

Aerospace & Defense Media Portfolio

2022 Marketing & Business Development

Connecting the global aviation, aerospace and
defense industries



www.aviationweek.com

Aerospace & Defense

Aviation Week Network's aerospace and defense portfolio inclusive of our flagship brand *Aviation Week & Space Technology*, provides essential news and analysis to the global A&D community. Product and service providers generate customer engagement and leads with our multichannel offerings, which includes magazines, a website, newsletters, data and intelligence offerings, a marketplace, events and a wide range of database marketing services.

Leading media brands include:



**Aviation Week
& Space Technology**



Inside MRO



ShowNews



SpeedNews



**Aerospace Daily & Defense
Report**



Aviation Week Marketplace

PRODUCING
**AWARD
WINNING**
EDITORIAL

LEADING
**EVENTS &
CONFERENCES**

DELIVERING
ROI-BASED
MARKETING PROGRAMS

Serving the Global Aviation, Aerospace & Defense Industries

Aviation Week & Space Technology delivers intelligence that is **unrivaled in A&D journalism**. For over 100 years, *Aviation Week & Space Technology* has provided first-to-market global content and continues to share real-time, essential aviation, aerospace and defense news, technology features and deep analysis in a constantly evolving environment.



Aviation Week & Space Technology Portfolio

Connect with A&D professionals at every stage of the reader's experience, across *Aviation Week & Space Technology's* print and digital platforms for the greatest impact.



Print demographic editions include:

Defense, *Inside MRO*, International and DC Edition



Digital Reach across multiple platforms includes

the *Aviation Week & Space Technology* Editors' Picks, AviationWeek.com and the *Aerospace Digest Newsletter*



Impressive **55%** paid rate



72,121 Total Qualified Circulation



GREATER ROI ON YOUR AD

In several issues, we offer a **RESEARCH STUDY** to measure the effectiveness of **YOUR AD**.

- Assess **YOUR AD'S** performance
- Learn how well **YOUR AD** performed **USING KEY MEASUREMENTS**
- **VERBATIM COMMENTS** show how **YOUR AD** was perceived

Unrivaled Journalism

Aviation Week & Space Technology is powered by the most renowned and experienced team of journalists in the industry. **This global editorial team of nearly 40 journalists delivers comprehensive coverage from news bureaus worldwide.** Award-winning editorial from this unmatched team makes **Aviation Week & Space Technology** the #1 source for A&D professionals.

Award-Winning Team Includes:



Joe Anselmo
Editorial Director
Aviation Week & Space Technology



Jennifer DiMascio
Executive Editor
Defense & Space
Aviation Week & Space Technology



Jens Flottau
Executive Editor
Commercial
Aviation Week & Space Technology



Graham Warwick
Executive Editor
Technology
Aviation Week & Space Technology



Lee Ann Shay
Chief Editor
Business & Commercial Aviation and MRO



JESSE H. NEAL AWARD

WINNERS:

2021

Record total of 13 finalists

**Best range of work
by a single author:**
Space Editor Irene Klotz

**Marianne Decker Mattera
Mentor Award:**

Lisa Caputo, for sharing her
expertise and developing her team

2020

Best News Coverage:
Aviation Week Network's
Sean Broderick and team

Best Technical Content:
Business & Commercial Aviation

Best Instructional Content:
Business & Commercial Aviation

Best in the Business



12 News Bureaus Worldwide



39 Editors



Continual content updates including
webinars, podcasts, social media posts
and more

Circulation at a Glance



COMMERCIAL AVIATION Subscribers

54,132* Commercial Aviation Sector Subscribers

*Inclusive of *Inside MRO*



DEFENSE Subscribers

30,031* Defense Sector Subscribers

*Inclusive of Defense demo



INTERNATIONAL Subscribers

31,605* Subscribers Outside the U.S.

