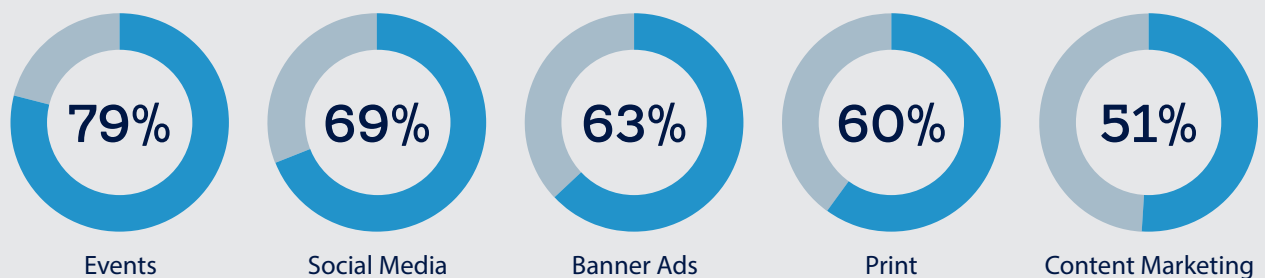


Marketing Trends Shaping the Industry

Knowledgeable Insight into B2B Marketers
Preference and Marketing Priorities

To be a successful solutions provider, we need to empower our customers with knowledge that helps them succeed. We conducted an industry research study to identify key trends and priorities in B2B marketing. We are excited to share the insights gained, including the marketing challenges and opportunities for the year ahead.

2017 Top Priorities for A&D Marketers



Print is still in the marketing mix as it should be as external market data states **B2B print magazines are still rated among the most important media channels for business professionals.*

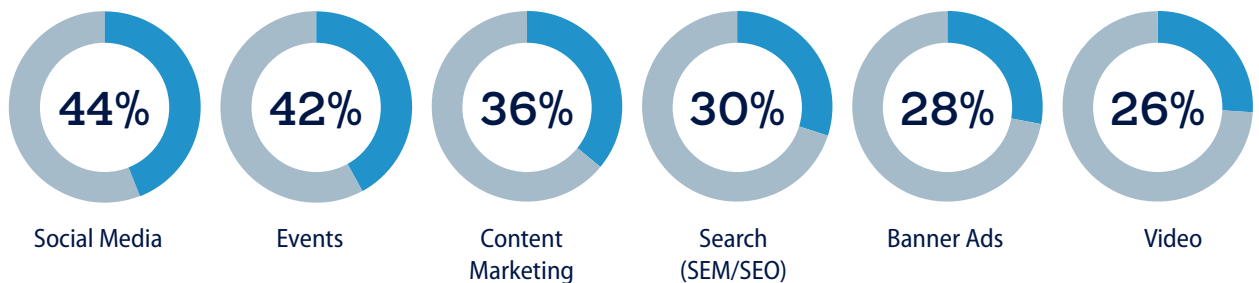
**Aviation Week Network Engine Manufacturer Survey 2017.*

Audience Profile: Who Are They?

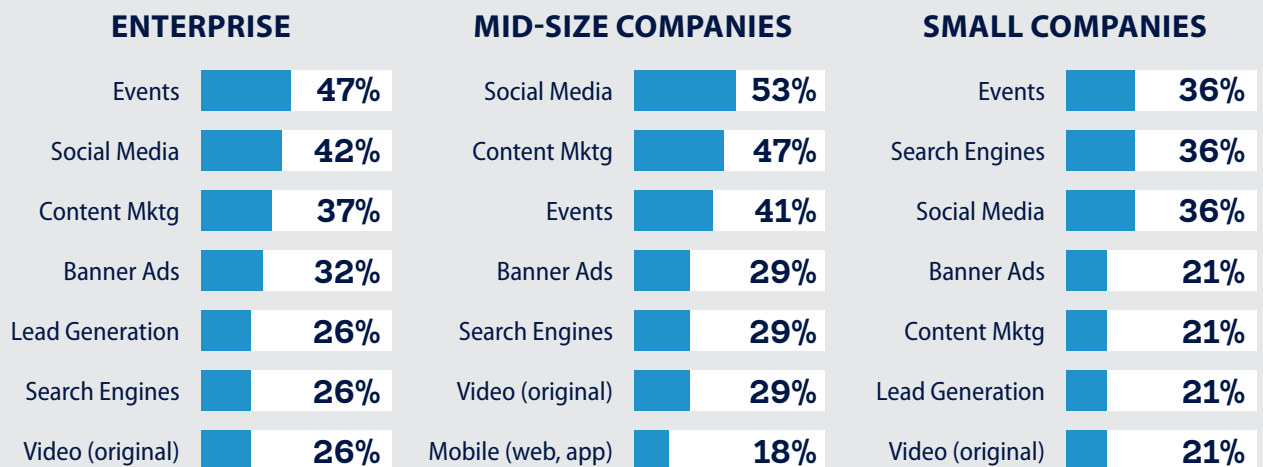
Balance representation of companies based on company size — Enterprise, Mid and Small.



