



# 25 YEARS OF

# ASIAN Aviation

ASIA'S ONLY COMPREHENSIVE INDEPENDENT INDUSTRY PUBLICATION

Asian Aviation (AAV) is a comprehensive and authoritative publication within the civil aviation industry, particularly focused on the Asia-Pacific region, including Central and South Asia.

Here's an overview of its offerings and platforms:

**Key Features and Coverage Areas**  
**Industry Scope Each Issue:**

**Interiors/IFEC**

Latest trends and innovations in aircraft interiors.

**MRO [Maintenance, Repair, and Overhaul]**

Insights into the maintenance sector, crucial for airline operations.

**Business Aviation**

Coverage of private and business jet markets.

**Rotor/UAVs**

Developments in rotary-wing aircraft and unmanned aerial vehicles.

# MEDIA KIT 2025



## Publishing Platforms

### Print Magazine

- Bi-Monthly magazine featuring in-depth articles and analyses.
- Recognised for its reliable coverage and trusted by industry leaders.

### E Magazine

- Digital version of the print magazine, accessible globally.
- Provides the same quality content in a more accessible format

### Website

- Online hub for news, articles, and updates related to the aviation industry.
- Offers real-time information and comprehensive coverage.

### E Magazine Notification Email

- Directly delivered to the readers' inbox in our publisher's message presenting the most current digital edition.

### Daily News Bulletin

- Daily updates covering the latest news and developments in the aviation sector.
- Ensures readers are always up-to-date with current events.

### In Conversation Video Series

- Video interviews and discussions with industry experts and leaders.
- Provides visual and engaging content on significant industry topics.

### Sponsored Content

- Tailored content sponsored by industry stakeholders.
- Provides valuable insights and information while supporting the publication.

### Social Media

- Active presence on various social media platforms.
- Engages with the audience and shares updates, articles, and videos.

PRINT

8,663

DIGITAL

7,320

DOWNLOAD PDF

63,000

Total Circulation **78,983**



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

# AAV Circulation Breakdown 2025

## Readership Breakdown

READER PROFILE BY JOB TITLE	No.	%
<b>GOVERNMENT</b>		
Ministries - Trade, Commerce, Finance	927	11
<b>AVIATION INDUSTRY</b>		
Chairman/CEO/President	787	9
VP/Director/GM	3310	38
Regional Manager	1455	17
Marketing/Engineering/Manager/Executive	1558	18
Consultant	315	4
Agent	311	3
<b>TOTAL</b>	<b>8663</b>	<b>100</b>
READER PROFILE BY INDUSTRY SEGMENT	No.	%
<b>AIR TRANSPORT</b>		
Commercial Airlines, Cargo Airlines, Corporate Aviation, Ground Handling, Training & Simulation	2906	33
<b>OTHER</b>		
Defence Aerospace	230	3
Airports	845	10
Government	298	3
Leasing/Legal/Financial	387	4
Maintenance, Repair & Overhaul	1795	21
Manufacturers/Suppliers	2130	25
Trade Associations & Learned Bodies	42	0.5
Miscellaneous	30	0.5
<b>TOTAL</b>	<b>8663</b>	<b>100</b>

## Circulation Breakdown

ASIA	AUSTRALASIA
Bangladesh	25
Brunei	18
Cambodia	39
China & HK	424
India	445
Indonesia	585
Japan	440
Kazakhstan	4
Macau	30
Malaysia	615
Myanmar	18
Pakistan	212
Philippines	288
Singapore	1014
South Korea	255
Sri Lanka	71
Taiwan	174
Thailand	387
Vietnam	319
<b>TOTAL</b>	<b>5363</b>
	<b>TOTAL 1309</b>
	<b>EUROPE</b>
	<b>TOTAL 1144</b>
	<b>THE AMERICAS</b>
	<b>TOTAL 540</b>
	<b>MIDDLE EAST &amp; AFRICA</b>
	<b>TOTAL 307</b>

Print Total: **8,663**

Digital Total: **7,320**

PDF Download: **63,000**

**TOTAL: 78,983**

# AAV Editorial Features 2025

## JAN-FEB 2025

MRO Middle East 10-11 February | Dubai  
Aviation Festival 18-19 February | Singapore