*Inclusive of *Inside MRO* and Defense demo

Sources: Publishers Own Data, June 2021



Readers Share Information



**1.9 readers
per issue**

Time spent reading each issue



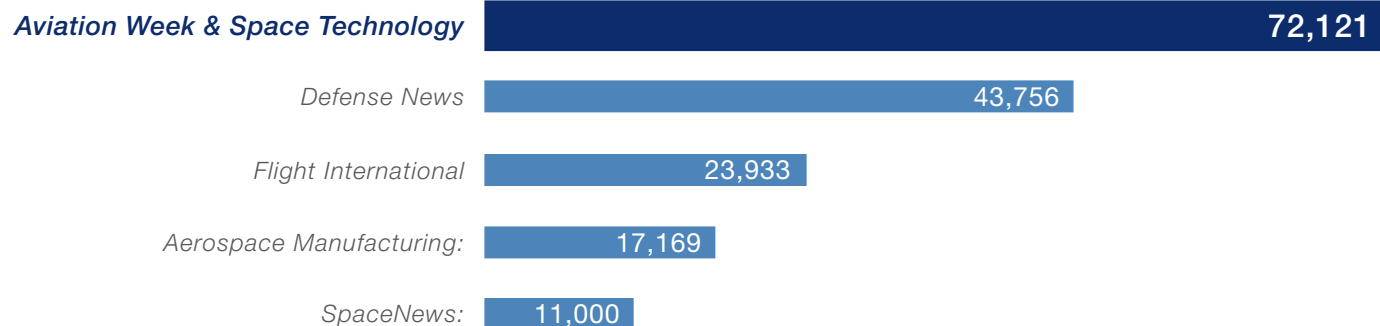
1 hour, 29 minutes

Source: Signet Ad Study, Sept. 2020. Includes pass along

Editorial Coverage that Drives Circulation and Readership

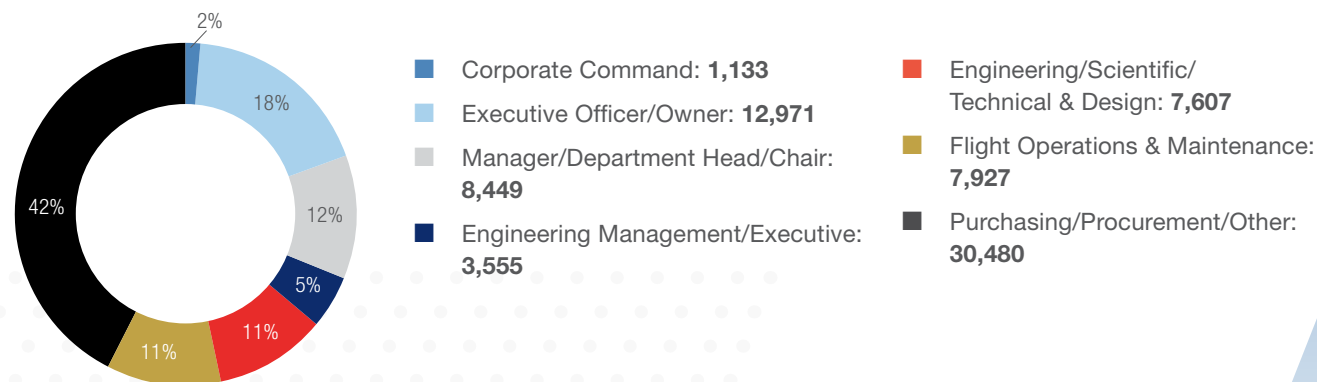
Aviation Week & Space Technology reaches key decision-makers and influencers with EVERY issue in EVERY market segment and in EVERY country.

Total Global A&D Audited Qualified Circulation



Sources: Combination of paid and qualified non paid circulation (print and digital) during the course of the 6 month period. *Aviation Week & Space Technology* June 2021 AAM Publishers Statement. *Aerospace Manufacturing*: Publishers Statement Avg. Net Circulation: July 2019 to June 2020. *SpaceNews*: 2021 Media Kit, unaudited. *DefenseNews*: BPA Publishers Statement, December 2020. *Flight International*: BPA Publishers Statement, December 2020.

An Elite A&D Audience Across All Job Functions



Source: AAM Publishers Statement: June 2021

2022 Media Opportunities: Aerospace & Defense



“Extremely useful.

