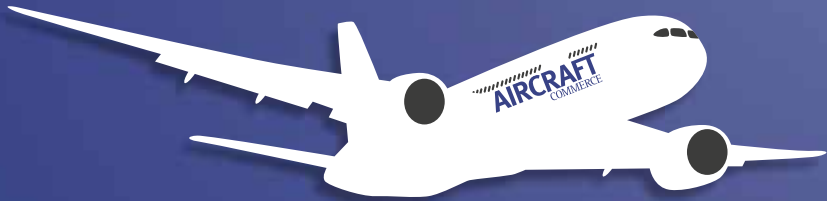


# AIRCRAFT

## COMMERCE

### Media Information 2020



Digital & Web advertising



Printed issue

**THE JOURNAL FOR COMMERCIAL AIRCRAFT BUSINESS**



**Aircraft Commerce** is established as the the leading journal that scrutinises the operating and financial performance of commercial aircraft, components and engines. Aircraft Commerce serves as an impartial provider of in-depth and thorough analysis.

**Aircraft Commerce** provides this analysis and research through a range of subjects that all relate to the operating and financial performance of commercial passenger and freighter aircraft.

These include:

- Finance
- Aircraft Trading & the Aftermarket
- Airline Revenues & In-Flight Entertainment Systems
- Fleet Planning & Aircraft Analysis
- Airline & Aircraft Operations
- Maintenance & Engineering
- IT in Maintenance & Engineering
- Freight Business

Aircraft Commerce has a guaranteed global circulation of **10,000 readers**. This includes:

- **8,300** senior management personnel in 800 of the world's airlines
- **900** senior personnel in industry supply services and MRO organisations
- **760** senior personnel in the aircraft financing and leasing sector

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West Point, 2nd Floor, Springfield Road,  
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*"I've enjoyed Aircraft Commerce and its thoughtful, in-depth reviews of operating and maintenance costs in particular. I'd been reading a colleague's for some time and finally decided I use the historical information to benchmark so often that access to past articles was a necessity. I am certain I will use the print and on-line version extensively"* – Craig Barton, Managing Director, Fleet Management, American Airlines M&E



## DEVELOPMENTS

- Opening section of each issue of Aircraft Commerce
- Reports on recent developments in aircraft & engine products

## AIRCRAFT TRADING & THE AFTERMARKET

- Explores secondary markets for aircraft & engines
- Analysis of market values and lease rates of aircraft & engines
- Aftermarket support & aircraft life extension programmes

## FLEET PLANNING & AIRCRAFT ANALYSIS

- Aircraft operating costs & fleet selection
- Route & network planning
- Airline strategies
- The world's main passenger markets

## AIRLINE & AIRCRAFT OPERATIONS

- Aircraft operating & fuel burn performance
- Developments in EFB & ETL technology & applications
- Alternative fuels & emissions reduction programmes
- Flightdeck connectivity systems
- The internet of things (IoT) and Big Data Analysis
- Airline operations and related hardware

## REVENUES & IFE

- Cabin connectivity & IFE systems
- Ancillary revenues & related systems
- Airline passenger yields

## MAINTENANCE & ENGINEERING

- Analysis of aircraft maintenance costs
- Analysis of engine maintenance costs
- Component & rotatable management
- Line maintenance & related hardware and systems
- The maintenance market
- Aircraft interiors
- Major modification & upgrade programmes

## MAINTENANCE IT SYSTEMS

- Engineering management
- Manage content, documentation information & data
- Plan, execute & monitor maintenance packages
- Maintain maintenance records
- Manage & track rotatable component inventories
- Evolve traditional maintenance practices into electronic processes

## FREIGHT BUSINESS

- Aircraft selection & fleet planning
- Aircraft acquisition and conversion to freighter
- Aircraft payload specification & revenue generating capacity
- Freight maintenance costs
- Aircraft operating & fuel burn performance



# WHY ADVERTISE IN AIRCRAFT COMMERCE?



- Magazine circulation of 10,000 readers worldwide
- Aircraft Commerce is a research tool used by 1000s of industry professionals
- 6 magazine issues per year
- Most issues have bonus distribution at our conferences and industry events

## HOW TO ADVERTISE IN AIRCRAFT COMMERCE



### PRINT ADVERTISING:

- Aircraft Commerce has a BPA-audited global circulation of 10,000 readers
- This circulation includes 8,300 Senior Airline Management Readers
- Aircraft Commerce has one of the highest number of paid subscribers of industry journals
- Most airline readers have decision making and expenditure powers
- High demand for detailed editorial content amongst readers