### Featuring

- APAC look ahead
- In Conversation
- Manufacturers
- IT/Technology
- MRO

Booking 13 Jan  
Material 15 Jan  
Published  
Online 28-Jan

## MAR-APR 2025

Avalon Airshow 25-28 March | Melbourne  
Routes Asia 25-27 March | Perth  
Inter Airports 25-27 March | Singapore  
Aircraft Interiors 8-10 April | Hamburg

### Featuring

- Rotor /AAM
- Interiors
- Airport Development
- IFEC
- Engines

Booking 24 Feb  
Material 26 Feb  
Published  
Online 11 Mar

## MAY-JUNE 2025

EBACE 20-22 May | Geneva  
Paris Airshow 16-22 June | Le Bourget

### Featuring

- Business Aviation
- ATC-ATM
- India Update
- Safety
- MRO
- Finance & Leasing

Booking 28 Apr  
Material 30 Apr  
Published  
Online 20 May

## JULY-AUG 2025

APATS 26-27 August | Singapore

### Featuring

- Environment/Sustainability
- Women in Aviation
- Rotor-UAM
- In Conversation
- Training
- Airport Pax Experience

Booking 9 Jun  
Material 11 Jun  
Published  
Online 17 Jun

## SEPT-OCT 2025

MRO Asia 16-18 September | Singapore  
MRO Europe 14-16 October | London

### Featuring

- MRO SE Asia
- Asia Satellite Industry (IFEC)
- Avionics
- Supply Chain
- Engines
- Japanese Carriers

Booking 25 Aug  
Material 27 Aug  
Published  
Online 9 Sept

## NOV-DEC 2025

Dubai Airshow 17-21 November | Dubai

### Featuring

- Cargo Logistics
- LCC Competition
- China Update
- In Conversation
- Recap of the Year
- Sustainability
- Regional Aviation

Booking 27 Oct  
Material 29 Oct  
Published  
Online 11 Nov

AAV will endeavour to publish scheduled features listed and distribute advertised bonus issues, however, this can be subject to change. © Asian Press Group Pte Ltd 2024.

# AAV Gross Rates & Specs 2025 (USD)

## Print Magazine

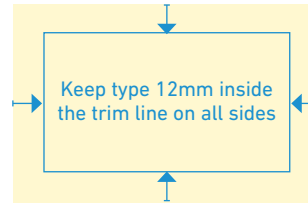
	1x	3x	6x
Double Page Spread	9500	9100	8500
Full Page	5400	5000	4900
Half Page Spread	5400	5000	4840
Half Page	3500	3400	3100
Quarter Page	2200	2100	2000
Back Cover	5900	5600	5400
Inside Front Cover	5800	5500	5300
Inside Back Cover	5500	5300	5200

### 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
- Ad 5mm bleed to the trim size
- 300 dpi image resolution
- Files can be downloaded from your FTP
- Artwork with embedded urls must be supplied in pdf format

### Please note

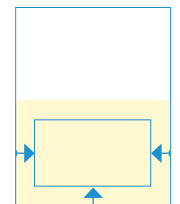
- Gatefold, Belly Bands, Special Display pages and covers quoted on request
- Inserts: quoted on specifications
- Premium requested position add 10%
- Custom content/advertorials are available for both print and digital platforms. A 25% production fee loading applies to rate card if AAV creates the content.



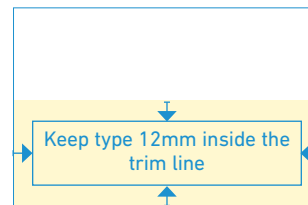
**Double Page Spread**  
**Trim Size: 470(w)x275(h)mm**  
*Add 5mm Bleed* 480x285mm



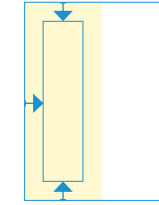
**Full Page**  
**Trim Size: 235(w)x275(h)mm**  
*Add 5mm Bleed* 245x285mm



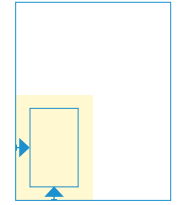
**Half Horiz**  
**Trim Size: 235(w)x135(h)mm**  
*Add 5mm Bleed* 245x145mm



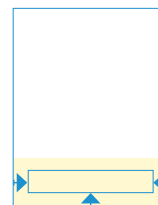
**Half DPS Spread**  
**Trim Size: 470(w)x135(h)mm**  
*Add 5mm Bleed* 480x142mm



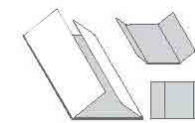
**Half Vert**  
**Trim Size: 112(w)x275(h)mm**  
*Add 5mm Bleed* 122x285mm