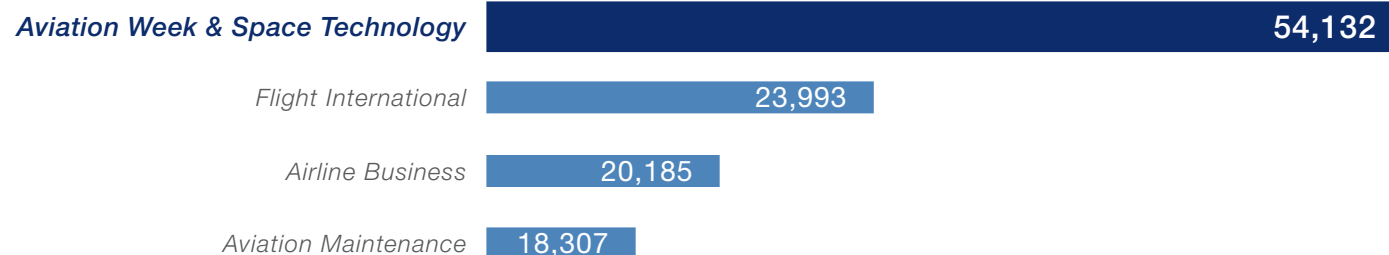
It provides insight into technology and updates on the actions and pursuits in the industry.”

— Executive Officer/Owner, Company Operations

Commercial Leadership

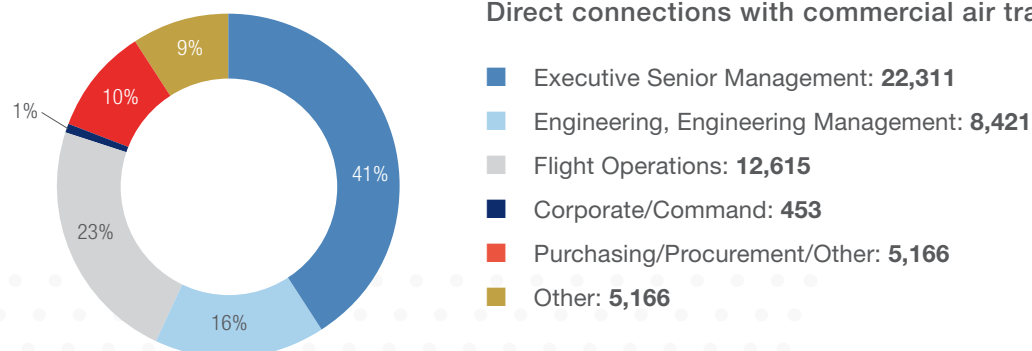
Aviation Week & Space Technology reaches decision-makers with first-to-market technology and insights related to engines, technology, airframes, air traffic management, and maintenance.

Total Global Commercial Reach



Sources: AW&ST: Audience Development/Publishers Own Data, Commercial and *Inside MRO*, June 2021.
Aviation Maintenance: Audited print circulation from Verified Audit – Oct./Nov. 2019; All Other BPA December 2020.

Audience of Global Influencers



Source: Audience Development/Publishers Own Data, Commercial and *Inside MRO*, June 2021.



**3x MORE
Commercial
Reach**

than our nearest competitor

**18% MORE
Management
Titles**

than our nearest competitor

Space Leadership

Aviation Week & Space Technology features the latest topics in space, including:



- Space Tourism
- On-Orbit Economy
- Proliferated Constellations
- Small Satellites
- Propulsion
- Remote Sensing
- Satellite Communications
- Spaceports
- Space Sustainability
- Orbital Debris
- Space Domain Awareness
- Space Situational Awareness
- In Situ Resource Utilization



Targeted Space Reach

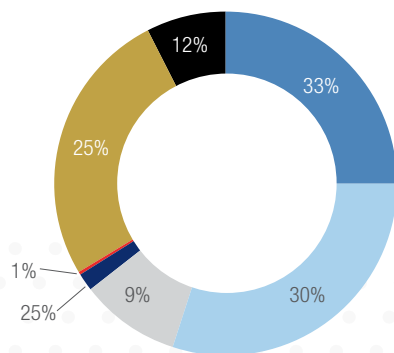
Aviation Week & Space Technology Space Demographic