### DIGITAL ADVERTISING:

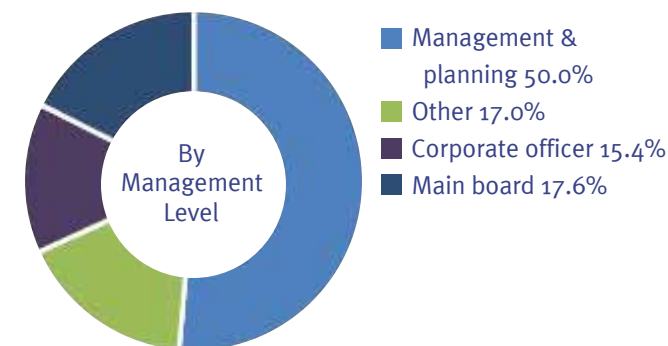
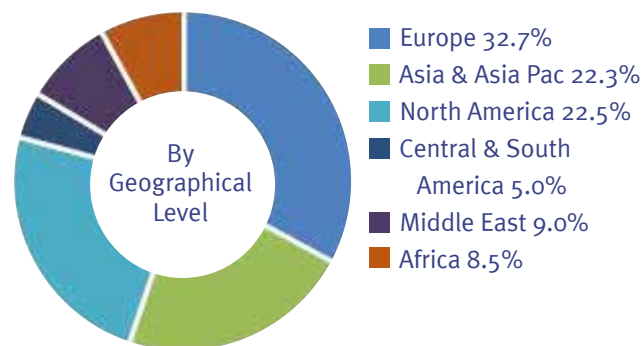
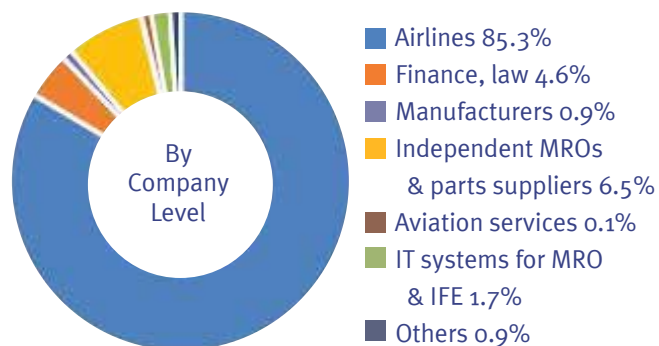
- Aircraft Commerce has a high number of hit rates on digital adverts
- Digital adverts allow you to measure the ROI (Return on Investment) in terms of hit rates and views
- Adverts are tailored to your target audience and a specific number of hits
- Adverts can be paid for on a calendar period basis or a fixed number of hits
- Digital Advertising reaches the audience faster and can be modified more efficiently
- Premium slots are available for priority advert positioning
- Digital Advertising creates brand awareness

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COMMERCE

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# GLOBAL DISTRIBUTION & READERSHIP



- Aircraft Commerce has a global circulation of more than **10,000 printed and mailed copies**.
- This number includes more than **8,300 senior management personnel** in 800 global airlines that operate aircraft larger than 15 seats.
- The airline executives and senior personnel have **decision making and expenditure powers**.
- Aircraft Commerce's airline readers have roles in aircraft financing, fleet planning & aircraft selection, route network & commercial development, fleet management, engineering & maintenance, airline operations and freight.
- Aircraft Commerce's readership also includes executives in the **aircraft financing community**. This includes bankers, lessors, insurers, traders, asset managers, traders and brokers.
- Aircraft Commerce's readership includes one of the **highest number of paid subscribers** of all industry publications.
- Aircraft Commerce's circulation is audited by **BPA Worldwide** every six months.
- A copy of the audit statements can be examined at the BPA Worldwide website at: [www.bpaww.com](http://www.bpaww.com)
- A copy of the BPA audit statement can also be downloaded from our website at: [www.aircraft-commerce.com](http://www.aircraft-commerce.com)



Circulation independently audited by BPA Worldwide.  
Total qualified BPA Worldwide circulation: **10,036**  
(source: Aircraft Commerce June 2019 statement)



## ISSUE 127 | DEC 2019/JAN 2020

### AIRCRAFT TRADING & THE AFTERMARKET

The available markets for used widebodies

### AIRCRAFT ANALYSIS & FLEET PLANNING

The global demand for narrowbodies, and how average seat capacity is changing in major markets