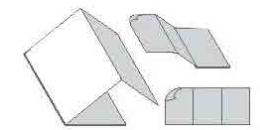
**Quarter Vert**  
**Trim Size: 98(w)x120(h)mm**  
*Add 5mm Bleed* 108x130mm



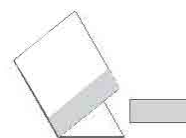
**Quarter Horiz**  
**Trim Size: 235(w)x65(h)mm**  
*Add 5mm Bleed* 245x75mm



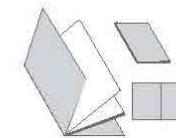
**French Door**  
 116.5x233x116.5mm



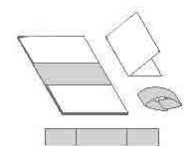
**Gatefold Cover (4 pages)**  
 231x233x235mm



**Cover Border**  
 235x70mm



**Wrap around cover**  
 235x235x275mm



**Belly Band**  
 145x235x145mm

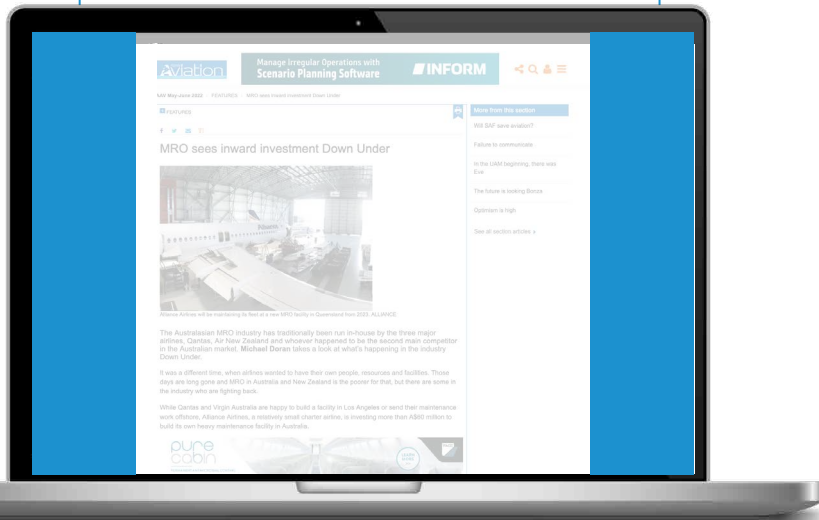
# AAV Website Rates & Specs 2025 (NET USD)

## Website

Banners	per month
Leaderboard (ROS)	3800
Premium (homepage only, placed below slider)	3200
Standard (within home page or selected page or article)	2200
Square (ROS)	2200
Side Skins	3800

**Added Bonus:** All online banners come with added bonus website story banners for the period of their schedule.

Side Skin Advertising Space  
(sits behind the active website)



### Skin

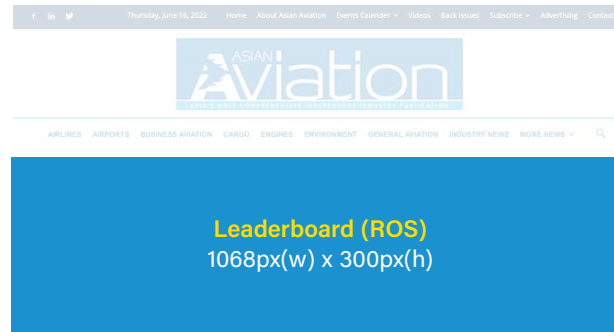
1920px(w) x 1080px(h)

### Side Panels

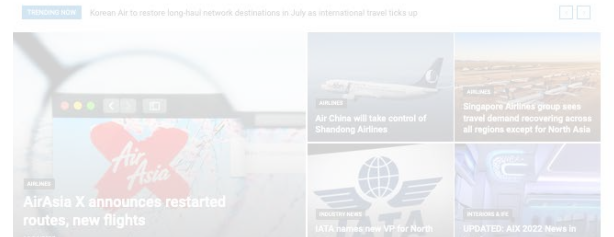
286px(w) x 1080px(h)