11,962

Space News

11,000

Comprehensive Job Titles Across Space



- Executive Senior Management: **3,960**
- Engineering, Engineering Management: **3,564**
- Flight Operations: **1,104**
- Corporate/Command: **218**
- Purchase/Procurement/Other: **34**
- Other: **3,082**

NASA Reach



300+

Key NASA Officials

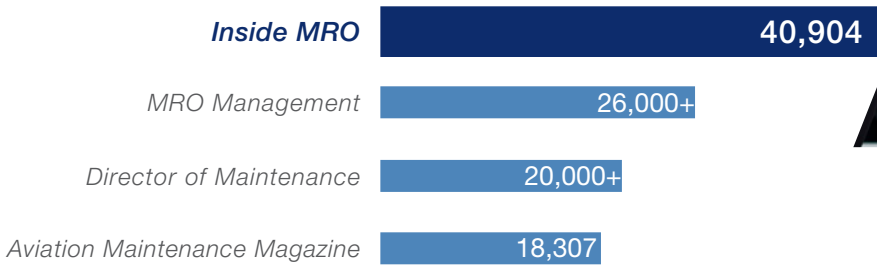
InsideMRO⁷ Leading Brand

MRO Leadership

Inside MRO is the comprehensive source for the global commercial aviation aftermarket. It connects all aspects of the MRO community to deliver business, technology and operational insights. *Inside MRO* is the official publication of Aviation Week Network's global MRO events and conferences and is inserted into the center of *Aviation Week & Space Technology*.



Greatest MRO Reach*



MRO Digest Newsletter

Reinforce your message with the leading newsletter MRO professional read everyday!

Distribution:

84,000

Average open rate:

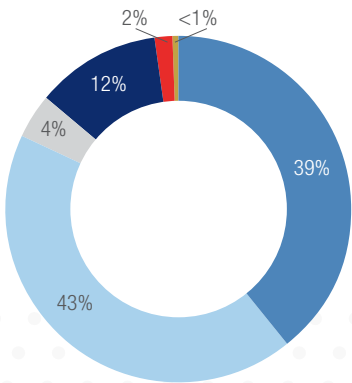
29%

Influential MRO Audience†

Inside MRO is a monthly magazine that is distributed widely at Aviation Week Network's global MRO events and conferences as the official publication of the events. *Inside MRO* is also inserted in the center of *Aviation Week & Space Technology*.

Reaching **40,904** aftermarket decision-makers across the globe:

- Commercial Airline/Cargo Operators/Regional: **16,131**
- Third-Party MROs: **17,424**
- Government/Regulatory Agencies: **1,712**
- Manufacturing: **4,743**
- Finance/Leasing/Brokers/Dealers: **725**
- Other: **170**



Sources: **Inside MRO*: Reported for AAM, June 2021. *MRO Management*: 2020 Media Kit, not third party audited. *Director of Maintenance*: 2021 Media Kit, not third party audited. *Aviation Maintenance*: Audited print circulation from Verified Audit – Oct./Nov. 2019. †*Inside MRO*: Reported for AAM, June 2021.

More Ways to Reach A&D Decision-makers

Broaden Your Reach and Expand Your Marketing Message



Aviation Week & Space Technology's Editors' Picks

Reach top A&D professionals with *Aviation Week & Space Technology* Editors' Picks edition, a curation of weekly content and a preview of what's to come. The Editors' Picks is developed in a new interactive format to paid subscribers each Friday and includes multimedia content such as webinars and podcast.

Distribution: 76,054

Average open rate: 36%



Aerospace Digest Newsletter

Delivers news, insights and analysis to the global aviation and aerospace community

Distribution: 216,552

Average open rate: 32%

Aerospace Digest reaches:

- **22%** executive leadership/management
- **18%** in manufacturing/supply chain
- Nearly **20,000** contacts in commercial air transport



**“It is my
sole source** for
quality updates concerning
general/commercial
aviation, space, our military
preparedness, and our possible
antagonists' capabilities.”