### AIRLINE & AIRCRAFT OPERATIONS

i. The GADSS flight tracking mandate, and the avionics options to comply with the regulation

ii. Complete connectivity system & eOperations

### MAINTENANCE & ENGINEERING

i. 747-8 airframe maintenance analysis

ii. In-service performance of the Rolls-Royce Trent XWB

### MAINTENANCE IT SYSTEMS

Interfacing airline big data and AHM/EHM data with M&E systems, and making full use of data in predictive analytics

### FREIGHT BUSINESS

Freight volumes and traffic in major global markets

## ISSUE 128 | FEB/MAR 2020

### AIRCRAFT TRADING & THE AFTERMARKET

The effect of age limitations in different regions of the world on the ability to remarket

### AIRCRAFT ANALYSIS & FLEET PLANNING

Unprecedented airline profits – are they generated from operations or ancillary revenues?

### AIRLINE & AIRCRAFT OPERATIONS

i. The additional fuel cost of carrying incremental passengers, cargo, and on-board supplies

ii. ATA Spec 2300: Its content and implications for flight operations & related IT systems

### AIRLINE REVENUES & IFE

The different grades of IFE & Cabin ancillary revenue systems

### MAINTENANCE & ENGINEERING

i. Ageing A330 airframe maintenance requirements

ii. CFM56-5B maintenance requirements & costs

### MAINTENANCE IT SYSTEMS

ATA Spec 2000, chapter 18: The standards for data transfer between systems, and the software and systems for its utilisation.

### FREIGHT BUSINESS

What is the supply of remaining 737-300s/-400s that are of sufficient quality for P-to-F conversion?

## ISSUE 129 | APR/MAY 2020

### AIRCRAFT TRADING & AFTERMARKET

The impact of a bow wave of narrowbody retirements on the aftermarket

### AIRCRAFT ANALYSIS & FLEET PLANNING

How far can the A220 encroach into the lower end of the jetliner market?

### AIRLINE & AIRCRAFT OPERATIONS

i. The actual use of the Inmarsat/Cobham SBS system in airline operation, and its applications

ii. The volumes of data that can be downloaded from aircraft, and the systems available.

### AIRLINE REVENUES & IFE

Ancillary revenue product providers survey

### MAINTENANCE & ENGINEERING

i. The line maintenance process for the A350

ii. Easing the sub-contracting of component repairs by transferring related data in a digitised, standard format

### MAINTENANCE IT SYSTEMS

M&E system survey: How each system vendor is progressing with digital MRO

### FREIGHT BUSINESS

What is the supply of quality used 737NGs & A321s for conversion?

## ISSUE 130 | JUN/JUL 2020

### AIRCRAFT TRADING & THE AFTERMARKET

When is the best age and time to retire an aircraft?

### AIRCRAFT ANALYSIS & FLEET PLANNING

What is the remaining market for turboprops?

### AIRLINE & AIRCRAFT OPERATIONS

i. Third party holistic Big Data services, and the costs of Big Data & Predictives systems

ii. New EFB & ETL applications

### AIRLINE REVENUES & IFE

The passenger seating and comfort evolution for long-haul and premium cabin services

### MAINTENANCE & ENGINEERING

i. The Aviatar system for Big Data

ii. V2500-A5 maintenance requirements & costs

### MAINTENANCE IT SYSTEMS

The complexities of an independent MRO's system requirements

### FREIGHT BUSINESS

Total build costs of acquiring, converting and preparing 767-300ERs for freighter service



## ISSUE 131 | AUG/SEP 2020

### AIRCRAFT TRADING & THE AFTERMARKET

The market values of older generation engines: CFM56-5B, RB211-535, PW2000 & PW4000-94

### AIRCRAFT ANALYSIS & FLEET PLANNING

What are the ingredients for a profitable airline operation with 75-100 seat jets?

### AIRLINE & AIRCRAFT OPERATIONS

Fuel burn & operating performance of the 737 MAX family

### AIRLINE REVENUES & IFE

Challenges to LCCs in boosting ancillary revenues

### MAINTENANCE & ENGINEERING

The cost elements of a rotatable inventory system: i) what are the cost categories and ii) what are the inherent cost inefficiencies?

