



MEDIA KIT 2024

24 YEARS OF

 **ASIAN
Aviation**
ASIA'S ONLY COMPREHENSIVE INDEPENDENT INDUSTRY PUBLICATION

Asian Aviation is the leading, independent magazine covering all aspects of the civil aviation industry within the largest aeronautical market in the world.

Published from its base in Singapore, Asian Aviation is recognised by industry leaders as the most reliable source for current information on the industry in the Asia-Pacific region as well as Central Asia and South Asia.

Asian Aviation covers significant industry topics and includes dedicated news sections on Interiors, MRO, Business Aviation and Rotor/UAVs in each issue.

Asian Aviation (AAV) Publishing Platform:

- Print Magazine
- E Magazine
- Website
- E-Magazine Notification Email
- Daily News Bulletin
- In Conversation Video Series
- Sponsored Content
- Social Media

Magazine Circulation

89%

Industry

11%

Government

8,761

Print circulation

6,500

Digital

41,000

PDF

Total Circulation **56,261**

cab

Audit as at March 2023

Circulation Breakdown 2024

Readership Breakdown

READER PROFILE BY JOB TITLE	No.	%
GOVERNMENT		
Ministries - Trade, Commerce, Finance	931	11
AVIATION INDUSTRY		
Chairman/CEO/President	790	9
VP/Director/GM	3316	38
Regional Manager	1454	16
Marketing/Engineering/Manager/Executive	1554	18
Consultant	376	4
Agent	340	4
TOTAL	8761	100
READER PROFILE BY INDUSTRY SEGMENT	No.	%
AIR TRANSPORT		
Commercial Airlines Cargo Airlines	110	1
Corporate Aviation Ground Handling	128	1
Training & Simulation	2929	33
OTHER		
Defence Aerospace	235	3
Airports	828	9
Government	308	4
Leasing/Legal/Financial	400	5
Maintenance, Repair & Overhaul	1817	21
Manufacturers/Suppliers	2138	24
Trade Associations & Learned Bodies	51	0.5
Miscellaneous	55	0.5
TOTAL	8761	100

Circulation Breakdown

ASIA		AUSTRALASIA	
Bangladesh	29	TOTAL	1312
Brunei	20		
Cambodia	41	EUROPE	
China & HK	444	TOTAL	1162
India	446		
Indonesia	587	THE AMERICAS	
Japan	445	TOTAL	543
Macau	32		
Malaysia	623	MIDDLE EAST & AFRICA	
Myanmar	23	TOTAL	327
Pakistan	210		
Philippines	287		
Singapore	1012		
South Korea	254		
Sri Lanka	79		
Taiwan	181		
Thailand	379		
Vietnam	320		
Kazakhstan	5		
TOTAL	5417		



Audit as at March 2023

AAV Editorial Features 2024

JAN-FEB

Singapore Airshow 20-25 Feb

Routes Asia, Langkawi 27-29 Feb

Aviation Festival, Singapore 28-29 Feb

MRO Middle East, Dubai 5-6 March

Featuring

- Sustainability (SAF, hydrogen)
- Asia Reopening Routes, Adding New Ones
- In Conversation (Goh from IATA?)
- Airshow Preview
- Urban Air Mobility
- MRO

Booking 12 Jan
Material 18 Jan
Published
Online 31 Jan

MAR-APR

Featuring

- Airshow Recap
- Pax Experience
- India Market Update
- Manufacturer Update (deliveries, etc)
- In Conversation

Booking 8 Mar
Material 14 Mar
Published
Online 27 Mar

MAY-JUNE

Aircraft Interiors, Hamburg 28-30 May

EBACE, Geneva 28-30 May

IATA, Dubai 2-4 June

Featuring

- In Conversation
- MRO - Engines
- Airport Developments
- Rotor (non-UAM, Helicopters only)
- Asian Business Aviation
- Interiors/IFEC

Booking 26 Apr
Material 2 May
Published
Online 14 May

JULY-AUG

Farnborough Airshow 22-26 July

Featuring

- In Conversation
- Cargo
- Finance-Leasing
- Safety
- Regional Aircraft
- China Production

Booking 14 Jun
Material 20 Jun
Published
Online 2 July

SEPT-OCT

MRO Asia-Pacific, Singapore 24-26 Sept

MRO Europe, Barcelona 22-24 Oct

Featuring

- Engines
- Training/Simulators
- MRO SE Asia
- ATM/ATC Developments
- Aviation Employment - Back to Full Staff?
- LCC Competition

