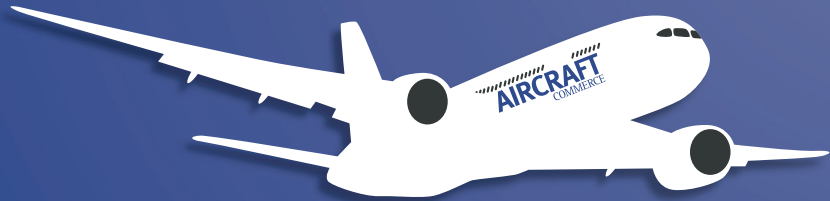


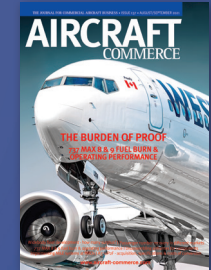
# AIRCRAFT

## COMMERCE

### Media Information 2022



Digital & Web advertising



Printed issue

THE JOURNAL FOR COMMERCIAL AIRCRAFT BUSINESS





**Aircraft Commerce** is established as 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 as a basis for decision making.

**Aircraft Commerce** provides this analysis and research through a range of connected subjects that 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

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**Address:**

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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, 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, engineering, and industry 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 development
- 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 and software 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
- Evolution & digitalization of maintenance practices

## 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

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### 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



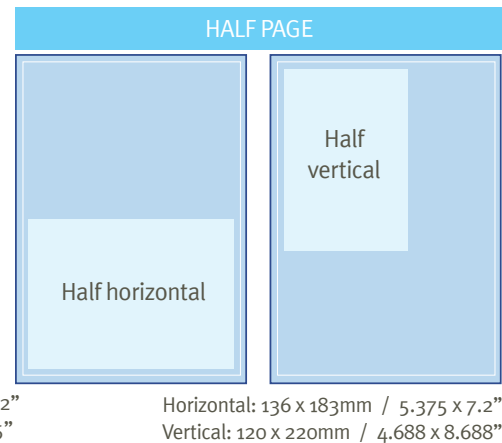
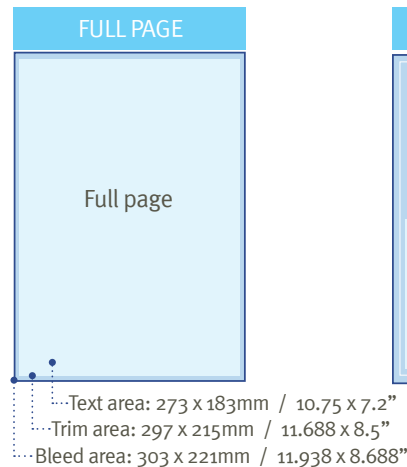
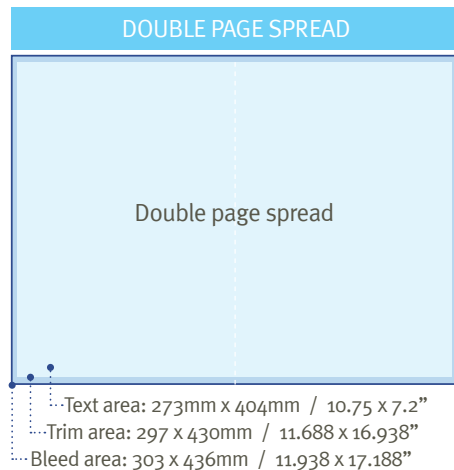
2022

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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

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

(\$ 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 2022	FEB/MAR 2022	APR/MAY 2022	JUN/JUL 2022	AUG/SEP 2022	OCT/NOV 2022	DEC/JAN 2023
Artwork Deadlines	25 Jan 2022	18 Mar 2022	6 May 2022	30 Jun 2022	29 Aug 2022	27 Oct 2022	15 Jan 2023
Publishing Dates	1 Feb 2022	25 Mar 2022	13 May 2022	7 Jul 2022	5 Sep 2022	3 Nov 2022	21 Jan 2023