### MAINTENANCE IT SYSTEMS

The challenge of making everything across an airline's entire maintenance and engineering operation work using tablets and personal devices for all maintenance activities

### FREIGHT BUSINESS

The eFreight initiative: the system's objectives and benefits to forwarders & airlines

## ISSUE 132 | OCT/NOV 2020

### AIRCRAFT TRADING & THE AFTERMARKET

The available markets & residual value prospects for used narrowbodies

### AIRCRAFT ANALYSIS & FLEET PLANNING

Is there a viable market for ultra long-range versions of aircraft types?

### AIRLINE & AIRCRAFT OPERATIONS

- i. How cameras, biometrics and Big Data can improve airline and airport operating performance
- ii. ATA fault codes: Solutions for better fault reporting & diagnosis

### AIRLINE REVENUES & IFE

Passenger experience personalisation: latest cabin innovations, collaborations and new digital solutions that improve personalisation, comfort & hospitality

### MAINTENANCE & ENGINEERING

- i. Ageing 737NG airframe maintenance costs – coping with the large group of ageing tasks coming due
- ii. Maintenance costs of mature Trent 700, PW4000-100

### MAINTENANCE IT SYSTEMS

A standard data format for aircraft configuration & maintenance records: ATA 2400 & 2500

### FREIGHT BUSINESS

The weights, freight capacity & volume of the 777 passenger-to-freighter programme

## ISSUE 133 | DEC 2020/JAN 2021

### AIRCRAFT TRADING & THE AFTERMARKET

The available markets & residual value prospects for used widebodies

### AIRCRAFT ANALYSIS & FLEET PLANNING

Densification: The lighter, slimmer seat revolution. How do lighter seats and smaller galleys affect comfort levels, and reduce unit operating costs?

### AIRLINE & AIRCRAFT OPERATIONS

A350 & 787: How airlines can utilise the huge volumes of aircraft data to the maximum potential

### MAINTENANCE & ENGINEERING

- i. 737 MAX MPD & airframe maintenance requirements
- ii. Mature RB211-535 & PW2000 maintenance costs

### MAINTENANCE IT SYSTEMS

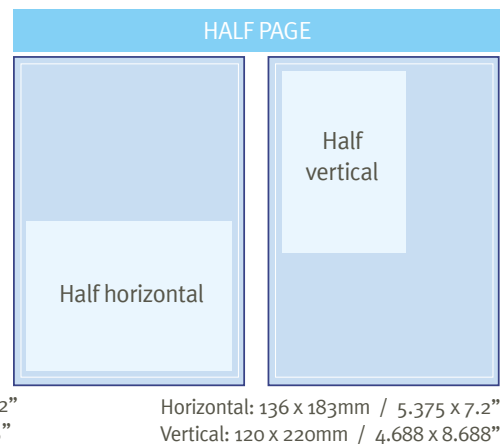
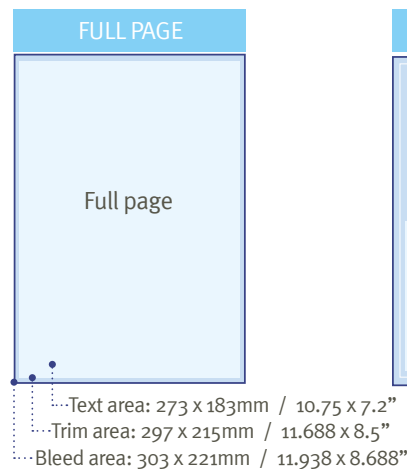
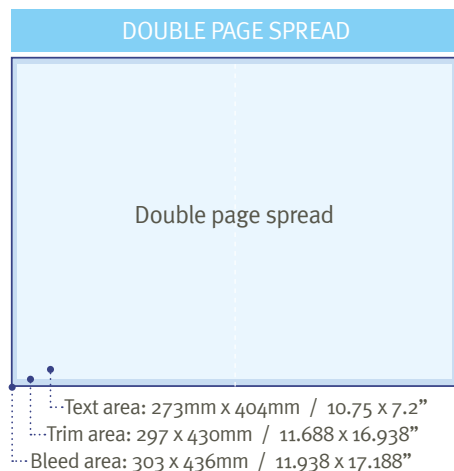
Maintaining an aircraft's entire lifecycle technical records in a digital world

### FREIGHT BUSINESS

Total build costs of acquiring, converting and preparing 737-800/-900s & A321s for freighter service



# PRINT ADVERTISING RATES & SIZES



**Live matter allowance:** 3mm (1/8 inch (0.125")) for edge, 6mm (1/4 inch (0.25")) per dimension

**Printing and binding:** Offset litho, perfect bound

**Printing stock:** Body 100gsm matt, cover 250gsm wood free gloss art

**Materials:** Aircraft Commerce only accepts advertising materials in electronic format. Please supply the artwork as a print-ready PDF (CMYK, 300 dpi PDFs).