Booking 9 Aug
Material 14 Aug
Published
Online 27 Aug

NOV-DEC

MRO Australasia, Brisbane 13-14 Nov

Featuring

- In Conversation
- Year-End Wrap Up
- Aviation-Environment (include SAF)
- Will Supersonic Pax Flight Take Off?
- Training-Pilot Shortage Still A Problem?
- IT/Tech

Booking 31 Oct
Material 8 Nov
Published
Online 19 Nov

AAV Gross Rates 2024 (USD)

Print Magazine

	1x	3x	6x
DPS	9200	8750	8200
Full Page	5200	4850	4700
Half Page Spread	5200	5100	4750
Half Page	3350	3250	3000
Quarter Page	2050	1950	1850
Back Cover	5800	5500	5300
Inside Front Cover	5600	5300	5100
Inside Back Cover	5400	5200	4800

Resolution

- Ads must be supplied in CMYK only.
- All Spot colours must be converted to CMYK (eg. logos)
- Black must be process black, not 4C
- High resolution PDF files
- Allow 5mm bleed
- 300 dpi image resolution
- Files can be downloaded from your FTP
- Artwork with embedded urls must be supplied in pdf format

Please note

- Gatefold, Belly Bands, Special Display pages and covers quoted on request
- Inserts: quoted on specifications
- Premium requested position add 10%
- Custom content/advertorials are available for both print and digital platforms. A 25% production fee loading applies to rate card if AAV creates the content.

Website

Banners	per month
Leaderboard (ROS)	3600
Premium (homepage only, placed below slider)	3100
Standard (within home page or selected page or article)	2100
Square (ROS)	2100
Side Skins	3600

Daily News Bulletin

Leaderboard	3600
Premium (2nd position)	3100
Standard	2900

E-Magazine

Leaderboard (ROS)	3100
Selected Article	1900

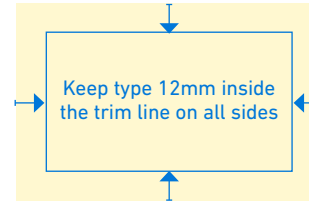
Email Notification

Leaderboard	3000
Standard	2100

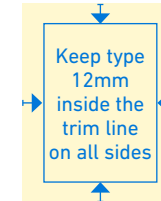
Please note

- Banner updates or schedule changes within any given month will incur an additional 10% production loading per update.
- Max file size: Under 1Mb.
- We accept these files: jpeg, gif, png, static or animated.
- Please include your own tracking code in your URL to monitor your campaign.
- **We do not collect, track or monitor clients data.**
- Please enquire if we support any other files or tags that you may require.
- Please send all web and digital material to marilyn.tangye@venturamedia.net

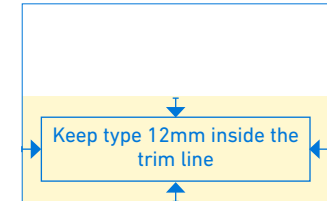
Print Magazine Specs



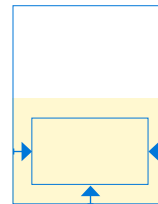
DPS
Trim
470(w)x275(h)mm
Bleed
480(w)x285(h)mm



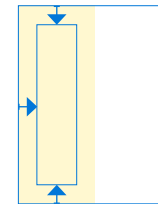
Full Page
Trim
235(w)x275(h)mm
Bleed
245(w)x285(h)mm



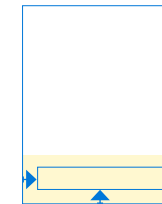
Half DPS Spread
Trim
470(w)x135(h)mm
Bleed
480(w)x142(h)mm



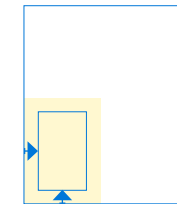
Half Horiz
Trim
235(w)x135(h)mm
Bleed
245(w)x145mm(h)mm



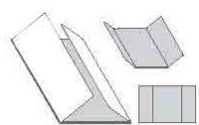
Half Vert
Trim
112(w)x275(h)mm
Bleed
122(w)x285(h)mm



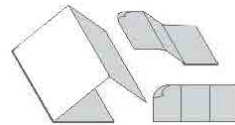
Quarter Horiz
Trim
235(w)x65(h)mm
Bleed
245(w)x75(h)mm



