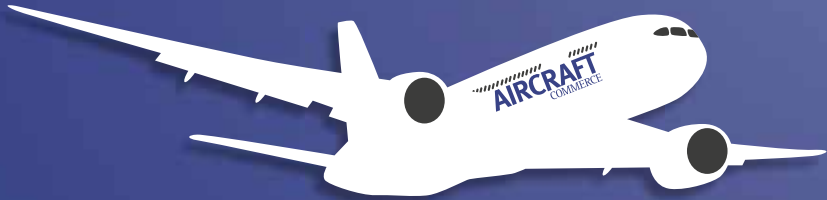


# AIRCRAFT

## COMMERCE

### Media Information 2021



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
- 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:

- **8,700** senior management personnel in 800 of the world's airlines
- **700** senior personnel in industry supply services and MRO organisations
- **720** senior personnel in the aircraft financing and leasing sector

Contact:

**Promotional opportunities  
please contact:**

**Kat Ronaldson, Director of Sales**

Phone: +44 (0)1403 213 117

+44 (0)7547 818 492

Email: [kat@aircraft-commerce.com](mailto:kat@aircraft-commerce.com)

**Editorial**

**please contact:**

**Charles Williams, Editor**

Phone: +44 (0)1403 230 302

Email: [charles@aircraft-commerce.com](mailto:charles@aircraft-commerce.com)

**Address:**

Nimrod Publications Ltd,  
West Point, 2nd Floor, Springfield Road,  
Horsham, RH12 2PD, United Kingdom

*"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, that because I use the historical information to benchmark so often, that access to the library of archived 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

## AIRCRAFT ANALYSIS & FLEET PLANNING

- 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

## 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?



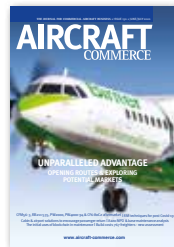
- Magazine circulation of 10,000 readers worldwide
- Aircraft Commerce is a research tool used by 1000s of industry professionals
- 6 magazine issues per year
- Most issues have bonus distribution at our conferences and industry events

For **ADVERTISING**  
please contact **Kat Ronaldson:**  
Phone: +44 (0)1403 213 117 /  
+44 (0)7547 818 492  
Email: [kat@aircraft-commerce.com](mailto:kat@aircraft-commerce.com)

## HOW TO ADVERTISE IN AIRCRAFT COMMERCE

### PRINT ADVERTISING:

- Aircraft Commerce has a BPA-audited global circulation of 10,000 readers
- This circulation includes 8,700 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:

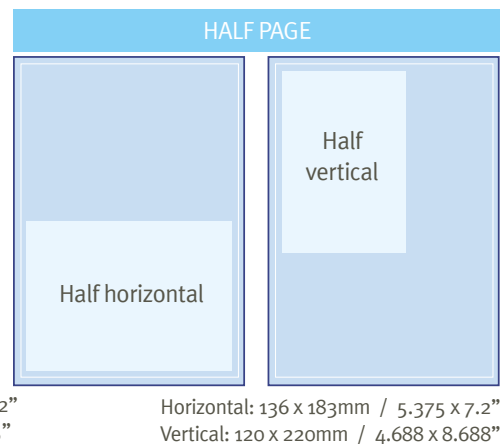
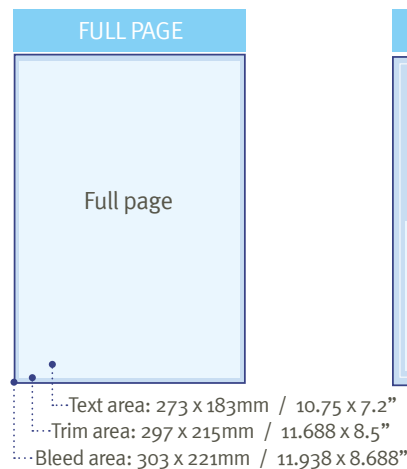
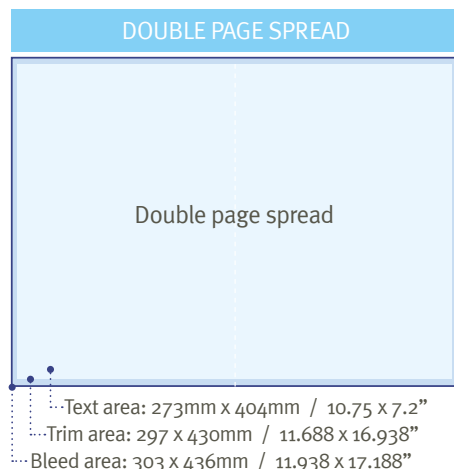
- Digital adverts allow you to measure the ROI (Return on Investment) in terms of hit rates and views
- Adverts are tailored to your target audience and a specific number of hits
- Adverts can be paid for on a calendar period basis
- Digital Advertising reaches the audience faster and can be modified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



