

Business Aviation Media Portfolio

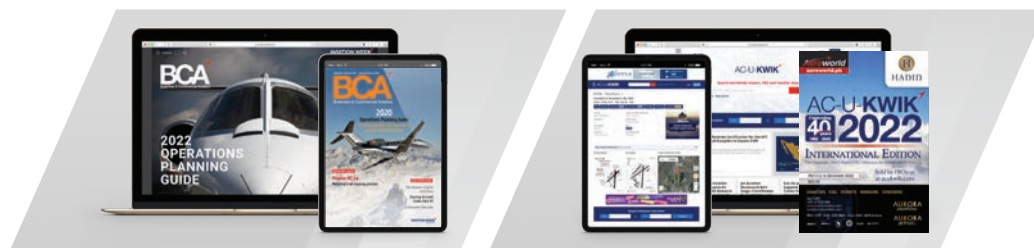
2023 Marketing & Business Development

Delivering essential news, analysis and connections to the global business aviation community through multichannel solutions.

Business Aviation

Aviation Week Network's business aviation media portfolio, including *BCA*, delivers essential news, analysis, business intelligence and data across multiple platforms while producing innovative and impactful marketing programs. Our business aviation media portfolio generates customer engagement and leads with our multichannel offerings.

Leading media brands include:

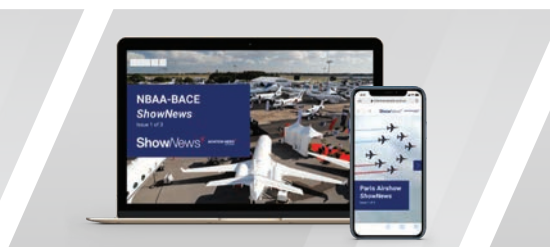


Business & Commercial Aviation

AC-U-KWIK



Air Charter Guide



ShowNews



Aircraft Bluebook



Market Briefings



Aviation Week Marketplace

PRODUCING
**AWARD
WINNING**
EDITORIAL

LEADING
“HOW-TO”
MARKET INSIGHTS

DELIVERING
ROI-BASED
MARKETING PROGRAMS



Editorial Excellence

Our mission: *BCA* provides operators and managers of business aircraft with critical “how-to” daily information that helps ensure their operations’ safety, efficiency and customer satisfaction, making those flight departments more valuable to the organizations they serve.

Award-winning team includes:



Lee Ann Shay
Executive Editor,
Business Aviation
and MRO



Molly McMillin
Managing Editor,
Business Aviation



Bill Carey
Senior Editor,
Business Aviation



Graham Warwick
Executive Editor,
Technology



Guy Norris
Senior Editor



Thierry Dubois
European
Technology Editor,
ShowNews
Editor-in-Chief



Matthew Orloff
Associate Editor
Business Aviation

Renowned business aviation contributing editors:



**James
Albright**



**Jessie
Naor**



**Kent
Jackson**



**Patrick
Veillette**



**Robert
Sumwalt**



**Roger
Cox**



**Ross
Detwiler**

**MORE THAN
65 AWARDS
OVER THE PAST
20 YEARS**

- Jesse H. Neal National Business Journalism Awards
- NBAA Journalism Awards
- National Air Transportation Association Awards
- National Aeronautic Association Awards
- Aerospace Journalist of the Year Awards
- SIIA/American Business Media Jesse Neal Journalism Awards
- Aerospace Media Awards
- The William D. Littleford Corporate Public Service Awards
- Living Legends of Aviation



Quarterly Digital and Print Magazine

Greater Audience Reach



BCA readers connect to the content they need in a visually driven approach, with a rich user experience, generating higher viewability for advertising messages. Each quarter, a **dynamic digital and print magazine**, located at www.aviationweek.com/bca, includes:

- A deep-dive into the most relevant industry topics
- Interactive features with videos and graphics
- Webinars, podcasts and infographics
- Increased visibility for your message

Continually adding more high net worth individuals and charter users



Reaching

126,000+

business aviation professionals

4x per year with print distribution at these events:

February

- NBAA Miami Opa Locka Regional
- International Operators Conference
- Heli-Expo

May

- EBACE
- NBAA Maintenance Conference
- NBAA White Plains Regional Conference

July

October

- NBAA-BACE
- Dubai Airshow

33%
UNIQUE OPEN RATE

53,000+
SENIOR CORPORATE AND
OPERATIONS MANAGERS

**STRONGEST
REACH**
IN THE INDUSTRY



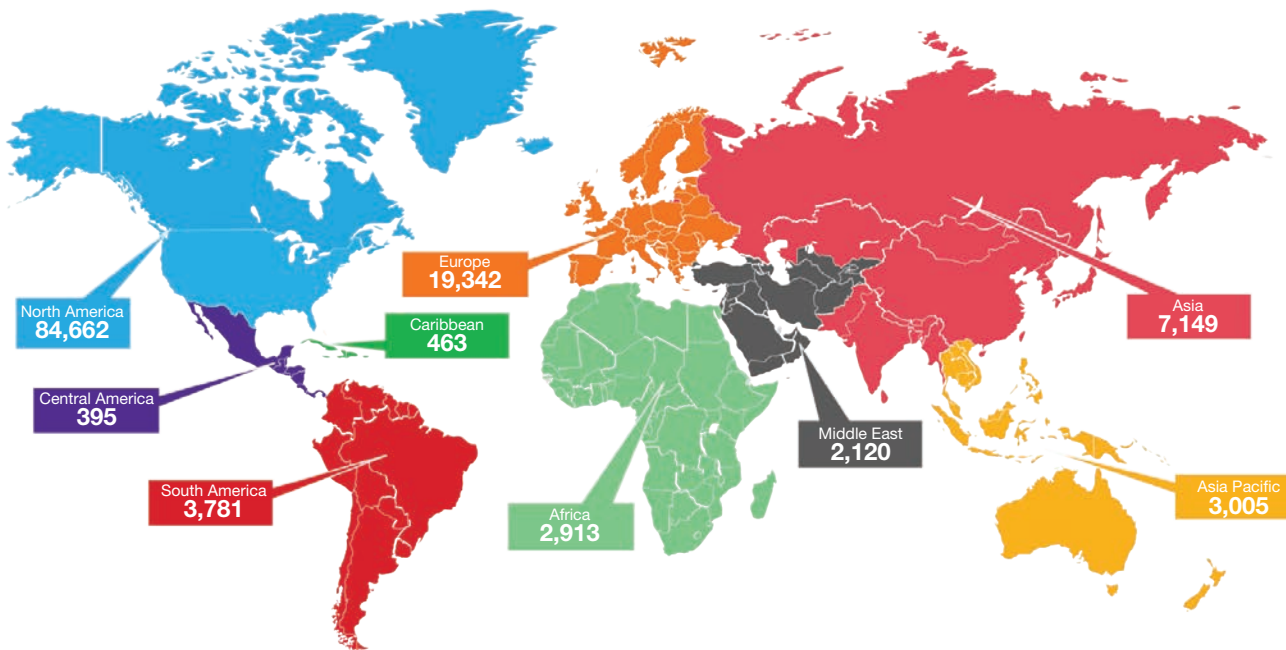
Global Influence & Reach

Business & Commercial Aviation subscribers include **126,000+** key decision-makers representing the most influential leaders of business aviation including:

- **53,000+** Senior Corporate and Operations Managers
- **12,700+** Heads of Service/Support
- **2,540+** Directors of Maintenance/Maintenance staff

Expanded Reach

BCA Quarterly e-Magazine includes subscribers from **165** countries across the globe.



Source: Publishers Own Data, July 2022.

Business Aviation Decision-Makers

Company type includes:

25,600+

BUSINESS & CORPORATE
FLIGHT DEPARTMENTS

16,700+

MANUFACTURERS

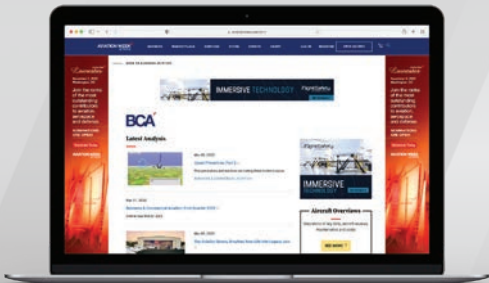
6,400+

MAJOR MROS



More Ways to Reach Business Aviation Decision-Makers

Target Reach with Digital Opportunities



Aviationweek.com/business-aviation

The Business Aviation Market Channel provides a continuous stream of dynamic content, and up-to-the-minute news, data, blogs and insights from across the business aviation portfolio including:

- Aircraft, safety and operations news and analysis
- Aircraft Overview
- Hot Topics of the week
- Webinar and podcast interviews

Average Monthly Page Views: 135,000+

Average Unique Visitors: 45,800+

BCA Digest Newsletter

BCA Digest, powered by the leading products from the business aviation portfolio, is sent to **95,000+** contacts and:

- Is distributed 5x per week
- Includes news teasers that drive traffic to web content page with new and legacy features

Average Unique Open Rate: 16%

Average Click-to-Open Rate: 10%*



Did You Know?