2022

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# DIGITAL ADVERTISING RATES



## 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

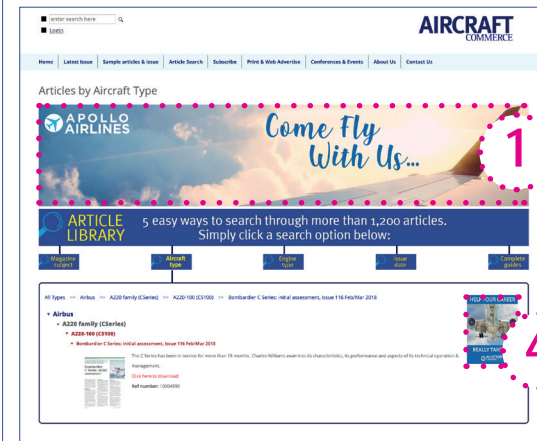


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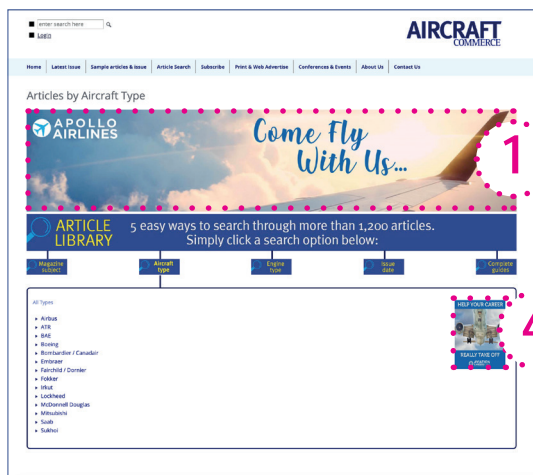
## SECONDARY ARTICLE LIBRARY PAGE



### 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

<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

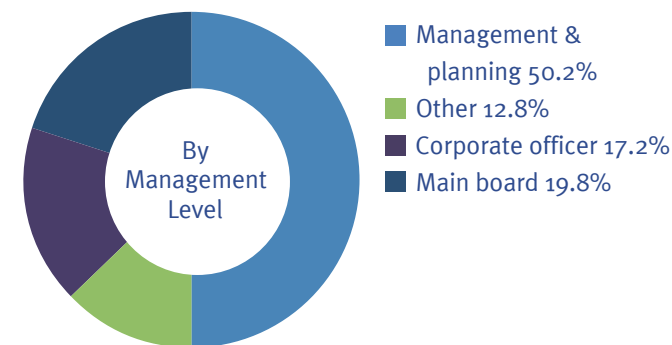
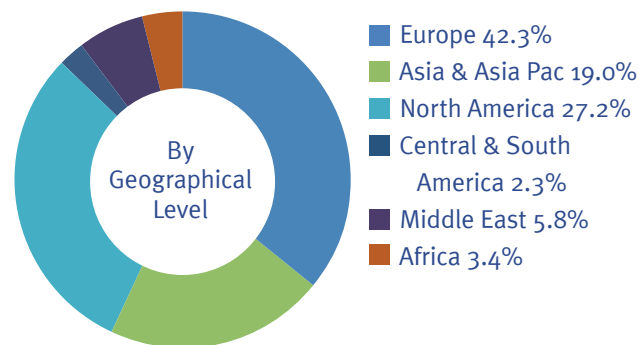
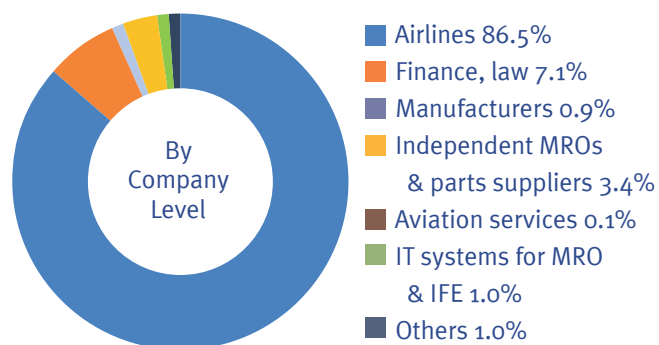
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# GLOBAL DISTRIBUTION & READERSHIP



- 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)

2022

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## ISSUE 139 | DEC 2021/JAN 2022

### AIRCRAFT TRADING & THE AFTERMARKET

Passenger turboprop & jetliner in-service fleet analysis

### AIRCRAFT ANALYSIS & FLEET PLANNING

Analysis of airline capacity & operations in different markets post-Covid-19

### AIRLINE & AIRCRAFT OPERATIONS

Flightdeck connectivity systems and the cost of flightdeck data transmissions

### MAINTENANCE & ENGINEERING

APU maintenance costs & reserves

### MAINTENANCE IT SYSTEMS

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

### FREIGHT BUSINESS

The demand for freighters in the 18-25 ton category

## ISSUE 140 | FEB/MAR 2022

### AIRCRAFT TRADING & THE AFTERMARKET

Used market opportunities for narrowbodies

### AIRCRAFT ANALYSIS & FLEET PLANNING

When will the narrowbody market return to normal?

