



国际航空

INTERNATIONAL AVIATION

Delivering High Engagement and Value
for Readers and Advertisers
Digital / Print / Events / Data

2021 Media Solutions

Editorial Excellence. Market Leadership.

International Aviation's experienced Beijing-based team of journalists, analysts and experts provide unparalleled in-country intelligence on the fast developing Chinese aviation sector. Supported by *Aviation Week & Space Technology* and Aviation Week Network's *ShowNews*, *International Aviation* is the most powerful aviation trade publication in China.

International Aviation's partnership with Aviation Week Network delivers need-to-know editorial content to decision-makers in China. For over 30 years, *International Aviation's* local expertise coupled with Aviation Week Network's portfolio of global media, remains the most powerful B-to-B partnership for the region.

Editorial topics include:

- Industry and manufacturing
- Commercial aviation
- Aero-engine and propulsion
- Avionics and on-board systems
- Airlines
- Business and general aviation
- Airport, cargo, ATM
- Security/safety equipment
- MRO
- IT
- ISR, UAVs
- Space technology
- Financial and capital markets
- Directory and market report
- Advanced manufacturing
- Helicopter



IA Delivers!



70%

ORIGINAL
EDITORIAL



30%

TRANSLATED

from

Aviation Week & Space Technology

Authoritative & Reliable China Intelligence

International Aviation provides local language intelligence and includes editorial board members from top officials from all of the aviation and aerospace agencies in China: COSTIND, CAAC, AVIC, COMAC, and CASC.

International Aviation delivers:

- Local language market analysis
- Industry updates
- Breaking news
- Airport directories and sector outlooks
- Business aviation bimonthly special—produced in partnership with *Business & Commercial Aviation*
- Essential MRO coverage from *Inside MRO*—delivered within the pages of *Aviation Week & Space Technology*



Coverage From China and Worldwide

Essential Intelligence:

Comprehensive coverage from China and worldwide aviation news, analysis and trends.

Industry Specials:

In-depth reports focusing on specific topics about new technologies, new programs, industry development reviews, equipment and systems updates, industry supply chain and more.

High-level Interviews:

China and global aerospace community leaders share their vision and insights with *International Aviation!*

IA Readers Respond

“Provides a perfect view into the **Chinese commercial aviation market** with details I cannot otherwise find.”

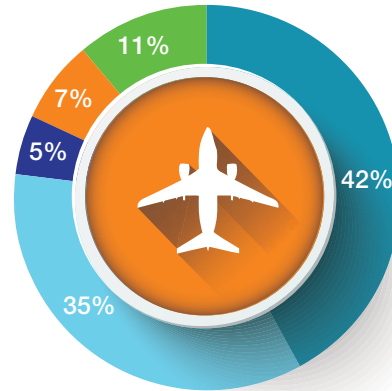
Major MRO
Business Development Manager

Most Influential Readership

International Aviation maintains a **95%** paid circulation of over **28,000** subscribers each month.

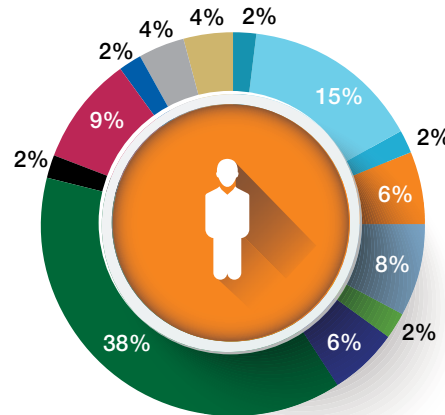
Audience Composition

- **Air Transport:** CAAC & Regional Administrations, Airlines, Airports, Business & General Aviation, Cargo/Logistics, MRO: **42%**
- **Aviation Industry:** Aircraft Manufacturers, Equipment/Systems/Parts, IT & Manufacturing, Aero Materials: **35%**
- **Government/Universities:** **5%**
- **Financial/Banking/Other:** **7%**
- **Military/Defense:** **11%**



Audience Composition By Job Function

- Admin/General Affair: **2%**
- Management Level: **15%**
- HR/Training: **2%**
- Marketing: **6%**
- Sales: **8%**
- Financial/Audit: **2%**
- Purchasing/Sourcing: **6%**
- R&D/Technology: **38%**
- Regulations/Legal: **2%**
- PR/Communications: **9%**
- Consulting: **2%**
- Operation: **4%**
- Safety/Testing: **4%**



Sources: Publisher's Own Statement, October 2019.

IA Readers Respond

“Allows me to stay on top of the intricacies of the **local market across all aspects** of the industry.”

*Airline,
Director of Communications*

International Aviation's Powerful Partnerships

AVIATIONWEEK⁷ & SPACE TECHNOLOGY

MRO Bimonthly Special

International Aviation and Aviation Week Network continue to serve the growing MRO market in China with a dedicated China MRO section.

International Aviation's 2021 MRO special issues:
May, July, and September.

International Aviation's MRO section includes the global perspective of Aviation Week Network and essential editorial from *Inside MRO*.



ShowNews⁷

Bilingual Show Dailies

In partnership with International Aviation, Aviation Week Network's ShowNews produces bilingual show dailies that are laser-focused on senior executives at key civil aviation events in and around China, including:

- ABACE
- Aviation Expo/China
- MRO Asia
- MRO East Asia



Did You Know?



International Aviation and Aviation Week Network have partnered for over 30 years



59,709*

Aviation Week & Space Technology
Commercial Subscribers



At civil aviation events in China, **ShowNews** includes daily delivery via mobile and web to attendees

*Inclusive of *Inside MRO*.
Sources: AAM Publishers Statement: June 2019.

Results-Driven Marketing Services and Advertising

Exceed your marketing goals by applying vertical industry knowledge to engage customers and **deliver measurable results.**

Leverage our defined audience of **1.7 million global A&D professionals** across all markets, titles and job functions with these **solutions:**



Thought Leadership offerings from content creation to custom events to align your company as the industry expert



Lead Management programs to generate new business through a variety of marketing campaigns and programs such as lead nurturing or lead engagement



Market Intelligence offerings including custom research, online focus groups and custom market reports to provide you with the information needed to make strategic business decisions



Market Positioning/Branding opportunities that range from traditional advertising using print and digital channels, to aligning your brand with our editorial content

**Creative Solutions.
Proven Results.**

Custom Solutions

- Webinars / Podcasts
- Special Topics
- Research and Brand Perception Studies
- Pop Quizzes
- Native Advertising
- List Rental and Email Marketing
- Behavioral Retargeting / Audience Extension
- Newsletters
- Infographics
- Content Syndication
- Whitepapers / Case Studies / Content Creation
- Storyscapes / eBooks
- Video Sponsorships
- Facebook LIVE
- In-person Events
- Lead Generation and Nurturing
- Social Media Engagement

360° Solutions for the A&D Community.

- Intelligence and Insight
- Data, Analytics, and Forecasting
- Global Conferences and Exhibitions
- Digital Marketplaces
- Marketing Services

Connect with Us:



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