Since its launch 15 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 17,169 (July 2019 to June 2020).
New for 2021, Aerospace Manufacturing magazine’s leadership interview. Identified as an engaging new sponsored content format, where companies within the aerospace supply chain share their leader’s vision, company expertise and capabilities. Leadership interviews will be conducted and formatted in a Q&A format via email, with guidance from Aerospace Manufacturing’s editorial department. Guaranteed to be published.

**PACKAGE ONE**

- **Size:** full page (A4)
- **Dimensions:** 297mm (h) x 210mm (w)
- **Lay out:** Aerospace Manufacturing will lay out advertorial in template.
- **Client to supply leader’s image.**
- **Rate:** £3,540 per full page.

**Suggested marketing support on Website:**

- **Sponsored content** - see page 7 for synopsis.
- **Rate:** £740 per month
- **Literature hosting** - see page 7 for synopsis.
- **Rate:** £200 per month.

**PACKAGE TWO**

- **Size:** double page spread (A4)
- **Dimensions:** 297mm (h) x 420mm (w)
- **Lay out:** Aerospace Manufacturing will lay out advertorial in template.
- **Client to supply leader’s image.**
- **Rate:** £6,260 per spread.

**Free marketing promotion on Website:**

- **Sponsored content** - see page 7 for synopsis.
- **Free of charge** one month (value - £740)
- **Literature hosting** - see page 7 for synopsis.
- **Free of charge** three months (value - £600)

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**Magazine advertising**

<table>
<thead>
<tr>
<th>Type</th>
<th>Sizes</th>
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<th>Bleed</th>
<th>Rate (Price)</th>
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<td>297 (h) x 96 (w) mm</td>
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**Cover Wraps**

- **Used for special launches or a sales promotion campaign** - perfect to dominate a single edition of Aerospace Manufacturing. The Cover Wrap shows design creativity and allows you to brand with Aerospace Manufacturing. Perfect for a sales promotion.

**Price on application**

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**Free Marketing Promotion On Website**

- **Headline here and here and here**
  - **Headline to go here & here**

---

**FREE**

Delivering strong brand exposure and engagement

Leadership interviews

**NEW FOR 2021: SPONSORED CONTENT - GUARANTEES YOUR STORY IS PUBLISHED**

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**Magazine marketing**
### 2021 Editorial Feature Programme

<table>
<thead>
<tr>
<th>Aircraft programmes</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
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<th>April</th>
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<td>Interiors</td>
<td>Landing gear</td>
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<td>Southern Manufacturing*</td>
<td>Space-Comm Expo</td>
<td>Paris Airshow preview*</td>
<td>Paris Airshow issue*</td>
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<td>17 December</td>
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**Show Diary 2021**

**JANUARY**
- Subcon, Birmingham 26-28

**MARCH**
- JEC World, Paris 9-11

**APRIL**
- Southern Manufacturing and Electronics, Farnborough 20-22

**MAY**
- Space-Comm Expo, Farnborough 22-25

**JUNE**
- Paris Airshow 21-27
- TCT 3SIXTY, Birmingham 29-1 July

**AUGUST**
- Aircraft Interiors Expo, Hamburg 31-2 September

**SEPTEMBER**
- ADS Defence & Aerospace Technology Roadshow Various dates
- Composites for Europe, Stuttgart 9-11
- DSEI, London 14-17

**OCTOBER**
- EMO Milan 4-9

**NOVEMBER**
- Advanced Engineering Show, Birmingham 3-4
- JEC Korea, Seoul 3-5
- Dubai Airshow 14-18
- Aerospace Forum, Birmingham 16-18
- Formnext, Frankfurt 16-19

**FEBRUARY 2022**
- Singapore Airshow 15-20

*Show dates were correct at time of publishing programme*
Aerospace Manufacturing's online presence reaches a global audience and generates consistently high unique visitor engagement. www.aero-mag.com

Unique Users
Unique users of aero-mag.com consistently visit the website on average 32,000 per month or 384,000 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 664,000.

Search Engine Optimisation
Aerospace Manufacturing's website is found on average 20,000 times per month or 240,000 times a year.

Online demographic

Geographical areas

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

Tracked and measured digital readerships with Google Analytics

SEO

USA 32%
UK 24%
India 7%
France 3%
Germany 3%
Canada 3%
Japan 2%
Spain 1.5%
Italy 1.5%
China 1.5%
R.o.W. 21.5%
**Delivering strong brand exposure and engagement**

**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:** £540 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:** £340 per day

**Sponsored Digital Edition Banner**
- **Benefit:** Reach 10,087 unique readers receiving the digital page turning edition every month with an exclusive clickable banner that dominates the top of every page.
- **Position:** At the top of all pages on digital edition.
- **Rate:** £1,200 per edition

**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.
- **Specifications:**
  - Images to be supplied in full colour as Gif or JPEG at 670px (w) x 350pix (h)
- **Rate:** £890 per brochure* per 12 months
  (*size restrictions may apply)

**Sponsored Content**
- **Benefit:** Links to content (advertorial, case study) on advertiser’s website.
- **Position:** Homepage rotating through 6 positions within editorial sections.
- **Specifications:**
  - Images to be supplied in full colour.
- **Rate:** £740 per month

**Video Creation and Hosting**
- **Benefit:** Improves reader understanding with audio visual experience.
- **Position:** Homepage, then links to the video channel.
- **Creation Rate:** £1,790 per video with 12 months hosting
- **Hosting Rate:** £1,290 per video per 12 months

**NEW FOR 2021**
Email marketing

**Editor’s eNewsletter**
- Reach: 16,500 named email addresses
- Open rate (avg): 14% of reach
- Click rate (avg): 21% of opens

**Banner**
- Specifications: 490px (w) x 85px (h)
- Rate: £840 per banner

**Sponsored Content**
- Specifications: Images and logos are to be supplied in full colour
- Standard: 670px (w) x 350px (h)
- Rate: £940 per month

**eBlast marketing**
- Reach: 10,585 named email addresses
- Open rate (avg): 11.6% of reach
- Click rate (avg): 6% of opens

**Telemarketing**
- Follow up your eBlast with our new client telemarketing service – qualifying and quantifying your leads.
- Send out your eBlasts using our bespoke service and we then phone all responders on your behalf, helping to narrow down sales opportunities and identifying key decision makers – saving you time and delivering new business opportunities.
- Rate: Price on application

**New for 2021**
- Digital advertising
- Telemarketing
- Email marketing