— Executive Officer/Owner
Manufacturers

More Ways to Reach A&D Decision-makers : AviationWeek.com



AviationWeek.com

The leading website for executives, managers, government and military officials, engineers and aviation professionals worldwide.

Aviation Week Network provides the A&D community with insights and intelligence from the leading brands you know and trust in a streamlined digital platform, while delivering powerful content-based marketing solutions.

AviationWeek.com offers five dedicated market channels for sector specific advertising so you can focus on your targeted message:

MRO. Air Transport. Aerospace. Defense & Space. Business Aviation.

Average Monthly Page Views: 1,879,097

Average Unique Visits: 448,333



Increased Reach and Engagement Delivers Results



Dedicated market channels, powered by our leading brands — *Air Transport World*, *Aviation Week & Space Technology*, *Inside MRO*, and *Business & Commercial Aviation*



Richer user-experience which means **higher engagement and greater visibility** for your advertising message



Target your message or go broad with market focused channels and sub-market categories



In-depth metric reporting to provide you and your customers with metrics needed to achieve your KPIs

AviationWeek.com DELIVERS!

Targeted advertising that matches ads to topics using key words and other content:

- Unique **LEAD GENERATION** opportunities
- **HIGH-IMPACT** Creative Placements
- Content Syndication Programs
- Customized **DIGITAL MARKETING** solutions

ShowNews⁺ Reach A&D Professionals Around Key Industry Events

Now a 100% Mobile-First, Digital Experience



The re-engineered **ShowNews** has raised the bar presenting a sustainable, engaging and highly organized **mobile-first experience for busy executives attending major air shows**. The new digital, interactive **ShowNews** delivers essential news and insights available on any mobile device, reaching over one million professionals each day of the show. Enhancements include:

- **Mobile-first** show daily magazine with interactive features
- Dedicated show focused **webpage** on AviationWeek.com
- **“Coffee with the Editors” Podcast** with a summary of the previous day's big developments and a preview of the day ahead
- **ShowNews evening newsletter**, putting key stories from the day's reporting together in one place, including the *ShowNews* Insights digital magazine
- A **digital marketplace** connecting buyers and suppliers



High Impact Marketing

ShowNews delivers the solutions you need to develop a high-impact, integrated marketing plan before, during, and after a show. Advertisers can expect:



Unprecedented engagement, viewability & distribution



Unmatched traffic on AviationWeek.com
ShowNews Content Channel



High-impact digital ad units to increase reader engagement



More thought leadership opportunities with editorial webinars and podcasts



Content syndication programs across *ShowNews* digital platforms ranging from native content to custom webinars

2022 Events

- **Singapore Air Show**
Singapore
February 14-15, 2022

- **EBACE**
Geneva, Switzerland
May 23-25, 2022

- **Farnborough Air Show**
Farnborough, UK
July 18-22, 2022

- **NBAA-BACE**
Orlando, Florida
October 18-20, 2022

More Ways to Reach A&D Decision-makers

Additional Opportunities to Further Target Your Reach



SpeedNews Newsletters

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

Topics covered include:

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



Aerospace Daily & Defense Report

Delivering the Latest Intelligence Daily

For over 50 years, *Aerospace Daily & Defense Report* has been providing comprehensive details on the most critical developments within the global defense and space market. Delivered electronically each business day *Aerospace Daily & Defense Report* affords insight and intelligence needed to help shape critical business decisions.

Target more than **23,552** top executives at major A&D companies and decision-makers at key government and military agencies with this cost-effective solution.

Aerospace Daily & Defense Report has a 100% PAID circulation!



“Keeps me up-to-date on the latest **programs and forecasts** that are relevant to the industry.”