### Text Area

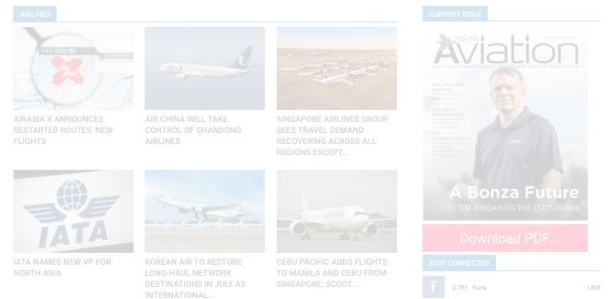
255px(w) x 1080px(h)



**Leaderboard (ROS)**  
1068px(w) x 300px(h)



**Premium**  
1068px(w) x 130px(h)



### Standard

728px(w) x 90px(h)



### Square (ROS)

500px(w)  
x 500px(h)

**68,000**  
Monthly Average Views

**46,000**  
Monthly Average Unique Visitors

### Please note

- Banner updates or schedule changes within any given month will incur an additional 10% production loading per update.
- Please send all web and digital material to marilyn.tangye@venturamedia.net

# AAV Digital Specifications

Max file size: under 1Mb

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## Website Banners (AdRotate Pro)

- **Accepted File Types/Tags:**

Image files (JPG, PNG, GIF) include your url with gtm parameters to track your campaign

HTML (if no third-party scripts are embedded)

Static ads (no third-party JavaScript or external scripts like Adform)

- **Tracking Metrics:**

Impressions (how many times the ad is shown)

Clicks (how many times the ad is clicked)

**Note:** We cannot track third-party scripts (such as Adform or other external ad servers), only image-based ads or HTML without external scripts.

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## Website Story banners (Wordpress)

- **Accepted File Types/Tags:**

Image files (JPG, PNG, GIF) include your url with gtm parameters to track your own campaign, we do not track story banners.

- **Tracking Metrics:**

Impressions (how many recipients view the story)

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## Daily Bulletin (Mailchimp)

- **Accepted File Types/Tags:**

Image files (JPG, PNG, GIF) include your url with gtm parameters to track your campaign. Mailchimp does not provide tracking once a visitor has been taken to the url site.

No third-party scripts or dynamic ads allowed

- **Tracking Metrics:**

Total Impressions

Open rates (how many recipients opened the email)

Total clicks on the bulletin's links

Individual link clicks (which specific links were clicked)

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**Note:** Since the bulletin is sent through Mailchimp, the tracking is focused on recipient interactions like opens and clicks.

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## E Magazine (Partica)

- **Accepted File Types/Tags:**

Image files (JPG, PNG, GIF) include your url with gtm parameters to track your own campaign or include a gtm code that will link to Google Tag Manager. 3rd party ads can be supported if they are provide via HTML and work with Google Tag Manager.

- **Tracking Metrics:**

Number of emails, sent, received and opened.

Total Impressions

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## Notification Email (Mailchimp)

- **Accepted File Types/Tags:**

Image files (JPG, PNG, GIF) include your url with gtm parameters to track your campaign. Mailchimp does not provide tracking once a visitor has been taken to the url site.

No third-party scripts or dynamic ads allowed

- **Tracking Metrics:**

Total Impressions

Open rates (how many recipients opened the email)

Total clicks on the bulletin's links

Individual link clicks (which specific links were clicked)

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# E Mag, Email, Bulletin Rates & Specs 2025 (NET USD)

## Daily News Bulletin

Leaderboard	3800
Standard	3000

## E Magazine

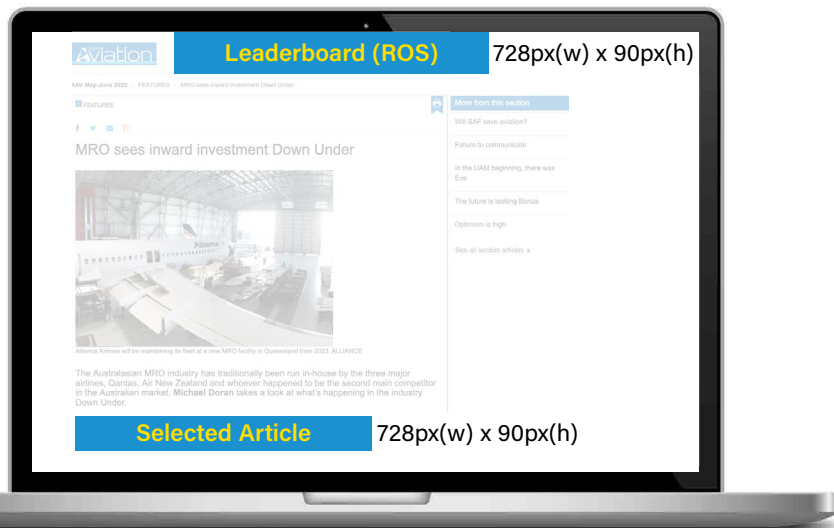
Leaderboard (ROS)	3100
Selected Article	1900