Quarter Vert
Trim
98(w)x120(h)mm
Bleed
108(w)x130(h)mm



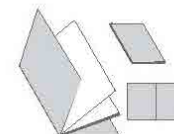
French Door
116.5x233x116.5mm



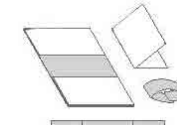
Gatefold Cover (4 pages)
231x233x235mm



Cover Border
235x70mm



Wrap around cover
235x235x275mm

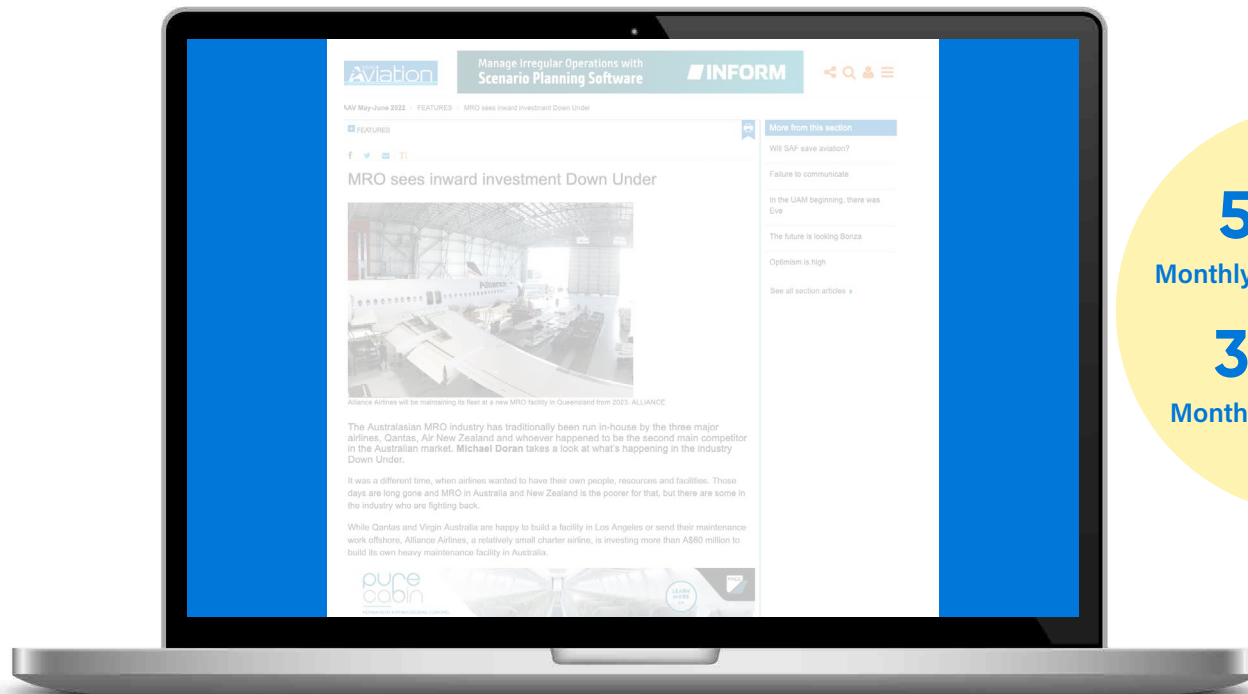


Belly Band
145x235x145mm

Website Banners & Side Skin Specs



As at Aug 2023



Side Skin Advertising Space (sits behind the active website)

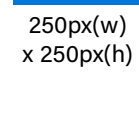
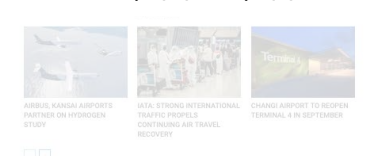
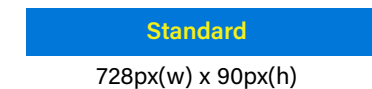
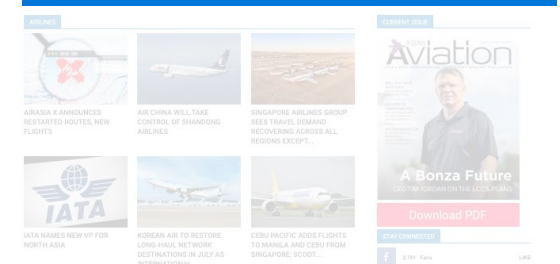
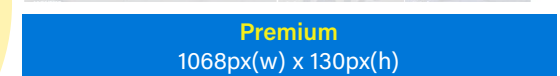
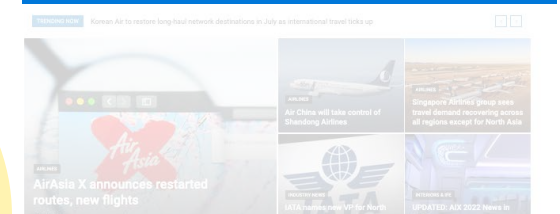
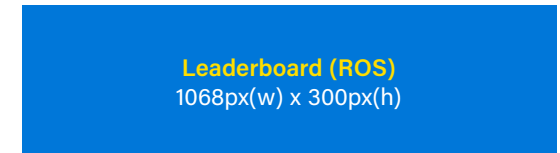
Skin
1920px(w) x 1080px(h)