— Manager,
Manufacturer

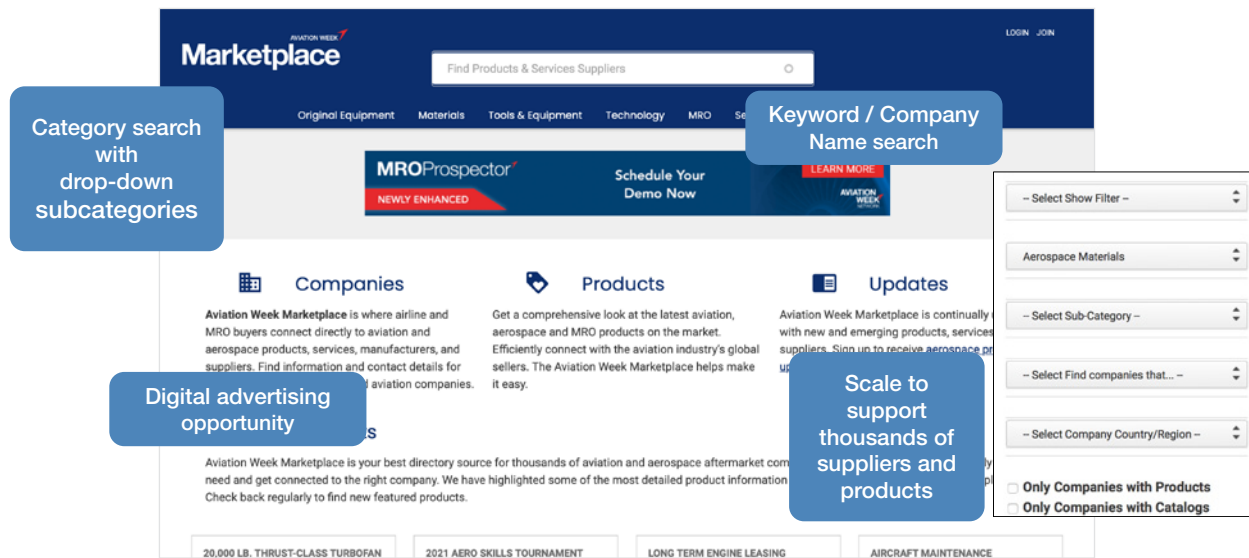
Source: Webtrends Analytics, 2021

Marketplace AVIATION WEEK More Ways to Reach A&D Professionals

Further Connecting Buyers & Suppliers — AviationWeek.com/Marketplace

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 world's largest network and marketplace. **Buyers** browse and search the marketplace for the most relevant products/services to meet their needs. Promoted to **120,000 aviation professionals daily**, Aviation Week Marketplace connects buyers with over **13,000 global suppliers**.



“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

A Next Generation Interactive Supplier Directory

- **Interactive supplier directory** enhances the buyer-seller experience with advanced search
- **Buyers search** by Product, Company, Category or Region for specific solutions
- **Suppliers build their microsite** to showcase their products and services to thousands of global A&D professionals
- **Advertisers receive up to 10 promotions** to their primary audience
- Includes product promotions in five Daily Digest eNewsletters, two Product & Service Spotlight eNewsletters, one print/digital magazine placement, and a two-touch email campaign
- Unlimited product, video and photo gallery posts to a custom microsite that stays live over a year for continual lead generation

Custom Marketing Solutions

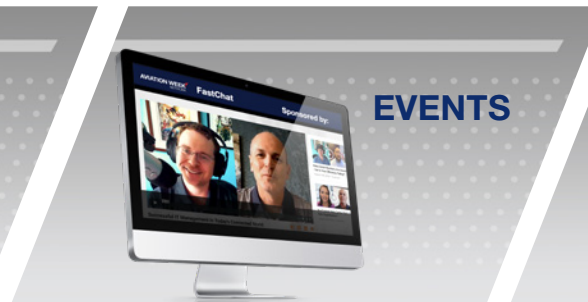
Combining unrivaled reach, deep knowledge of industry topics and sophisticated marketing tactics that engage buyers and provide real results.

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



EVENTS

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



DIRECT MARKETING

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



CONTENT MARKETING

Reach key influencers with results-driven programs ranging from native, videos, infographics to custom newsletters and content creation



LEAD SERVICES

Leverage our audience and trusted platforms for content syndication, lead generation and nurturing programs

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.

A&D Media Portfolio

360° Solutions for the A&D Community.

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

Connect with Us:



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