ROUTES

2022 Marketing & Business Development Solutions

The world leader in connecting airports, suppliers and tourism authorities to airline decision-makers.

www.routesonline.com

AVIATION WEEK NETWORK

Routes Media

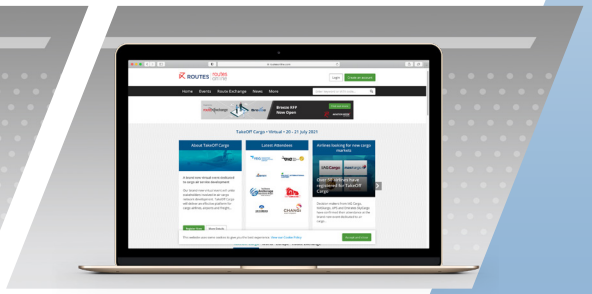
Delivering Direct Connections to Industry Leading Air Network Planners

The Routes media portfolio, inclusive of a magazine, newsletter and website, provides news, analysis and insights for airline and airport executives involved in global route development decision-making.

Leading Routes brands:

***Routes* magazine**

Routes Digest



Routesonline

Routes Daily

Routes Events

LEADING
AIRLINE REACH

MUST-ATTEND
EVENTS & CONFERENCES

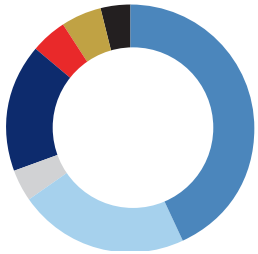
DELIVERING
ROI-BASED
MARKETING PROGRAMS

ROUTES Leading Brand

Routes Magazine

The highly-targeted magazine enables route development professionals to make meaningful decisions and connections. *Routes* appears as a magazine within *ATW*, and is also published as a stand-alone magazine for distribution at Routes events.

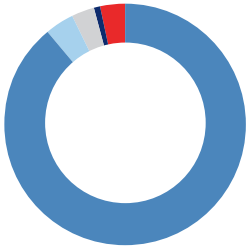
Global Circulation



16,188 airlines, airports and tourism board executives across the globe rely on *Routes* as a must-read for making connections.

- North America: **7,010**
- Europe: **3,596**
- Asia-Pacific: **646**
- Asia: **2,727**
- Middle East: **754**
- Africa: **845**
- Latin America: **610**

Key Industry Segments



- Airlines: **14,391**
- Airline Services/Finance/ Leasing/ Ground Maintenance: **660**
- Airports, Airport Authority, EDO: **500**
- Government/Regulatory: **132**
- Manufacturer/Supply Chain/ Other: **505**

Titles

Corporate Official/Senior Management: **5,279**
Business Development, Sales, Marketing, Communications: **1,357**
Scheduling/Route or Capacity Planning/Distribution: **2,364**
Operations/Planning/Maintenance: **5,984**
Information Systems/Purchasing/Other: **1,204**

Routes will appear in the following issues of *ATW* and will have bonus distribution at the following Routes events:

FEBRUARY
- Routes Americas

MAY
- Routes Europe

OCTOBER
- World Routes 2022

DECEMBER
- TakeOff North America

Source: AAM Publishers Statement: June 2021

Digital Engagement to Expand Your Marketing Message

Routes digital media delivers consistent connections to leading air network planners.

Source: Webtrends Analytics, July 2021

Routesonline Opportunities

Routesonline is the ideal platform from which to promote your brand and communicate your key marketing messages. Position your organization as an industry leader and demonstrate your thought leadership by taking advantage of one our promotional opportunities.

- Routesonline Advertising
- Route Exchange Membership
- App Sponsorship
- Content Led Marketing
- Geo Targeted Mobile Advertising

Average Monthly Page Views: 513,664

Average Unique Visits: 433,463

Source: Eloqua, July 2021

Routes Digest Newsletter

Routes Digest, the essential newsletter from Routesonline, provides route development news and in-depth analysis as well as Routes event updates, delivered to your inbox daily, Monday through Friday.

Average Distribution: 26,017

Average Open Rate: 28%

EXPAND YOUR REACH

Routes Advertorial

Highlight your organization and capabilities and reach your exact target audience.

Your advertorial will receive exposure in:

• Routes magazine • Routes Daily
• Routes Digest newsletter as a native post

Audience Extension

Target decision makers in our database who match your criteria on trusted websites they visit.

Delivering High Engagement and Value Around Events

Routes Daily is the OFFICIAL show daily of Routes Events

Routes Daily, led by *Air Transport World* Editor-In-Chief Karen Walker, is a powerhouse show daily delivering up-to-date market analysis, onsite interviews, and the latest Routes news from the global community and intelligence from the show floor.

Editorial includes the latest content from CAPA Centre for Aviation, Aviation Week Intelligence Network and Airport Strategy and Marketing (ASM) Data Services.

Onsite and global distribution for high-impact visibility and reach!

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

Onsite print distribution to heavily trafficked show areas and VIP entrances/exits each day of the event

Digital editions across all Routes and Aviation Week Network digital platforms

Hand copies delivered to each stand each day

Delivery at all official hotels

Make your presence known at the next Routes event!

- Routes Americas
- Routes Europe
- Routes Asia
- Routes Africa
- World Routes
- TakeOff North America

Custom Marketing Solutions

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

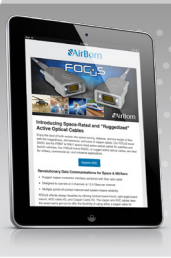
At Aviation Week Network, we help develop strategies, create content, and build target audiences based on your goals. Our diverse range of solutions attracts and engages our **defined audience of over a million global industry professionals**.

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.

Routes Media Portfolio

360° Solutions for the Airline Community.

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

Connect with Us:

Iain Blackhall
Managing Director, Media & Marketing Services
Global Media
Tel: +44 7824 597 499
Email: iain.blackhall@aviationweek.co.uk

Chris Gascoine
Global Sales Manager
Routes Media
Aviation Week Network
Mobile: +44 7 5575 99347
chris.gascoine@aviationweek.co.uk

AVIATION WEEK NETWORK