



Air Transport Media Portfolio

2024 Marketing & Business Development

Serving the commercial air transport industry with essential news and analysis. Delivering the LARGEST global airline circulation.

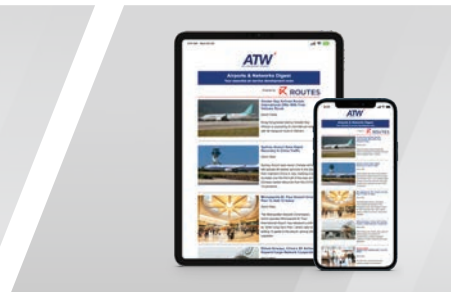
Air Transport

Aviation Week Network's air transport portfolio, including the leading publication *Air Transport World*, delivers essential news, analysis, face-to-face connections, business intelligence and data across multiple platforms while producing innovative and impactful marketing programs. Our air transport media portfolio generates customer engagement and leads with our multichannel offerings.

Leading media brands and solutions:



Air Transport World



Network Planning Media



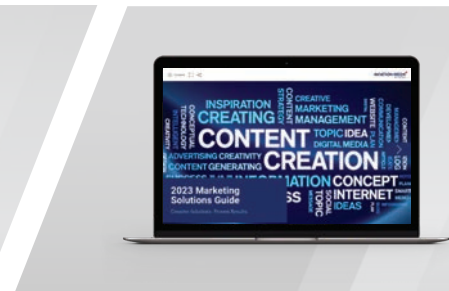
Market Briefings



CAPA - Centre for Aviation



Aviation Week Marketplace



Custom Marketing Solutions

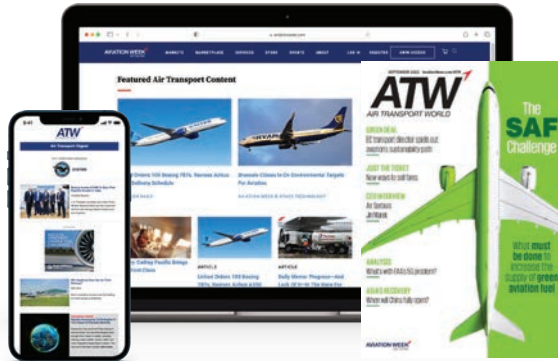
Producing
**Award
Winning**
Editorial

Reaching the
Most Airlines
Worldwide

Delivering
ROI-Based
Marketing Programs

At a Glance

Air Transport World (ATW) is the leading brand for the global air transport industry, providing intelligence, analysis and news that **enables airline professionals worldwide** to make informed decisions and improve operations.



LARGEST

Subscriber Base



LARGEST
Audience of Global
Airline Decision-makers

25,000+

Airline Subscribers

GREATEST

Circulation



GREATEST
Total
Circulation

36,000+

Circulation in the Industry

HIGHEST

Direct request



STRONGEST
Direct Request
Percentage

80%*

of ATW subscriptions are
requested directly by
individual subscribers

“Each issue of *ATW*
provides
important
information
that **helps in the**
operation of my
organization.”