Side Panels
286px(w) x 1080px(h)

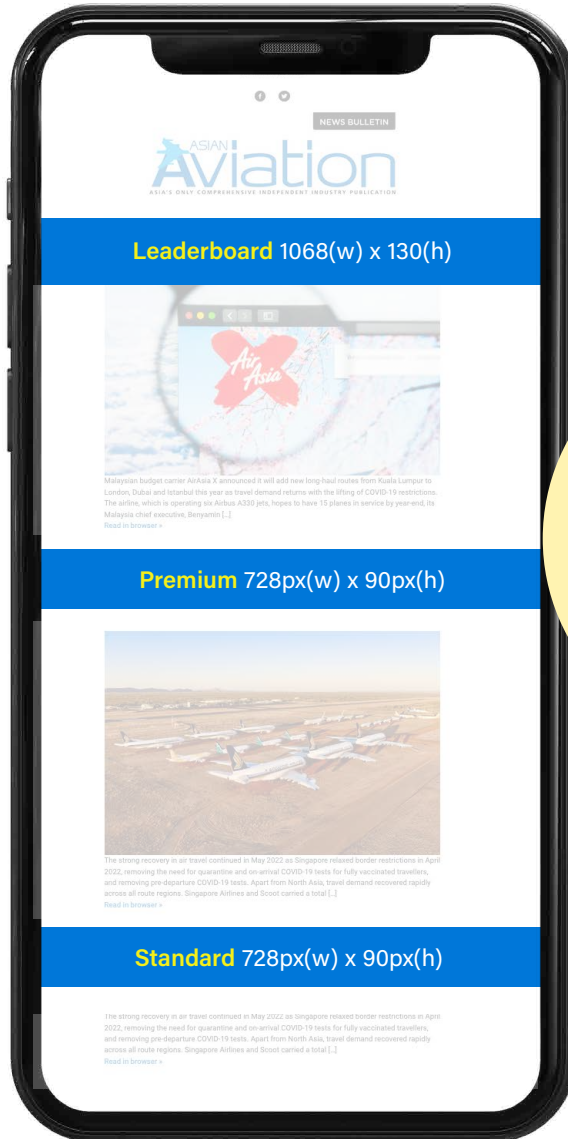
Text Area
255px(w) x 1080px(h)

