

ATW Daily News Newsletter

Reaching Airline decision-makers and influencers across the globe.

ATW's daily newsletter reaches more commercial airline decision-makers and influencers who are authorized to make purchasing decisions. This highly engaged newsletter, with an 89% open rate, brings the latest news and updates surrounding the global commercial air transport industries.

Audience of Influencers

Reaches more than **49,000** commercial aviation decision-makers and influencers.

- C-Suite
- Senior Management
- Operations Management
- Engineering & Technical Management
- Procurement/Purchasing

Performance

50% Open Rate

30% Unique Open Rate

Ad Specifications

Two Sizes Available:

- 180 pixels X 150 pixels
- 468 pixels X 60 pixels

Text may be included with either banner size:

Outside the Banner (50 words maximum),
URL (1 line, 70 characters maximum)



CONTACT

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Source: Adobe Key Metrics Report,
Monthly Averages, 2017.