— Corporate Official/Planning/
Finance/Legal



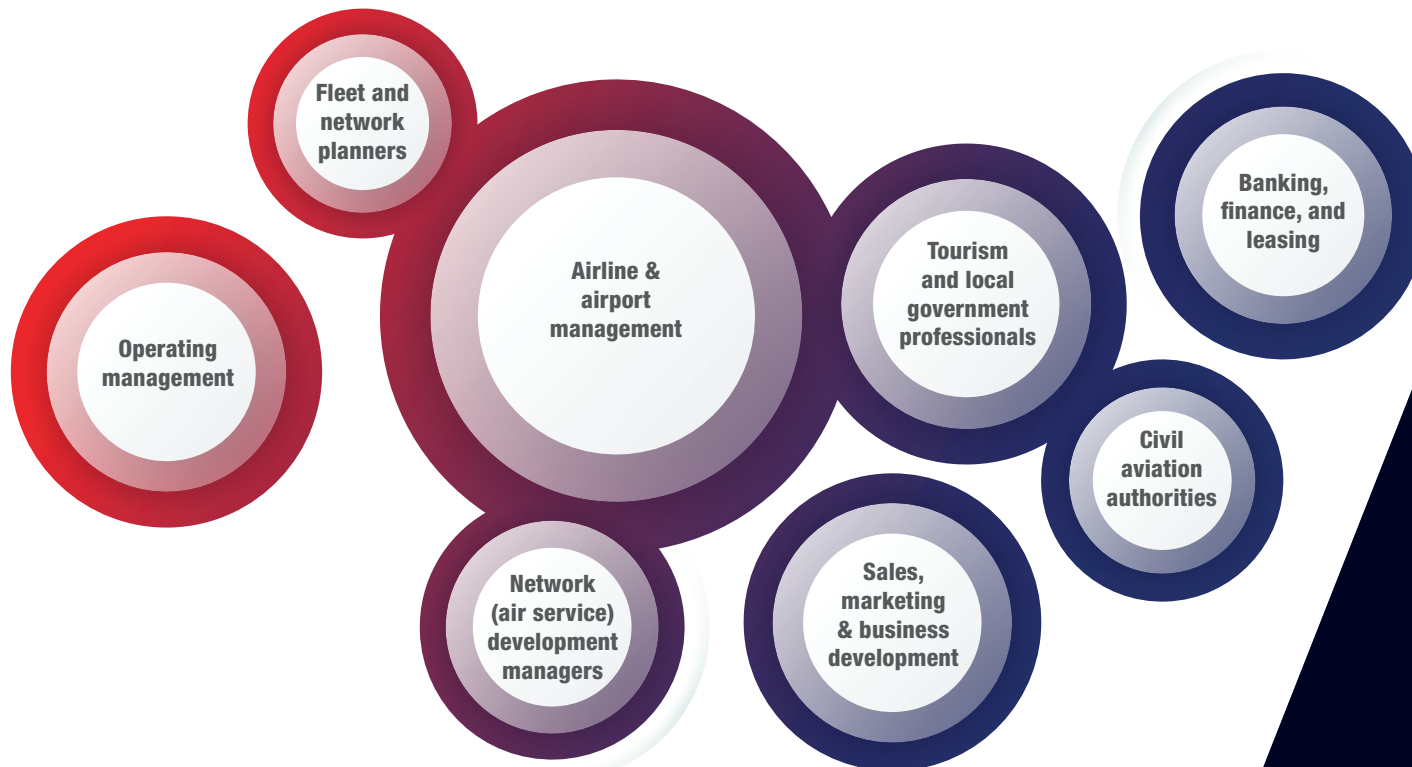
Delivering Expanded Editorial Coverage for the Entire Community

ATW's unrivaled editorial delivers high quality, relevant and trusted content for the entire global air transport industry – including route development decision-makers. The editorial informs the complete ecosystem with content that supports critical decision-making and **GROWTH**.

Editorial highlights feature unmatched insights covering the full scope of the industry with topics ranging from **airline management, route planning, and airport development, to industry forecasts and sustainability.**

A Fully Engaged, Connected Audience

Decision-makers across the globe and in all areas of management rely on its must-read intelligence:



AIRPORT ADVANTAGE

In addition to reaching the entire C-suite in airline management, marketers can **connect** with the global network development community too.



Air Transport Professionals Rely on ATW

Audience Profile



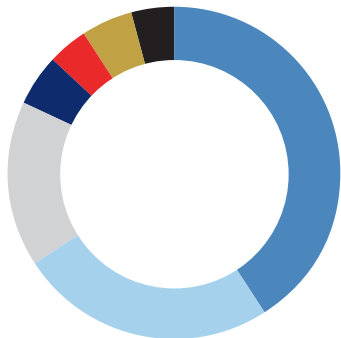
Titles

- Executive Senior Mgmt: **7,349**
- Scheduling/Network Planning: **1,931**
- Maintenance/Engineering: **6,424**
- Operations/Fleet Planning: **11,873**
- Marketing/Sales/Finance: **6,481**
- Purchasing: **718**
- Info Systems: **1,172**
- Other: **1,025**

Key Industry Segments

- Airlines: **25,337**
- Maintenance/Ground Handling/Other Services: **3,358**
- Airport/Admin/Mgmt/Services: **3,063**
- Manufacturers/Distributors/Suppliers: **2,088**
- Finance/Legal/Brokerage/Banking/Leasing: **1,788**
- Government/Orgs: **1,243**
- Other: **96**

Engaged Global Audience Increases Your ROI



36,000+ commercial air transport professionals across the globe rely on ATW as a must-read for making business decisions.

