Since its launch 14 years ago, Aerospace Manufacturing has grown to become a successful technical magazine, gaining the respect of its readership in the process. We pride ourselves on generating exclusive technical 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 chains 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 17,670 (July 2018 to June 2019).
Delivering strong brand exposure and engagement

Audit Bureau of Circulations (ABC) explained: the industry body for media measurement. ABC’s industry 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

Authenticated, Verified and Audited print and digital readerships.

Our brand reach *Figures based on 12 months

Magazine
Print/Digital per edition
17,670

Website
unique users*
245,000

eNewsletter
emails per delivery
16,500

eBlast
individual emails per edition
9,235

Copy requirements

PDF files: Distil using Acrobat 4 or higher with compression set at the highest quality, all fonts embedded. Please provide a colour proof as we cannot be held responsible for colour variations.

Application files: QuarkXPress and 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.

Additional print marketing options available
Bound-in and loose inserts - weight variable
Prices on application

The Aerospace Manufacturing Supply Chain

Aircraft Programme

Tier 3 Suppliers

Tier 2 Suppliers

Tier 1 Suppliers

Engine Propulsion Prime Suppliers

Airframe Prime Suppliers

Avionics & Systems Prime Suppliers
# 2020 Editorial Feature Programme

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**Show Diary 2020**

**February**
- Southern Manufacturing, Farnborough 11-13
- Singapore Airshow 11-16

**March**
- JEC World, Paris 3-5
- Aircraft Interiors Expo, Hamburg March 31-April 2

**April**
- MACH, Birmingham 20-24

**May**
- ap&m Europe, Manchester 20-21
- ILA Berlin 13-17

**June**
- Subcon Show Birmingham 9-11

**July**
- Farnborough Airshow 20-24

**September**
- Aerospace Roadshow Various dates
- IMTS, Chicago 14-19
- TCT 3Sixty 29 Sept-Oct 1

**October**
- Northern Manufacturing, Manchester 7-8

**November**
- Aero Engineering, Birmingham 4-5
- Composites Europe, Stuttgart 10-12
- JEC Asia, Seoul 11-13

**December**
- Aeromart, Toulouse 1-3
Unique Users
Unique users of aero-mag.com consistently visit the website on average 20,417 per month or 245,000 per annum.

Page Views
Page views average 2 pages per unique visitor, with the average time on the page at 2 minutes. The total number of page views per annum is 495,000.

Search Engine Optimisation
Aerospace Manufacturing's website is found on average 14,167 times per month or 170,000 times a year.

Geographical areas
- UK 33%
- USA 25%
- India 5%
- France 4%
- Germany 3%
- Canada 3%
- Spain 1.5%
- Italy 1.5%
- China 1.5%
- R.o.W. 22.5%

Our website (www.aero-mag.com) attracts a global audience, with the strongest engagement in the UK and USA regions.
## Online Advertising

### Delivering strong brand exposure and engagement

**Website and Video promotion**

#### Leaderboard/Banner

**Benefit:** reinforces brand exposure and promotes calls to action.

**Position:** rotates through 7 positions on homepage and 4 positions on most other pages

**Specifications:**
- Standard: 490px (w) x 85px (h)
- Retina Screens: 980px (w) x 170px (h)

**Rate:** £530 per month

#### Site-wide Takeover

**Benefit:** full reader engagement

**Position:** surrounds all editorial

**Includes:** Top leaderboard position, horizontal centre banner and background colour of website set to a colour of your choice to complement your campaign.

**Specifications on application.**

**Rate:** £330 per day

#### Sponsored Content

**Benefit:** links to content (advertorial, case study) on advertiser’s website.

**Position:** homepage rotating through six positions within editorial sections

**Specifications:**
- Images to be supplied in full colour as Gif or Jpeg at 670px (w) x 350px (h)

**Rate:** £730 per month

#### Company Logo Button

**Benefit:** complements other website advertising and reinforces brand.

**Position:** at the bottom of all pages on website.

**Rate:** £180 per logo per month

#### Literature (brochure) Hosting

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

**Position:** homepage, then links to page where brochure can be downloaded and printed.

**Rate:** £880 per brochure* per 12 months

*Size restrictions may apply

#### Video Creation and Hosting

**Benefit:** improves reader understanding with audio visual experience.

**Position:** homepage, then links to the video channel.

**Creation Rate:** £1,780 per video with 12 months hosting

**Hosting Rate:** £1,280 per video per 12 months

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**Online advertising**
Educate and drive customers to your website

Email marketing

**Editor’s eNewsletter**
Reach: 16,500 named email addresses
Open rate (avg): 14% of reach
Click rate (avg): 21% of opens
Specifications: 490px (w) x 85px (h)
Rate: £830 per banner

**Bespoke eShot/eBlast**
Reach: 9,235 named email addresses
Open rate (avg): 11.6% of reach
Click rate (avg): 6% of opens
Specifications: HTML
Rate: £1,230 per eBlast

**Our brand reach:**

- **Magazine**
  Print/Digital per edition
  
  ![Image](image.png)
  Reach: 16,500 named email addresses
  Open rate (avg): 14% of reach
  Click rate (avg): 21% of opens
  Specifications: 490px (w) x 85px (h)
  Rate: £830 per banner

- **Website – unique users**
  
  ![Image](image.png)
  Reach: 245,000
  Specifications: HTML
  Rate: £1,230 per eBlast

- **eNewsletter**
  emails per delivery
  
  ![Image](image.png)
  Reach: 9,235 named email addresses
  Open rate (avg): 11.6% of reach
  Click rate (avg): 6% of opens
  Specifications: HTML
  Rate: £1,230 per eBlast

- **eBlast**
  individual emails per edition
  
  ![Image](image.png)
  Reach: 9,235 named email addresses
  Open rate (avg): 11.6% of reach
  Click rate (avg): 6% of opens
  Specifications: HTML
  Rate: £1,230 per eBlast

**Specifications:**
- Reach: 16,500 named email addresses
- Open rate (avg): 14% of reach
- Click rate (avg): 21% of opens
- Specifications: 490px (w) x 85px (h)
- Rate: £830 per banner

*Figures based on 12 months*

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GDPR Compliant
Authenticated and verified email readership

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Digital advertising

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Composites in Manufacturing