reduction.

V2500 family maintenance & support market.

IT IN MAINTENANCE AND ENGINEERING

Heavy maintenance: a technology approach to optimising resources and minimising costs & hangar time.

FREIGHT BUSINESS

Interlining ULDs in narrowbody freighter operations.

Issue 71, August/September 2010

AIRCRAFT TRADING & THE AFTERMARKET

Aircraft sale & leaseback programmes for airlines and lessors.

AIRCRAFT ANALYSIS & FLEET PLANNING

Will the EU's ETS cap airline development & traffic growth?

AIRLINE REVENUES & I.T.

Using CRM to increase revenue & improve marketing costs.

AIRLINE & AIRCRAFT OPERATIONS

Fuel burn & operating performance of the A380, 747-400, A340-600 & 777-300ER.

MAINTENANCE AND ENGINEERING

A330/A340 family maintenance & support market.

IT IN MAINTENANCE AND ENGINEERING

ERP systems: how does an ERP approach compare to a specialist best-of-breed solution?

FREIGHT BUSINESS

Revenue & yield management strategies and distribution. Sales & marketing systems for freight airlines.

Issue 72, October/November 2010

OWNER'S & OPERATOR'S GUIDE

The Rolls-Royce Trent family.

AIRCRAFT ANALYSIS & FLEET PLANNING

The development of North American & European regional markets.

AIRLINE REVENUES & I.T.

New airline revenue management & pricing philosophies.

AIRLINE & AIRCRAFT OPERATIONS

Fuel burn & operating performance of the 787, 767, A330 & 777-200 series.

MAINTENANCE AND ENGINEERING

Technical & economic guide to CF34-8 & -10 series maintenance.

PW4000-94 series maintenance & support market.

IT IN MAINTENANCE AND ENGINEERING

How RFID & mobile devices, together with software, can be used together to deliver more value to MRO end-users.

FREIGHT BUSINESS

Freight carrying & revenue generating capacities of the A330-200F, MD-11F & 777F.

Issue 73, December 2010/January 2011

AIRCRAFT TRADING & THE AFTERMARKET

Investment & used market potential of 767-200s/-300s.

AIRCRAFT ANALYSIS & FLEET PLANNING

Hybrid airlines: their marketing, unit cost & operating strategies.

AIRLINE REVENUES & I.T.

Generating revenue from in-flight phone and shopping & other add-ons.

AIRLINE & AIRCRAFT OPERATIONS

The proven benefits of ETLs & EFBs.

MAINTENANCE AND ENGINEERING

Thrust reverser & engine nacelle overhaul providers survey.

747-400 & 777 family maintenance & support market.

IT IN MAINTENANCE AND ENGINEERING

The latest developments in managing maintenance records.

FREIGHT BUSINESS

Medium widebody freighters: demand for the next 10 years & sourcing the right aircraft.

Advertisement rates

US\$ - cost per insertion

Number of insertions:	one	three	six
Full page			
4-colour	8,000	7,600	7,200
2-colour	5,800	5,400	5,000
Double page spread			
4-colour	14,000	13,500	13,000
Half page			
4-colour	4,500	4,200	3,900
2-colour	3,200	3,000	2,800

Euro - cost per insertion

	one	three	six
Full page			
4-colour	5,700	5,400	5,100
2-colour	4,100	3,800	3,500
Double page spread			
4-colour	10,000	9,500	9,000
Half page			
4-colour	3,200	3,000	2,800
2-colour	2,400	2,200	2,000

Cover or special position	Basic page rate +20%
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Cancellation period	Six weeks prior to publishing date to avoid cancellation charge.

Advertisement specifications

Double page spread

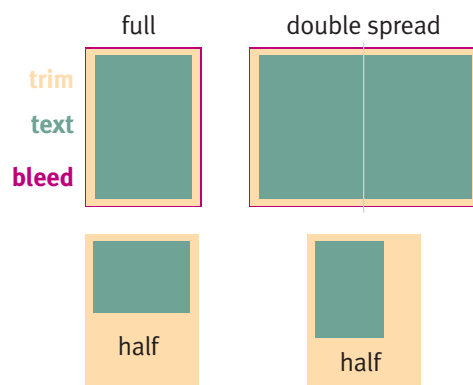
	mm	inches
Text area	273 x 404	10 ³ / ₄ x 15 ⁷ / ₈
Trim	297 x 430	11 ¹¹ / ₁₆ x 16 ¹⁵ / ₁₆
Bleed	303 x 436	11 ¹⁵ / ₁₆ x 17 ³ / ₁₆

Full page

Text area	273 x 183	10 ³ / ₄ x 7 ¹ / ₂
Trim	297 x 215	11 ¹¹ / ₁₆ x 8 ¹ / ₂
Bleed	303 x 221	11 ¹⁵ / ₁₆ x 8 ¹¹ / ₁₆

Half page

Horizontal	136 x 183	5 ³ / ₈ x 7 ¹ / ₂
Vertical	120 x 220	4 ¹¹ / ₁₆ x 8 ¹¹ / ₁₆



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