- North America: **41%**
- Europe: **25%**
- Asia: **15%**
- Asia-Pacific: **5%**
- Africa: **4%**
- Middle East: **5%**
- Latin America/Caribbean: **4%**

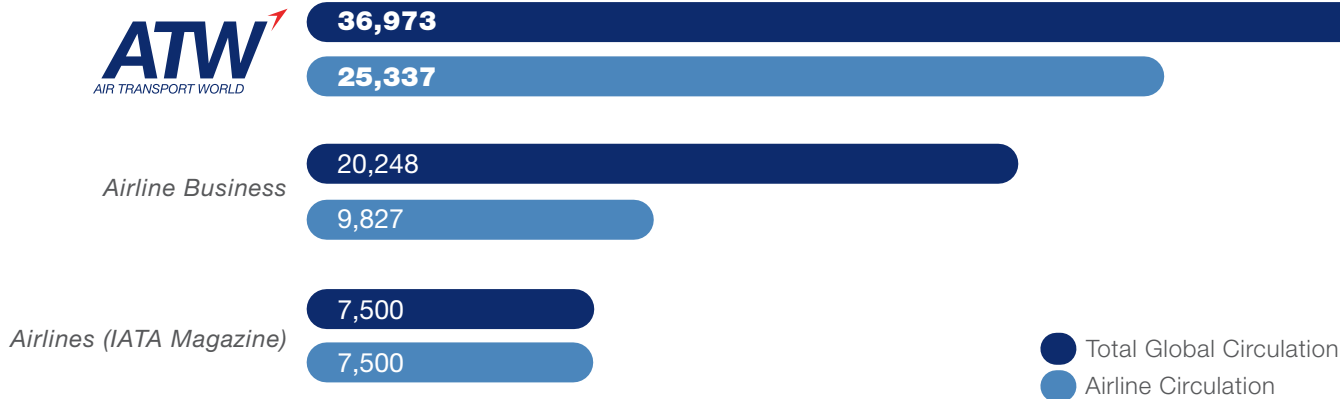
“ATW is essential in learning and gaining the latest, trusted information.”

— Manufacturer/Government Agency/Industry Assn



Circulation + Readership = Greater ROI

Most Comprehensive Circulation



ATW Readers are Engaged!

52 minutes



Time spent reading each issue

ATW Readers Take Action



69% Took One or More Actions

- Visited an advertiser's website
- Discussed an ad/article
- Referred an ad/article to someone else in the company
- Recommended/specified products or services advertised
- Requested additional information from a company
- Bought products or services advertised



Digital Connections to Air Transport Professionals



Aviationweek.com/Air-Transport

The powerful air transport market channel provides insight, data and strategies that help bring definition to current and future planning within the airlines and reaches more air transport leaders worldwide.

Average Monthly Page Views: 490,000+

Average Unique Visitors: 230,000+

Air Transport Digest Newsletter

Air Transport Digest Newsletter reaches air transport decision-makers and influencers, who are authorized to make purchasing decisions.

Average Distribution: 60,000+

Average Unique Open Rate: 15%



ATW On-Location

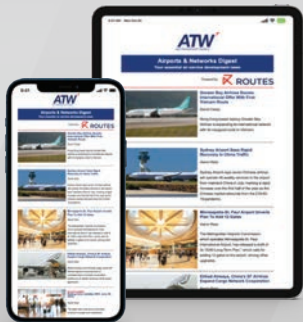
Exclusive onsite reporting, expert analysis and live breaking news directly for commercial industry events. Gain high profile visibility surrounding the show to reach your target market.