**2021**

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# 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 2021	FEB/MAR 2021	APR/MAY 2021	JUN/JUL 2021	AUG/SEP 2021	OCT/NOV 2021	DEC/JAN 2022
Artwork Deadlines	13 Jan 2021	9 Mar 2021	30 Apr 2021	25 Jun 2021	27 Aug 2021	22 Oct 2021	11 Jan 2022
Publishing Dates	20 Jan 2021	16 Mar 2021	7 May 2021	2 Jul 2021	3 Sep 2021	29 Oct 2021	18 Jan 2022

**For ADVERTISING please contact**

**Kat Ronaldson:**

Phone: +44 (0)1403 213 117 / +44 (0)7547 818 492

Email: [kat@aircraft-commerce.com](mailto:kat@aircraft-commerce.com)

**For PRODUCTION & MATERIALS please contact**

**Charles Williams:**

Phone +44 (0) 1403 230 302

Email: [charles@aircraft-commerce.com](mailto:charles@aircraft-commerce.com)

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# DIGITAL ADVERTISING RATES



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Email: [kat@aircraft-commerce.com](mailto:kat@aircraft-commerce.com)

## HOME PAGE & CONFERENCE HOME PAGE



### Digital advert rates for Home Page + Conferences & Events

	x1 month	x2 months	x3 months
<b>1 – Top Banner</b>	\$2,225	\$2,000	\$1,850
<b>2 – Skyscraper</b>	\$2,225	\$2,000	\$1,850
<b>3 – Square Box</b>	\$1,950	\$1,750	\$1,550



## SECONDARY ARTICLE LIBRARY PAGE



### Individual type pages

	x1 month	x2 months	x3 months
<b>1 – Top Banner</b>	\$1,550	\$1,375	\$1,330
<b>4 – Square Box</b>	\$1,330	\$1,250	\$1,150

## ARTICLE LIBRARY



### Such as Engine Type or Aircraft Type pages

	x1 month	x2 months	x3 months
<b>1 – Top Banner</b>	\$2,225	\$2,000	\$1,850
<b>4 – Square Box</b>	\$1,950	\$1,750	\$1,550