DIGITAL AD SPENDING

increased

+25%

in 2021

MARKETERS ACTIVELY USE CONTENT MARKETING STRATEGIES

82%

More Ways to Reach Flight Planning Professionals

The most trusted resource for nearly 40 years



AC-U-KWIK provides the most highly regarded airport/FBO data resources in the world. AC-U-KWIK is the only provider of global pre-flight planning data used by **55,800+** pilots/crew, operations/corporate managers and aviation professionals in their day-to-day operations. AC-U-KWIK provides maximum exposure for your ad.

Essential Flight Resource

AC-U-KWIK is an essential flight resource used by:

- Pilots
- Fuel Service Providers
- Schedulers/Dispatchers
- Line Service Personnel
- Charter Brokers
- Cabin Crew
- Flight Departments

**All
AC-U-KWIK
products are
viewable:**



ONLINE



MOBILE APP



PRINT

**Monthly Page
Views**



219,900+

**Average Time
Spent Per Visit**



5 minutes, 41 seconds



More Ways to Reach Charter Professionals

Reach Air Charter Buyers With a Single Source



Air Charter Guide has connected operators, brokers, and aviation professionals to the charter market since 1986.

It's the definitive resource for buyers of air charter services, providing the tools and information necessary to locate the perfect aircraft worldwide – from executive jets to single-engine piston aircraft.

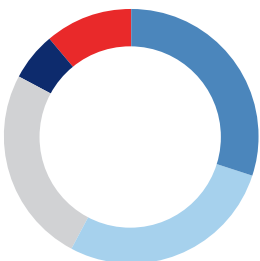
Air Charter Guide updates **23,000** operators with growing fleets of over **13,500** aircraft worldwide, as well as **240,000** data points annually with information on:

- Charter Operators
- Air Ambulance Providers
- Catering
- Ground Transportation
- FBOs
- Charter Brokers
- Air Cargo Providers
- Air Concierge
- Other Charter-Related Amenities

Average Monthly Unique Visitors: 16,700+

Average Monthly Page Views: 133,900+

The Air Charter Guide User



- Operators & Brokers: **30%**
- Executives, Celebrities & High-Net-Worth Individuals: **28%**
- Air Medical, Air Freight Customers, Corporate Flight Departments & FBOs: **25%**
- Aviation, Business & Lifestyle Events: **6%**
- Travel Planners, Travel Agents & Tour Operators: **11%**

Source: Adobe Analytics, November 2021. Publishers Own Data, 2021.

2023 Media Opportunities: Business Aviation

“One stop guide for contacts on Air Charter. **Very useful publication.**”

— Victor Kim
Victor Kim Architecture & Planning
Palo Alto, CA



More Ways to Reach Business Aviation Decision-Makers

Reach the Decision-Makers Who Drive the Transaction



Aircraft Bluebook reaches **4,000** critical decision-makers including aircraft owners, OEMs, bankers, and insurance companies across the globe. These professionals rely on Aircraft Bluebook to find valuations quickly and thoroughly. Aircraft Bluebook is a must-have resource for those of buying authority in the industry. Make sure your brand and services get noticed with the people who matter most – the ones who are making purchasing decisions.

Aircraft Bluebook has a 100% PAID circulation!

“Thank you
Bluebook for the
40 some years
of helping me
in sales
I find it much
better than VREF.”

— Owner,
Aircraft Specialty Company

At a Glance



Monthly Page views:
188,000+



6,000 model years of general and
business aviation aircraft and helicopter values



67% of readers are corporate
executives, pilots and aircraft owners



Reference tables that allow users
to make necessary adjustments



More Ways to Reach Business Aviation Decision-Makers

Further Target Your Reach with Newsletters



Advanced Air Mobility Report

Provides comprehensive news, analysis, and data to professionals involved in the **global AAM industry** who need to quickly and **easily monitor the rapidly evolving market**, including new technologies and design, trials, regulations, infrastructure, finance, and more.

Target 7,500 manufacturers, suppliers, financial professionals, consultants, economic development, and airport executives — all focused on air mobility — who rely on **Advanced Air Mobility Report** to help shape critical business decisions.

Launched in 2021 for this growing market segment!