**Copy supply:** Please email artwork copy files to: [charles@aircraft-commerce.com](mailto:charles@aircraft-commerce.com)

**Ad space booking dates:** 1 week prior to artwork deadlines

**Frequency:** Bi-monthly (6x per annum)

**Cancellation terms:** 6 weeks prior to publishing date to avoid a cancellation charge of 80% of the agreed rate

(\$ US - Cost Per Insertion				
Number of insertions:	x1	x3	x6	
<b>Cover Position</b>	11,450	10,900	10,400	
<b>Double Page Spread</b>	16,200	15,700	15,200	
<b>Full Page</b>	9,900	9,450	9,100	
<b>Half Page</b>	5,400	5,000	4,650	
<b>Quarter Page</b>	3,200	3,000	2,800	

(€ Euro - Cost Per Insertion				
Number of insertions:	x1	x3	x6	
<b>Cover Position</b>	8,150	7,800	7,400	
<b>Double Page Spread</b>	11,800	11,250	10,700	
<b>Full Page</b>	7,100	6,800	6,500	
<b>Half Page</b>	4,200	3,800	3,500	
<b>Quarter Page</b>	2,600	2,300	2,100	

(£ GBP - Cost Per Insertion				
Number of insertions:	x1	x3	x6	
<b>Cover Position</b>	6,900	6,500	6,200	
<b>Double Page Spread</b>	9,900	9,400	8,800	
<b>Full Page</b>	6,000	5,700	5,400	
<b>Half Page</b>	3,300	3,100	2,900	
<b>Quarter Page</b>	2,000	1,850	1,750	

Issue Months	DEC/JAN 2020	FEB/MAR 2020	APR/MAY 2020	JUN/JUL 2020	AUG/SEP 2020	OCT/NOV 2020	DEC/JAN 2021
Artwork Deadlines	14 Jan 2020	6 Mar 2020	30 Apr 2020	25 Jun 2020	26 Aug 2020	23 Oct 2020	14 Jan 2021
Publishing Dates	17 Jan 2020	13 Mar 2020	8 May 2020	3 Jul 2020	3 Sep 2020	30 Oct 2020	18 Jan 2021

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# DIGITAL ADVERTISING RATES



## PRIMARY PAGE



### Home Page + Conference + Article Search + Conferences & Events

	x1 month	x2 months	x3 months
<b>1 – Top Banner</b>	\$3,550	\$6,750	\$9,450
<b>2 – Skyscraper</b>	\$3,350	\$6,500	\$9,250
<b>2+2 (Both Skyscrapers)</b>	\$6,000	\$11,200	\$16,600
<b>Complete Takeover</b>	\$9,000	\$17,000	\$24,000
<b>3 – Square Box</b>	\$3,330	\$6,500	\$9,450

## SECONDARY PAGE



### Such as Engine Type or Aircraft Type pages

	x1 month	x2 months	x3 months
<b>1 – Top Banner</b>	\$2,550	\$4,750	\$6,450
<b>4 – Square Box</b>	\$2,330	\$4,500	\$6,450

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## DIGITAL ADVERT SIZES

<b>1</b> DIMENSIONS	<b>2</b> DIMENSIONS	<b>3</b> DIMENSIONS	<b>4</b> DIMENSIONS
400 X 2000 px	2000 X 400 px	1000 X 1000 px	500 X 500 px

## TERTIARY PAGE



### Individual type pages

	x1 month	x2 months	x3 months
<b>1 – Top Banner</b>	\$1,550	\$2,750	\$3,450
<b>4 – Square Box</b>	\$1,330	\$2,500	\$3,450

# AIRCRAFT COMMERCE CONFERENCES 2020



**Airline & Aerospace MRO & Operations IT Conference AMERICAS**  
11th-12th March, Miami, FL, USA



**Airline & Aerospace MRO & Operations IT Conference EMEA**  
3rd-4th June Amsterdam, Netherlands



**Connected Aircraft eEnablement Conference**  
6th-7th October, London Heathrow, UK



**Airline & Aerospace MRO & Operations IT conference APAC**  
4th-5th November, Bangkok, Thailand



**Flight Operations Conference**  
1st-2nd December, Europe

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