## DIGITAL ADVERT SIZES

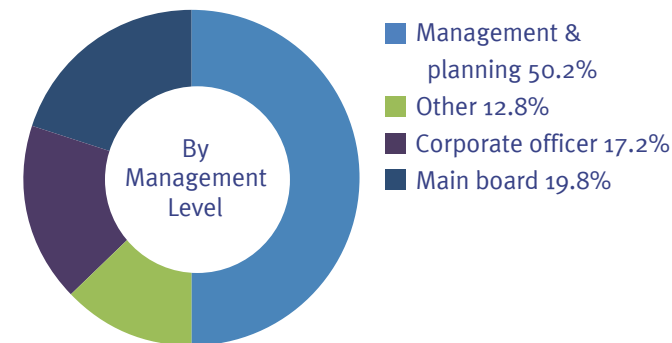
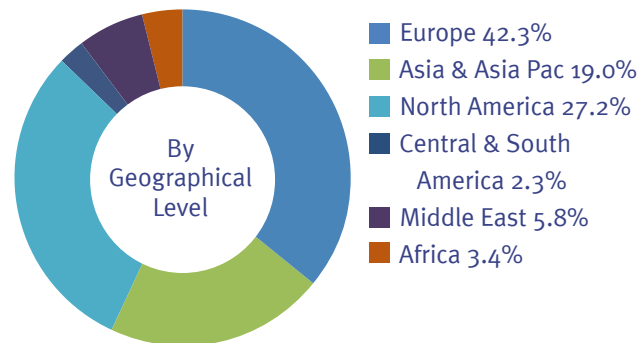
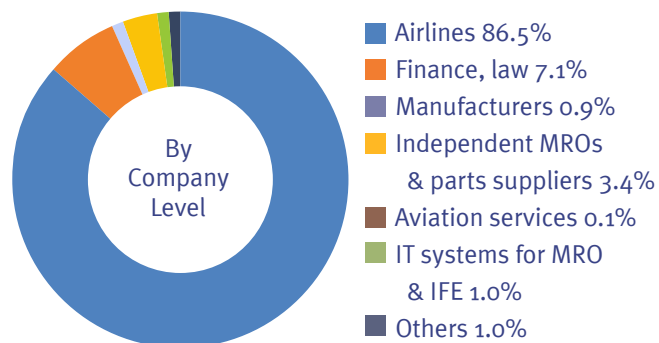


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# GLOBAL DISTRIBUTION & READERSHIP



- Aircraft Commerce has a global circulation of more than **10,000 printed and mailed copies**.
- This number includes more than **8,700 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: **10,037**  
(source: Aircraft Commerce June 2020 statement)

2021

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## ISSUE 133 | DEC 2020/JAN 2021

### AIRCRAFT TRADING & THE AFTERMARKET

The narrowbody fleet development during and since Covid19

### AIRCRAFT ANALYSIS & FLEET PLANNING

How fast are airlines ramping up fleet operations?

### AIRLINE & AIRCRAFT OPERATIONS

Utilising the large volumes of aircraft data generated by the 787 & A350

### MAINTENANCE & ENGINEERING

The engine MRO market post-Covid19

### MAINTENANCE IT SYSTEMS

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

### FREIGHT BUSINESS

The total build costs of acquiring, converting and preparing A321s for freighter service

## ISSUE 134 | FEB/MAR 2021

### AIRCRAFT TRADING & THE AFTERMARKET

Analysis of the widebody fleet in storage, and the aircraft that have not been returned to service and remain parked

### AIRCRAFT ANALYSIS & FLEET PLANNING

What are the criteria for a profitable airline operation with 75-110 seat jets?

### AIRLINE & AIRCRAFT OPERATIONS

IT systems for monitoring and auditing all categories of flight operations costs

### MAINTENANCE & ENGINEERING

i. CFM56-7B maintenance requirements & costs

ii. The use of PMA parts in airframe & cabin maintenance

### MAINTENANCE IT SYSTEMS

The complexities of configuring an independent MRO's system requirements

### FREIGHT BUSINESS

The total build costs of acquiring, converting and preparing 737-800/-900s for freighter service

## ISSUE 135 | APR/MAY 2021

### AIRCRAFT TRADING & AFTERMARKET

The effects of long-term storage on aircraft maintenance status & the costs and economics of reactivation

### AIRCRAFT ANALYSIS & FLEET PLANNING

The development of alternative fuel & aircraft propulsion programmes to achieve reduced CO2 emissions

### AIRLINE & AIRCRAFT OPERATIONS

How cameras, biometrics and Big Data can improve airline and airport operating performance

### MAINTENANCE & ENGINEERING

i. 737 MAX MPD & airframe maintenance requirements

ii. Maintenance costs of mature Trent 700 and PW4000-100

### MAINTENANCE IT SYSTEMS

The latest advances & developments in technical document management

### FREIGHT BUSINESS

What is the supply of quality used 737NGs & A321s and remaining 757-200s for conversion?