51,000
Monthly Average Pageview

33,000
Monthly Average Unique Visitors

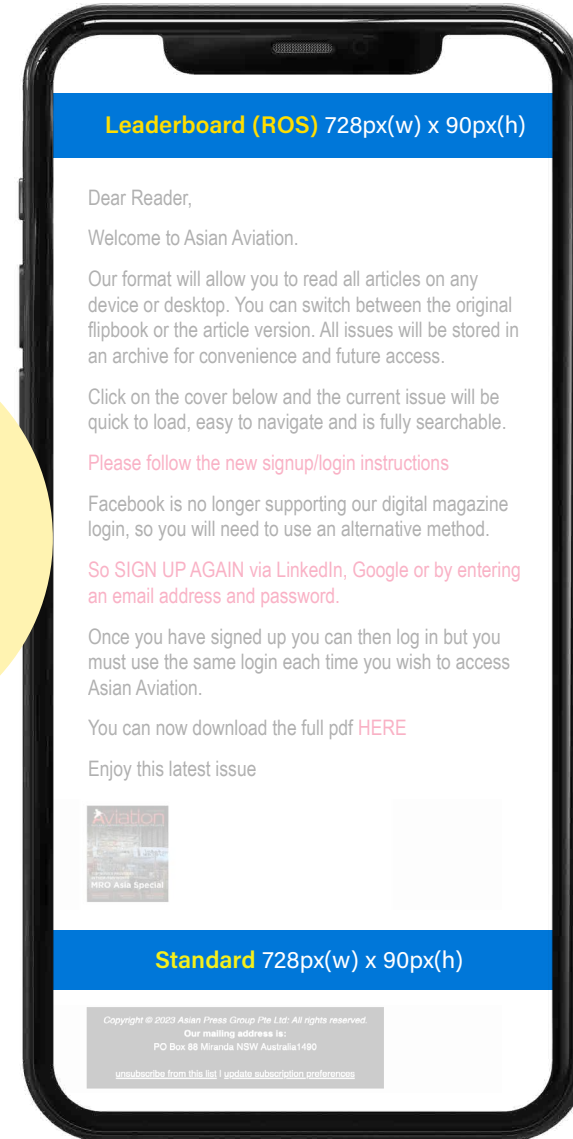


News Bulletin Specs



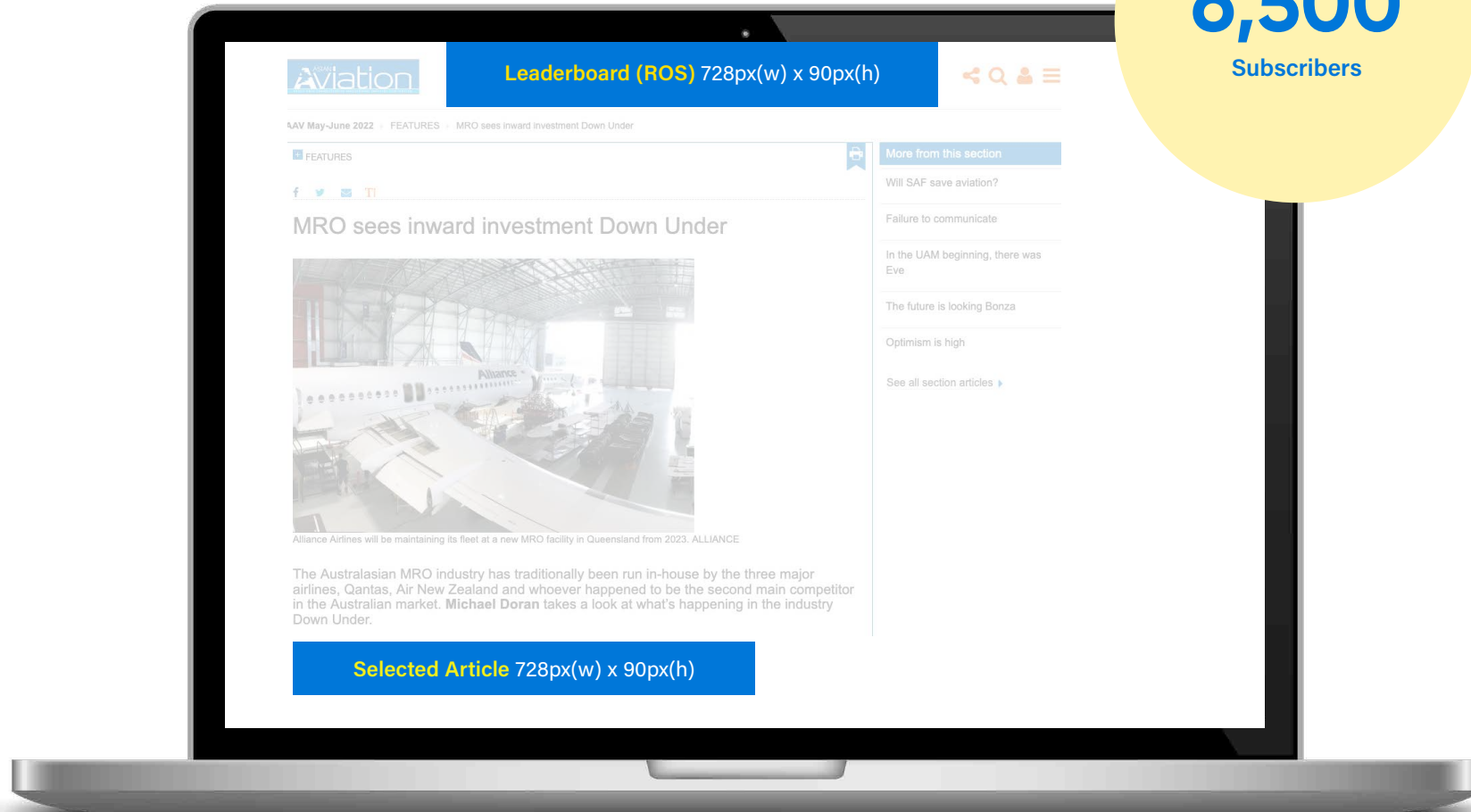
6,500
Subscribers
26%
Open Rate

Email Notification Specs

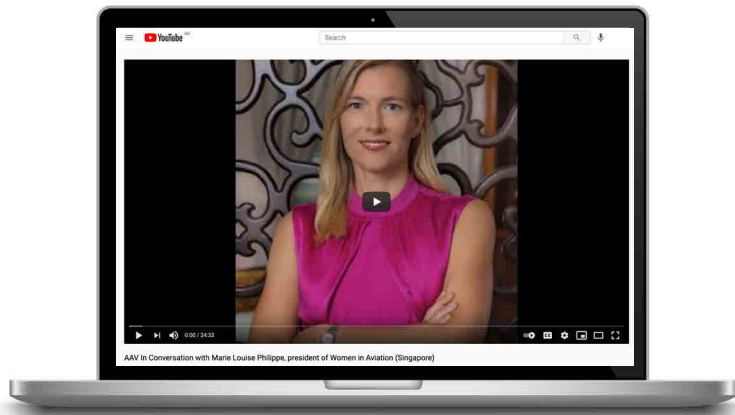


E-Magazine Specs

6,500
Subscribers



Asian Aviation 'In Conversation' Sponsorship Details



In Conversation is a key part of the editorial product of Asian Aviation. It is a web video series that features newsmakers and C-suite executives from across the aviation world with a focus on the Asia-Pacific region. In Conversation was born out of the COVID-19 pandemic and the need to stay in touch with aviation newsmakers while the world was shut down. It has since transformed into a regular feature that has hosted some of the biggest names in aviation. The video series is produced and hosted by Matt Driskill, editor of Asian Aviation Magazine and www.asianaviation.com.

List of In Conversation Videos can be seen at <https://asianaviation.com/?s=in+conversation>.

The videos average 20-30 minutes in duration and are not seen only one time, but are re-purposed for use in additional Asian Aviation website stories when appropriate. The videos are also shared on multiple social media platforms like Facebook, LinkedIn, YouTube and Twitter and are also free to be embedded and linked to by the companies interviewed and others in the industry.

NOTE: Even after sponsorship ends, a sponsor's ad will still be seen in future online stories when the original web video is re-used.

Sponsorship Package #1 Sponsors of In Conversation receive

- Banner ad of 250 x 250 px or 728 x 90px size on the AAV homepage.
- Banner ad of 728 x 90px size on the actual web page containing the video story.