Key Growth Areas for 2018: Social Media, Events and Content Marketing

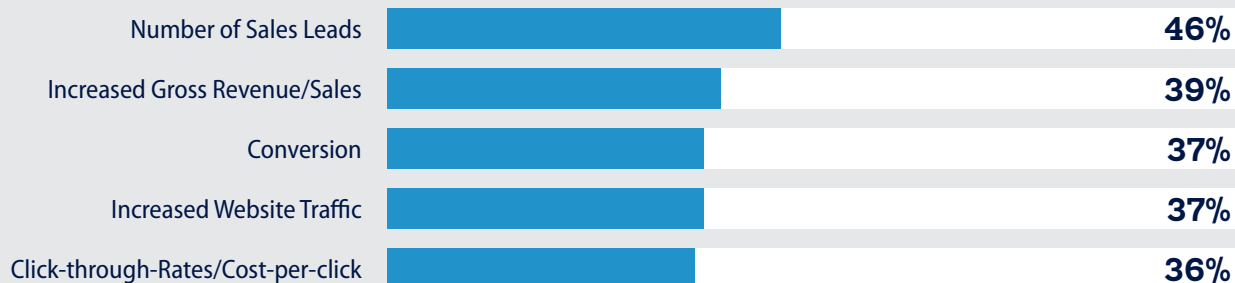


How Does Company Size Affect Marketing Investment in 2018?



Aviation marketers are diversifying their marketing tactics in 2018 to reach target audiences through more innovative experiences. **Investment in original video content is forecasted to increase by 26% in 2018.**

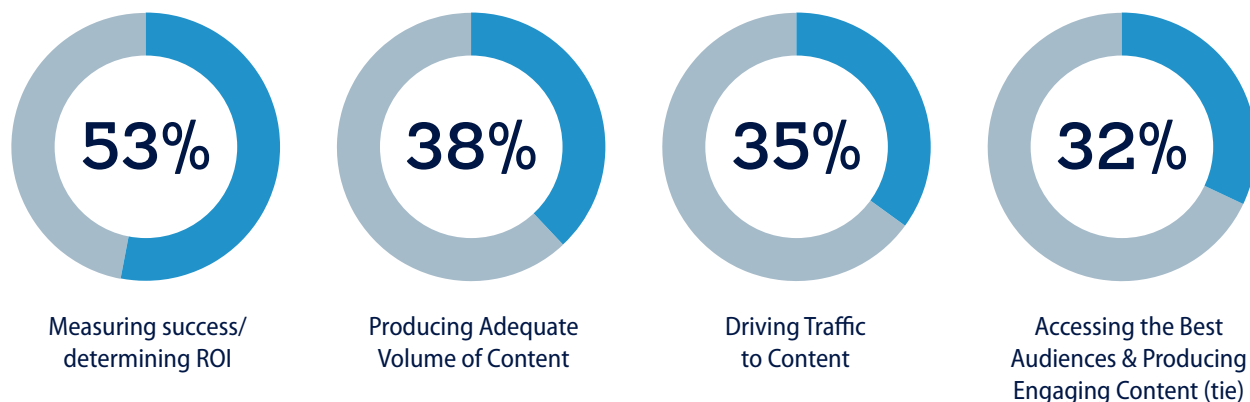
How Aviation Companies Are Measuring Marketing Success



Compared to B2B markets, top 5 metrics are in sync with Aviation Marketers.

Focus on 1 Growth Area: Content Marketing Challenges

Aviation marketers are heavily focused on content marketing as an area of growth for 2018. Marketers still face a challenge in creating a cohesive strategy and measurement plan.



Top 3 Most Valuable Attributes in a Media Partner



Aviation Week Network checks all the boxes for being a trusted media partner.

We aim to provide marketers the insight needed to make informed decisions to help build a strategic marketing plan that suits all budgets – big and small.

Whether your company is promoting new products or services, branding overall capabilities, or looking to reach a target audience, turn to your trusted partner—Aviation Week Network.

For more information on the results or to find out how we can be your partner, contact us today.

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