## ISSUE 136 | JUN/JUL 2021

### AIRCRAFT TRADING & THE AFTERMARKET

The terms & conditions of aircraft and engine lease contract terms post-Covid19

### AIRCRAFT ANALYSIS & FLEET PLANNING

Analysis of capacity and airline operations on global domestic and intra-continental markets post-Covid19

### AIRLINE & AIRCRAFT OPERATIONS

Satcom systems & constellations available to airlines, and their rates of data transmission

### MAINTENANCE & ENGINEERING

i. Ageing A330 airframe maintenance requirements

ii. V2500-A5 maintenance requirements & costs

### MAINTENANCE IT SYSTEMS

Digital & mobile MCC and line maintenance systems

### FREIGHT BUSINESS

What is the supply of quality used 767-300ERs and A330-200/-300s for conversion?



# EDITORIAL CALENDAR 2021



## ISSUE 137 | AUG/SEP 2021

### AIRCRAFT TRADING & THE AFTERMARKET

Overcoming the problem of an oversupply of aircraft, and distortions to the market

### AIRCRAFT ANALYSIS & FLEET PLANNING

Is there a viable market to serve ultra long-haul routes with ultra long-range aircraft?

### AIRLINE & AIRCRAFT OPERATIONS

The fuel burn & operating performance of the 737 MAX family

### MAINTENANCE & ENGINEERING

Mature RB211-535 & PW2000 maintenance costs

### MAINTENANCE IT SYSTEMS

The development and advancement of M&E system databases & capabilities

### FREIGHT BUSINESS

The total build costs of acquiring, converting and preparing A330-200/-300s for freighter service

## ISSUE 138 | OCT/NOV 2021

### AIRCRAFT TRADING & THE AFTERMARKET

The availability of 'green time' engines and the effect on the engine values and the engine MRO market

### AIRCRAFT ANALYSIS & FLEET PLANNING

When will the aircraft market return to normal?

### AIRLINE & AIRCRAFT OPERATIONS

The fuel burn & operating performance of the A330neo

### MAINTENANCE & ENGINEERING

- i. Ageing 737NG airframe maintenance costs
- ii. The line maintenance process for the A350

### MAINTENANCE IT SYSTEMS

The applied uses of blockchain technology in maintenance and M&E systems

### FREIGHT BUSINESS

The demand for freighters in the 25-35 ton payload category

## ISSUE 139 | DEC 2021/JAN 2022

### AIRCRAFT TRADING & THE AFTERMARKET

The long-term effects of Covid19 on used aircraft that remain available on the market

### AIRCRAFT ANALYSIS & FLEET PLANNING

Analysis of capacity and airline operations on global domestic and inter-continental markets post-Covid19

### AIRLINE & AIRCRAFT OPERATIONS

Flightdeck connectivity systems and the cost of flightdeck data transmissions

### MAINTENANCE & ENGINEERING

747-8 maintenance analysis

### MAINTENANCE IT SYSTEMS

The applied uses of Spec 2400 & 2500 in maintenance records and the transfer of aircraft technical records

### FREIGHT BUSINESS

The demand for freighters in the 19-25 ton payload category



# 2021

# AIRCRAFT

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# AIRCRAFT COMMERCE CONFERENCES 2021



Virtual MRO & Operations IT conference for the Americas  
24th & 25th February 2021



Airline & Aerospace MRO & Operations IT conference EMEA  
29th & 30th June, Amsterdam, Netherlands



Airline & Aerospace MRO & Operations IT conference EMEA  
26th & 27th October, Bangkok, Thailand



Flight Operations Conference  
1st & 2nd December, London, United Kingdom

2021

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