- A "sponsored by" ad at the beginning of the video.
- An up to 30-second video ad within the video itself.
- Mentions by host at beginning of show and an introduction to a "message from our sponsor" to intro the sponsor's video ad.
- A banner ad on daily news posts in rotation with other ads on asianaviation.com.
- A banner ad on the Daily News Bulletin on an "as available" basis.

Minimum Duration: 6 months
(average of 3-4 videos per month)
Net: US\$3,500 per month

Sponsorship Package #2 Sponsors of In Conversation receive

- Banner ad of 250 x 250 px or 728 x 90px size on the AAV homepage.
- Banner ad of 728 x 90px size on the actual web page containing the video story.
- A "sponsored by" ad at the beginning of the video.
- An up to 30-second video ad within the video itself.
- Mentions by host at beginning of show and an introduction to a "message from our sponsor" to intro the sponsor's video ad.
- (NOTE: This package does not include banner ads on availability in the daily bulletin nor the rotation in news stories)

Minimum Duration: 6 months
(average of 3-4 videos per month)
Net: US\$3,000 per month

Sponsorship Package #3 Sponsors of In Conversation receive

- Banner ad of 728 x 90px size on the actual web page containing the video story.
- A "sponsored by" ad at the beginning of the video.
- An up to 30-second video ad within the video itself.
- Mentions by host at beginning of show and an introduction to a "message from our sponsor" to intro the sponsor's video ad.
- (NOTE: This package does not include a banner ad on the homepage and does not include banner ads in the daily bulletin nor the rotation in news stories)

Minimum Duration: 6 months
(average of 3-4 videos per month)
Net: US\$2,500 per month

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