Editorial excellence targeting European readership

Since its launch in 2006, *Aerospace Manufacturing* has grown to become a successful technical publication, gaining the respect of its readership in the process. We pride ourselves on generating exclusive content that is authoritative and easy to read without being too highbrow.

Published 10 times each year, *Aerospace Manufacturing* focuses on the technology and prime decision makers in all aspects of the aerospace manufacturing sector.

Mike Richardson, Editor

Our audited print and requested digital readership targets Pan European decision makers from all levels of the supply chain, including aircraft builders through to the manufacturing supply chain of the tier one, tier two and tier three suppliers.

With an estimated **€100+billion** European spend each year - build your aerospace brand and get *Aerospace Manufacturing* working for your business.

Publisher's statement: average net circulation 17,489 (requested digital/audited print circulation split – July 2017 to June 2018.)

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**Circulation Breakdown**

**Geographical Areas:**
- **UK 50%**
- **France 21%**
- **Germany 12%**
- **USA & Canada 4%**
- **Rest of Europe 4%**
- **Italy 3%**
- **Spain & Portugal 2%**
- **Rest of World 2%**
- **Asia 2%**

**Job Function:**
- **Corporate Management 54%**
- **Production 22%**
- **Design/R&D 11%**
- **Procurement/Supply Chain 7%**
- **Other 4%**
- **Consultant 1%**
- **Education/Governmental 1%**

**Company Activity:**
- **Components 27%**
- **General Manufacturing 16%**
- **Materials 13%**
- **Composites 11%**
- **Design/R&D 9%**
- **Aerostructures 8%**
- **Electronics/Systems 8%**
- **Engines 4%**
- **Interiors 3%**
- **Governmental/Education 1%**

**Number of Employees:**
- **1-19**
- **20-49**
- **50-99**
- **100-499**
- **500+**

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**The Aerospace Manufacturing Supply Chain**

[A diagram showing the supply chain with Tier 1, Tier 2, and Tier 3 suppliers, as well as different sectors like Engines, Airframe, Avionics & Systems, and Prime Suppliers.]
## 2019 Aerospace Editorial Feature Programme

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*ADDITIONAL ISSUE DISTRIBUTION

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<th>22nd MARCH</th>
<th>18th APRIL</th>
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## 2019 Show Diary

### February 2019
- Southern Manufacturing, Farnborough 5-7

### March
- JEC World, Paris 12-14
- Aerospace Forum Birmingham 19-21

### April
- Aircraft Interiors Expo, Hamburg 2-4
- Aeromart, Montreal 16-18

### June
- Subcon, Birmingham 4-6
- Paris Airshow 17-23

### September
- Aerospace Roadshow Various dates
- Composites Europe, Stuttgart 10-12
- DSEI, London 10-13
- EMO Hannover 16-21
- TCT Show, Birmingham 24-26

### October
- Northern Manufacturing, Manchester 2-3
- Aero Engineering, Birmingham 30-31

### November
- Helitech, Farnborough 5-7
- JEC Asia, Seoul 13-15
- Formnext, Frankfurt 19-22
- Dubai Airshow 17-21

### February 2020
- Singapore Airshow 2020 11-16

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<th>SINGAPORE AIRSHOW*</th>
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| 28TH JUNE | 9TH AUGUST | 13TH SEPTEMBER | 25TH OCTOBER | 20TH DECEMBER 2019 |
Digital advertising  Delivering strong brand exposure and engagement

Website and Video promotion

**Leaderboard/Banner**
**Benefit:** reinforces brand exposure and promotes call to action.

**Specifications:**
- **Standard:** 490px x 85px (required)
- **Retina Screen:** 980px x 170px (optional)

**Rate:** £520 per month

**Homepage Takeover**
**Benefit:** full reader engagement

**Includes:** Top Homepage Leaderboard, Horizontal Centre Banner and background colour of website set to a colour of your choice to complement your campaign. Specifications on application.

**Rate:** £320 per day

**Sponsored Content**
**Benefit:** links to content (case study) on advertisers website.

**Specifications:**
- **Logos:** to be supplied in full colour
- **Standard:** 670px x 350px (required)

**Rate:** £720 per month

**Company Logo Button**
**Benefit:** complements other website advertising and reinforces brand.

**Rate:** £170 per month

**Literature Hosting**
**Benefit:** increases exposure for advertiser’s products and services

**Rate:** £870 per brochure* per 12 months

* (size restrictions may apply)

**Video Creation and Hosting**
**Benefit:** improves reader understanding with audio visual experience.

**Creation rate:** £1,770 per video with 12 months hosting

**Hosting Rate:** £1,270 per video per 12 months

**Email Promotion**

**Customised eBlast/Shot**
**Reach:** 1,000* named email addresses

**Specifications:** HTML

**Rate:** £1,220 per eCast

**Editor’s newsletter & digital edition**
**Reach:** 15,000* named email addresses

**Specifications:**
- **No animated files**

**Rate:** £820 per banner

* Due to the dynamic nature of the research campaign these figures may vary
Audit Bureau of Circulations (ABC) explained: the industry body for media measurement. ABC’s Stamp of Trust underpins the way advertising is traded across the media landscape. ABC offers independent audit and compliance services, delivering certification which verifies that data and processes meet industry reporting standards. [www.abc.org.uk](http://www.abc.org.uk)

**Print advertising** Delivering strong brand exposure and engagement

- **A4**
  - Type: 267mm x 180mm
  - Trim: 259mm x 210mm
  - Bleed: 283mm x 246mm
  - £3,520
- **Half A4 Vertical**
  - Type: 267mm x 85mm
  - Trim: 259mm x 96mm
  - Bleed: 283mm x 102mm
  - £1,920
- **Half A4 Horizontal**
  - Type: 130mm x 180mm
  - Trim: 144mm x 210mm
  - Bleed: 152mm x 246mm
  - £1,920
- **Quarter Page**
  - Type: 130mm x 85mm
  - Trim: 144mm x 96mm
  - Bleed: 152mm x 102mm
  - £1,070
- **Third of Page Strip**
  - Type: 85mm x 180mm
  - Trim: 109mm x 210mm
  - Bleed: 114mm x 216mm
  - £1,470
- **Double Page Spread**
  - Type: 267mm x 360mm
  - Trim: 297mm x 420mm
  - Bleed: 303mm x 426mm
  - £6,220

**Copy requirements**

**Application files:** QuarkXPress, Adobe InDesign, Photoshop and Illustrator with all support files and fonts included.

**Pictures:** TIFF, JPEG and EPS formats. Resolution should be 300dpi at the size to be published. Colour pictures should be saved as CMYK and mono pictures as grayscale.

**PDF files:** Press-ready PDFs should be created using the CMYK PDF/X-1a setting, all fonts embedded. Transparencies flattened. Please visit [https://www.ppa.co.uk](http://www.ppa.co.uk) and refer to Pass4Press guidelines for more detailed information. Please provide a colour proof as we cannot be held responsible for colour variations.

**Additional print marketing options available:** Bound-in and loose inserts – weight variable – prices on application

**Our Brand Reach:**

- **eNewsletter - emails per delivery**
  - 15,000

- **Website - unique users**
  - 180,000

- **Magazine Print/Digital per edition**
  - 17,489

- **eCast - individual emails per delivery**
  - 11,000

*Figures based on 12 months

Authenticated, Verified and Audited print and digital readerships.