Digital Connections to Network Development Professionals



Airports & Networks Market Channel

Our recently relaunched Airports & Networks Market Channel, formerly known as Routesonline, brings leading industry news, data, and analysis from across Aviation Week Network's trusted brands of ATW, Routes, ASM, GAD and CAPA - Centre for Aviation and provides a forum for the global aviation **network planning and airport communities**. The new channel encompasses a broader spectrum of engaging content on airport operations, infrastructure investment, development and network planning.



Airports & Networks Digest Newsletter

Formerly known as Routes Digest, the Airports & Networks Digest delivers must-read updates on new routes, select content from ATW, CAPA - Centre for Aviation market analysis, and coverage from Routes and GAD events. All this delivered to your inbox, Monday through Friday.

Average Distribution: 25,000+
Average Unique Open Rate: 19%



Event Marketing Solutions that Deliver Results

Stand Out Before, During and After Key Events

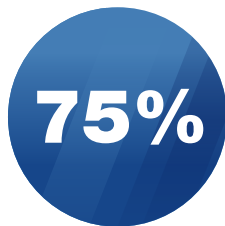
Aviation Week Network's air transport media portfolio delivers **unparalleled exposure** for your products or services before, during and after an event.



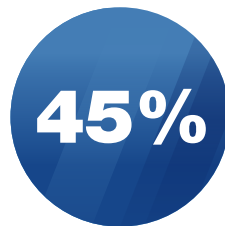
Opportunities include:

- Event landing pages on AviationWeek.com, including ATW On Location
- Multimedia content channels including newsletters, podcasts, webinars and more
- ATW and *Aviation Week & Space Technology* print and digital publications with bonus distribution at key events
- Custom marketing with targeted capabilities including content syndication, lead generation and nurturing, research, content creation, and more.

Did you know this about your customers?



Consume content before an in-person industry event



Continue to consume related content after the event

Key Events

Make your presence known at the next industry event!

- ATW Airline Awards
- Routes Events
- CAPA Summits
- ISTAT
- RAA
- IATA AGM
- Farnborough/Paris
- ACPC
- ALTA
- AAPA
- Dubai Airshow
- Singapore Airshow

More Ways to Reach Air Transport Decision-Makers

Expand Your Digital Footprint With CAPA - Centre for Aviation



centreforaviation.com

Covering daily News Briefs, Centre for Aviation Analysis and Reports, **5,000+** airport profiles, **3,000+** airline profiles and thousands of supplier profiles, it's the go-to site for anyone needing to understand the global aviation and supplier market.

Monthly Page Views: **600,000+**

Monthly Unique Visitors: **220,000+**



CAPA News Alerts

CAPA News Alerts provide CAPA members with a customized email covering industry development on topics personally selected by the user.

- Readership of **500+** CAPA member companies
- Readership of **9,000+** individual users



CAPA Aviation Analyst

Our weekly e-newsletter produced by CAPA's industry-leading analysts covers crucial industry updates and issues as well as detailed analysis of key trends and data.

- Readership of **19,800+** industry executives worldwide

“The good thing about CAPA is that it's sent every day

especially the daily alerts in the morning it gives you a very good summary of what's happening in the aviation world”

— Director of Aviation Marketing, Airport Member



More Ways to Reach Air Transport Decision-Makers

Reach Busy Executives with Streamlined News



SpeedNews

SpeedNews Newsletters provide reliable information to executives across the commercial aviation industry. The quick-scan and simple headlines allow our subscribers to get important facts and utilize them immediately for their business plans and future developments.

Topics covered include:

- Aircraft orders and transactions
- Company mergers and acquisitions
- Supplier news and contracts
- MRO contracts
- New product developments
- Statistics
- Financial reports
- Airline and airport news
- New routes
- Other industry-related items

Reach Airlines, Air Cargo Companies and Commercial Manufacturers



Aviation Daily

Target **21,000+** commercial aviation decision-makers at airlines, air cargo companies, commercial aviation manufacturers and government agencies around the globe with this cost-effective solution! Sponsor opportunities at available at leading industry events.

**Aviation Daily has a
100% PAID circulation!**

AviationDaily

40%
of readers are
senior executives

TOP MANUFACTURERS AND SUPPLIERS INCLUDE:

- Airbus
- Boeing
- Embraer
- GE
- Honeywell
- UTC
- Rolls-Royce

50th Annual Airline Industry Achievement Awards

ATW Airline Awards are the most distinguished honor an airline or individual can receive. Airline and industry executives meet every year to join the celebration of airlines and companies that have demonstrated outstanding performance, innovation and superior service.