### AIRLINE & AIRCRAFT OPERATIONS

The fuel burn and operating performance of the A220

### MAINTENANCE & ENGINEERING

i. The line maintenance process for the A350

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

### MAINTENANCE IT SYSTEMS

The latest advances in technical documents, and management systems

### FREIGHT BUSINESS

The freight & revenue generating capacity of 777-200LR and 777-300ER freighters

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### AIRCRAFT TRADING & AFTERMARKET

Teardown and used market activity of main large engine types: PW4000-100, CF6-80E1, GE90, and Trent family

### AIRCRAFT ANALYSIS & FLEET PLANNING

How have average aircraft seat numbers and service frequencies changed in major short-haul markets?

### AIRLINE & AIRCRAFT OPERATIONS

The global satcom systems & constellations available, and the rates of data transmission

### MAINTENANCE & ENGINEERING

i. Ageing 737NG airframe maintenance requirements

ii. Mature maintenance costs & secondary market support for the Trent 700 & PW4000-100

### MAINTENANCE IT SYSTEMS

The use of Cloud-based services, and a review of the benefits and potential drawbacks

### FREIGHT BUSINESS

The selection of feedstock, and the on-ramp build costs of 737-400, 737-700, 737-800 & A320 freighters

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### AIRCRAFT TRADING & THE AFTERMARKET

The long-term effect of Covid-19 T's & C's in aircraft & engine leasing

### AIRCRAFT ANALYSIS & FLEET PLANNING

Will down-gauging on short-haul and long-haul routes with types like the A220 and A321XLR be an economic strategy?

### AIRLINE & AIRCRAFT OPERATIONS

The fuel burn & operating performance of the A350-900/-1000

### MAINTENANCE & ENGINEERING

i. Ageing A330 airframe maintenance requirements

ii. V2500-A5 maintenance requirements & costs

### MAINTENANCE IT SYSTEMS

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

### FREIGHT BUSINESS

Selecting replacements for 757, A300, A310 & 767 freighters





## ISSUE 143 | AUG/SEP 2022

### AIRCRAFT TRADING & THE AFTERMARKET

The effect of the availability of used narrowbody engines on the engine MRO market

### AIRCRAFT ANALYSIS & FLEET PLANNING

When will the widebody market return to normal?

### AIRLINE & AIRCRAFT OPERATIONS

SAF fuels: volumes of production, airline commitments, and future costs of production

### MAINTENANCE & ENGINEERING

Mature RB211-535 & PW2000 maintenance costs

### MAINTENANCE IT SYSTEMS

Advances in the digitization of line maintenance

### FREIGHT BUSINESS

The differences in operating models & aircraft utilisation rates in express package & e-commerce services

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### AIRCRAFT TRADING & THE AFTERMARKET

Used market opportunities for widebodies

### AIRCRAFT ANALYSIS & FLEET PLANNING

The economics of small-sized electric and hybrid-powered aircraft

### AIRLINE & AIRCRAFT OPERATIONS

The management of flight operations electronic document & technical manuals

### MAINTENANCE & ENGINEERING

i. The in-service performance of the CFM LEAP-1A & -1B families

ii. Wheels & brakes maintenance costs

### MAINTENANCE IT SYSTEMS

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### FREIGHT BUSINESS

Selecting replacements for MD-11 & 747 freighters

## ISSUE 145 | DEC 2022/JAN 2023

### AIRCRAFT TRADING & THE AFTERMARKET

Potential savings for operators of used aircraft from the use of 'green time' engines and rotatable components

### AIRCRAFT ANALYSIS & FLEET PLANNING

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

### AIRLINE & AIRCRAFT OPERATIONS

The practical and in-service use of high bandwidth flightdeck connectivity systems

### MAINTENANCE & ENGINEERING

747-8 airframe maintenance analysis

### MAINTENANCE IT SYSTEMS

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

### FREIGHT BUSINESS

The selection of feedstock, and the on-ramp build costs of 737-900 & A321 freighters





**European Airline & Aerospace MRO & Flight Operations IT Conference**  
**8th & 9th June,**  
**Amsterdam,**  
**Netherlands**

**Americas Airline & Aerospace MRO & Flight Operations IT Conference**  
13th & 14th  
September, Miami,  
USA

**Asia Pacific Airline  
& Aerospace MRO &  
Flight Operations IT  
Conference**  
**19th & 20th October,  
Bangkok**

**15th Annual Flight Operations Conference**  
29th & 30th November,  
Heathrow, London