## Email Notification

Leaderboard	3100
Footer Banner	2200

**Added Bonus:** All online banners come with added bonus website story banners for the period of their schedule.

## E Magazine:



## Email Notification:

**Leaderboard (ROS) 728px(w) x 90px(h)**

Dear Reader,

Welcome to Asian Aviation.

Our format will allow you to read all articles on any device or desktop. You can switch between the original flipbook or the article version. All issues will be stored in an archive for convenience and future access.

Click on the cover below and the current issue will be quick to load, easy to navigate and is fully searchable.

Please follow the new signup/login instructions

Facebook is no longer supporting our digital magazine login, so you will need to use an alternative method.

So SIGN UP AGAIN via LinkedIn, Google or by entering an email address and password.

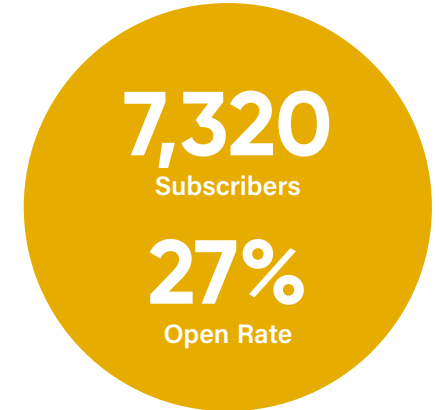
Once you have signed up you can then log in but you must use the same login each time you wish to access Asian Aviation.

You can now download the full pdf [HERE](#)

Enjoy this latest issue



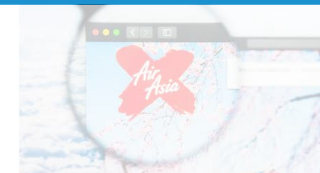
**Standard 728px(w) x 90px(h)**



## Bulletin:



**Leaderboard 1068(w) x 130(h)**



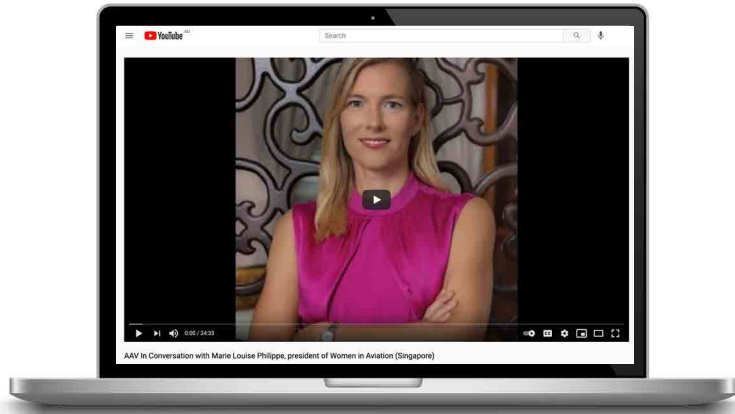
Malaysian budget carrier AirAsia, it announced it will add new long-haul routes from Kuala Lumpur to London, Dubai and Istanbul this year as travel demand returns with the lifting of COVID-19 restrictions. The airline, which is operating on Airbus A350 jets, hopes to have 15 planes in service by year-end, its Malaysia chief executive, Benjamin [...] [Read in browser >](#)

**Standard 728px(w) x 90px(h)**



The strong recovery in air travel continued in May 2022 as Singapore relaxed border restrictions in April 2022, removing the need for quarantine and on arrival COVID-19 tests for fully vaccinated travellers, and removing pre-departure COVID-19 tests. Apart from health risks, travel demand recovered rapidly across all route regions. Singapore Airlines and Scoot carried a total [...] [Read in browser >](#)

# 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](http://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](http://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**

#### CONTACTS

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Twitter @asianaviation  
[matt.driskill@asianaviation.com](mailto:matt.driskill@asianaviation.com)

##### Advertising Material delivery

Marilyn Tangye Butler  
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[marilyn.tangye@venturamedia.net](mailto:marilyn.tangye@venturamedia.net)

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@Asian Aviation

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