Recognizing excellence through expertise and authenticity

- Eco-Airline of the Year
- Value Airline of the Year
- Cargo Operator of the Year
- Airline Market Leader
- Regional Airline of the Year
- Lifetime Achievement
- Excellence in Leadership
- Eco-Organization of the Year
- Aviation Technology Achievement

The awards honor those companies that dedicate themselves to exceeding industry norms in areas that contribute to the airline industry's efficiency, safety, and performance advancements.

For more information on sponsorship opportunities, nominations or attending the awards event, contact your account representative or visit www.atwonline.com/awards.

Sponsorships provide great **branding and visibility opportunities for your organization.**



Celebrate with Us!

Date
Location

2023 Winner

Congratulations to
Singapore Airlines



2023 Airline of the Year

Custom Marketing Solutions

Combining unrivaled reach, deep knowledge of industry topics and sophisticated marketing tactics that engage buyers and provide real results.

At Aviation Week Network, we help develop strategies, create content, and build target audiences based on your goals. Our diverse range of solutions attracts and engages our **defined audience of over a million global industry professionals.**



Research: Gain thought-leadership, conduct market & product testing to learn industry insights



Content Marketing: Reach key influencers with results-driven programs ranging from native, videos, webinars and podcasts, to custom newsletters and content creation



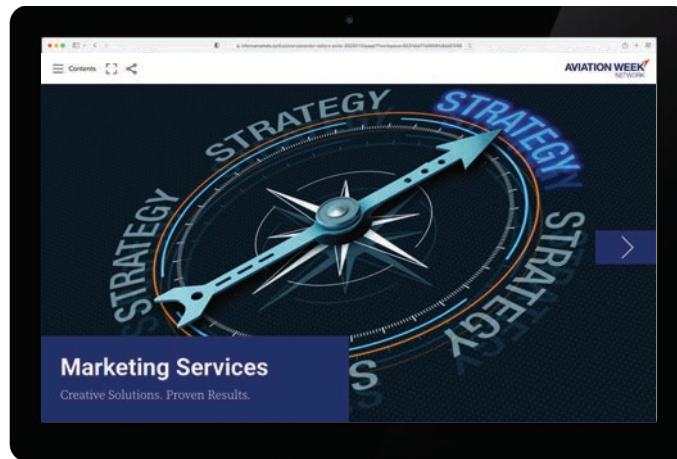
Events: From in-person to virtual, inclusive of webinars and roundtables, to position your company as an industry expert



Lead Services: Leverage our audience and trusted platforms for content syndication, lead generation, SQLs, MQLs and nurturing programs



Direct Marketing: Target decision-makers and deliver results-driven programs that optimize ROI for your marketing activities



Continued Investment in our Audience!

We continue to develop our audience with the investment in a state-of-the-art **Customer Data Platform (CDP)** to build a single, coherent, complete view of each **customer**. Marketers will have access to this **data** to create targeted and personalized marketing campaigns to help grow revenue and build trusted *customer relationships*.

Check out the **Marketing Solutions guide** with some of the most popular marketing service tactics we offer.

Connecting Buyers with Suppliers

Your Next Generation Interactive Supplier Directory

The continuously expanding Aviation Week Marketplace provides a turnkey marketing solution from the industry's most trusted brand. **Suppliers** showcase their product/service to buyers worldwide on the largest network and marketplace. **Buyers** browse and search the marketplace for the most relevant products/services to meet their needs.



[Click here to learn more!](#)



180,000+
website visitors
per year



13% average
click through
rate

“As a buyer,
I’m always searching
for the most relevant
products and services
to meet my needs. The
supplier showcase
helps me daily.”

– Executive Buyer Manufacturer



Air Transport Media Portfolio

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Grow Your Business With:

- Custom Media and Advertising
- Intelligence and Insight
- Data, Analytics, and Forecasting
- Global Conferences and Exhibitions
- Digital Marketplaces