

Flightglobal e-newsletters:

FLIGHT DAILY NEWS

ANNUAL SCHEDULE 2011		
DATE	DAY	SPECIALS
09-FEB	WEDNESDAY	AERO INDIA
10-FEB	THURSDAY	AERO INDIA
11-FEB	FRIDAY	AERO INDIA
08-MAR	TUESDAY	ASIAN AEROSPACE
09-MAR	WEDNESDAY	ASIAN AEROSPACE
10-MAR	THURSDAY	ASIAN AEROSPACE
20-JUN	MONDAY	PARIS AIRSHOW
21-JUN	TUESDAY	PARIS AIRSHOW
22-JUN	WEDNESDAY	PARIS AIRSHOW
23-JUN	THURSDAY	PARIS AIRSHOW
24-JUN	FRIDAY	PARIS AIRSHOW
17-AUG	WEDNESDAY	MAKS
18-AUG	THURSDAY	MAKS
19-AUG	FRIDAY	MAKS
21-SEP	WEDNESDAY	AVIATION EXPO
22-SEP	THURSDAY	AVIATION EXPO
23-SEP	FRIDAY	AVIATION EXPO
14-NOV	MONDAY	DUBAI AIRSHOW
15-NOV	TUESDAY	DUBAI AIRSHOW
16-NOV	WEDNESDAY	DUBAI AIRSHOW
17-NOV	THURSDAY	DUBAI AIRSHOW

Description

Flightglobal publishes daily newspapers live from key events around the world as part of its truly multi-media approach to show coverage in print and online. This live content, which is posted up on www.flightglobal.com as soon as it is produced, is brought together in a series of daily e-newsletters to provide at-a-glance headlines for those who have not been able to attend in person, as well as a mix of those who have.

Coverage ranges from a full five days of newsletters from the major airshows, such as those at Paris and Farnborough, through to special editions around key events.

Circulations are tailored depending upon the nature of the event, airshow editions are primarily sent to the broad-based circulation of the Flight International weekly e-newsletter.

Besides the magazine readerships, other recipients have also signed up specifically to receive our daily e-newsletters from the shows. Also talk with the sales team about the latest bonus circulations that we arrange from time-to-time with show organisers and partners.

Audience

Active respondents: 36,218 (January 2010)

Frequency: Daily during major shows, with up to five editions for the Paris and Farnborough airshows.

Source: Audience focuses on readers of the existing Flight International or Airline Business weekly/monthly e-newsletters, depending on the nature of the show. Talk with the sales team about additional bonus circulations negotiated from time-to-time for some shows.

Content

Based around Flightglobal's multi-media show coverage, which centres on the award-winning Flight Daily News titles but also includes our extensive online reporting. The content is aimed at aviation and aerospace professionals who need to keep up with the news pouring out of these events, especially those who may not have the opportunity to attend in person.

Sales contact information

Worldwide

Teresa Cunnett +44 (20) 8652 4765
teresa.cunnett@flightglobal.com

North America

Steven Kulikowski +1 630 288 8034
steven.kulikowski@flightglobal.com

Asia-Pacific

Cory Mathews +65 6780 4315
cory.mathews@flightglobal.com

Online ad production

Mark Bundle +44 (20) 8652 8158
enewsletters.copy@rbi.co.uk

All advertisements are accepted subject to RBI's standard terms & conditions.



Flightglobal

www.flightglobal.com

Rate card: USD\$

FLIGHT INTERNATIONAL Flightglobal

1. TOP BANNER

Welcome to Flight's defence newsletter, a fortnightly product bringing you the best military aviation stories, analysis, blogs and forums from Flight International and Flightglobal.com.

2. SKYSCRAPER

5. INFORMATION PANEL

4. MID MPU

3. MID BANNER

6. INFORMATION LINKS

Advertising opportunities

There are three standard display advertising positions available on all e-newsletters: Top Banner; Skyscraper; and either Mid Banner or Mid MPU. Volume discount rates are shown below.

Solus positions

Advertisers may take all three display positions giving solus sponsorship on one or more e-newsletters. Other promotional opportunities may also be possible subject to availability.

ADVERTISING DIMENSION	
AD UNIT	SIZE (PX)
1. TOP BANNER	468 X 60
2. SKYSCRAPER	120 X 600
3. MID BANNER	468 X 60
4. MID MPU	300 X 250
SOLUS	all ad slots
5. INFORMATION PANEL	
6. INFORMATION LINKS	

Information slots

Each e-newsletter includes two opportunities for advertisers to present links to their latest news, research and profiles.

Information panel:

A branded response-oriented panel, providing opportunities to promote products and services. The panel includes: your corporate logo; an eight-word headline; 50 words of text; and an eight-word link to your website.

Information links:

Up to three eight-word links are available, linking through to latest advertiser news, research etc. Solus positions may be available.

Advertising production requirements

All advertising copy must be submitted at least five business days in advance to: enewsletters.copy@rbi.co.uk.

GIF, animated-GIF and JPEG images are accepted but flash and rich media files are not. File sizes should not exceed 30Kb. All ads should be accompanied by a text equivalent (up to 200 characters) so that they can be displayed on all devices.

Copy should be sent to James Leakey Tel: +44 (20) 8652 8158 enewsletters.copy@rbi.co.uk

ADVERTISING RATES PER INSERTION 2011 – USD\$ (BASED ON 12,000 CIRCULATION)

PER INSERTION:	1	2	3	4	5	10	15	20	30
1. TOP BANNER	1,700	1,620	1,580	1,550	1,480	1,420	1,360	1,310	1,260
2. SKYSCRAPER	1,700	1,620	1,580	1,550	1,480	1,420	1,360	1,310	1,260
3. MID BANNER	1,280	1,220	1,190	1,160	1,110	1,070	1,020	980	950
4. MID MPU	1,280	1,220	1,190	1,160	1,110	1,070	1,020	980	950
SOLUS	4,250	4,050	3,960	3,860	3,700	3,540	3,400	3,270	3,150
5. INFORMATION PANEL	1,700	1,620	1,580	1,550	1,480	1,420	1,360	1,310	1,260
6. INFORMATION LINKS	260	260	260	260	260	260	260	260	260

All advertisements are accepted subject to RBI's standard terms, visit: www.reedbusiness.co.uk/adtermsandconditions