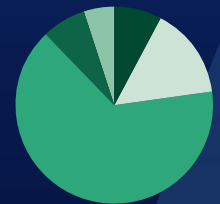


The Weekly of Business Aviation

Provides data and intelligence industry professionals involved in the **business, corporate and general aviation markets** cannot afford to overlook. Delivered electronically each Monday, The Weekly of Business Aviation provides the most complete and comprehensive coverage of the economic and financial facets facing these markets.

Target more than **5,456** manufacturers, suppliers, financial professionals, business jet owners/operators, flight departments, FBOs, OEMs, and consultants with this cost-effective solution.

The Weekly of Business Aviation has a 100% PAID circulation!



Advanced Air Mobility Report Industry Reach:

- Finance/Investor/Consulting: 8%
- Infrastructure/Airport: 15%
- Manufacturer/Supply Chain: 65%
- Operator: 7%
- Regulatory/Other: 5%



Reach Business Aviation Professionals At Key Industry Events



ShowNews: 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



A **digital marketplace** connecting buyers and suppliers



ShowNews evening newsletter, putting key stories from the day’s reporting together in one place, including the *ShowNews* Insights digital magazine

2023 Events

EBACE
Geneva, Switzerland
May 23-25

Paris Airshow
Paris, France
June 19-25

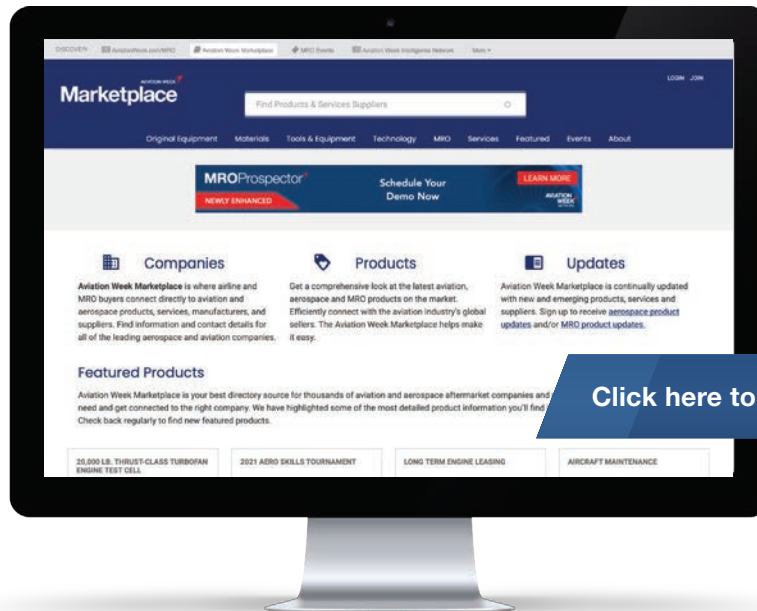
NBAA-BACE
Las Vegas, NV
October 17-19



More Ways to Reach MRO Professionals

Connecting Buyers & Suppliers

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 largest network and marketplace. **Buyers** browse and search the marketplace for the most relevant products/services to meet their needs.



[Click here to learn more!](#)



180,000+
website visitors
per year



13% average
click through
rate

“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



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



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



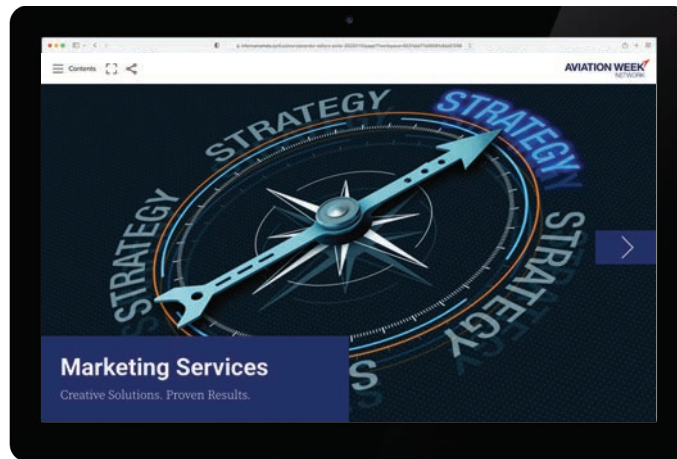
Events: From in-person to virtual, inclusive of webinars and roundtables to positioning your company as an industry expert



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



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



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.

Business Aviation Media Portfolio

Connect with Us:



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360° Solutions for the Business Aviation Community.

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