

Airline Business newsletter advertising guide

Newsletter content

The Airline Business newsletter is a free monthly snapshot of the highlights of the current issue of Airline Business and the latest content featured on our website. Written by the Airline Business editorial team, the newsletter also puts the spotlight on the latest events run by the magazine and the most recent of our industry leading surveys, such as the Airline IT Trends Survey.

The newsletter includes, the Airline Business cover interview, the monthly Special Reports and Rankings, the month's top stories and analysis and the latest web-only chief executive interviews.

Marketing reach and frequency

Circulation: 9,500

Frequency: Monthly

Target audience:

Readers of Airline Business magazine, reaching senior executives from across the industry

Advertising opportunities

Ad unit	Size (px)	cost per insertion		
		£	\$	€
Top Banner	468 x 60	680	1,380	1,020
Skyscraper	120 x 600	920	1,868	1,380
MPU	300 x 250	680	1,380	1,020
Bottom banner	468 x 60	520	1,056	780
Solus	As above	1,670	3,390	2,505

Last update: 21 September 2007

Advertising delivery requirements

Advertisements and/or copy must be submitted to e-marketing.operations@rbi.co.uk at least five (5) business days before scheduled sponsorship. GIF, animated GIF and JPEG images are accepted. Rich media files are not accepted. File size should not exceed 30k. All advertisements should be accompanied by a text equivalent in order to be seen by all subscribers (200 characters). **Either the bottom MPU or bottom banner will feature in the newsletter.**

Sales contact information

Kelly McAlpin

Reed Business Information

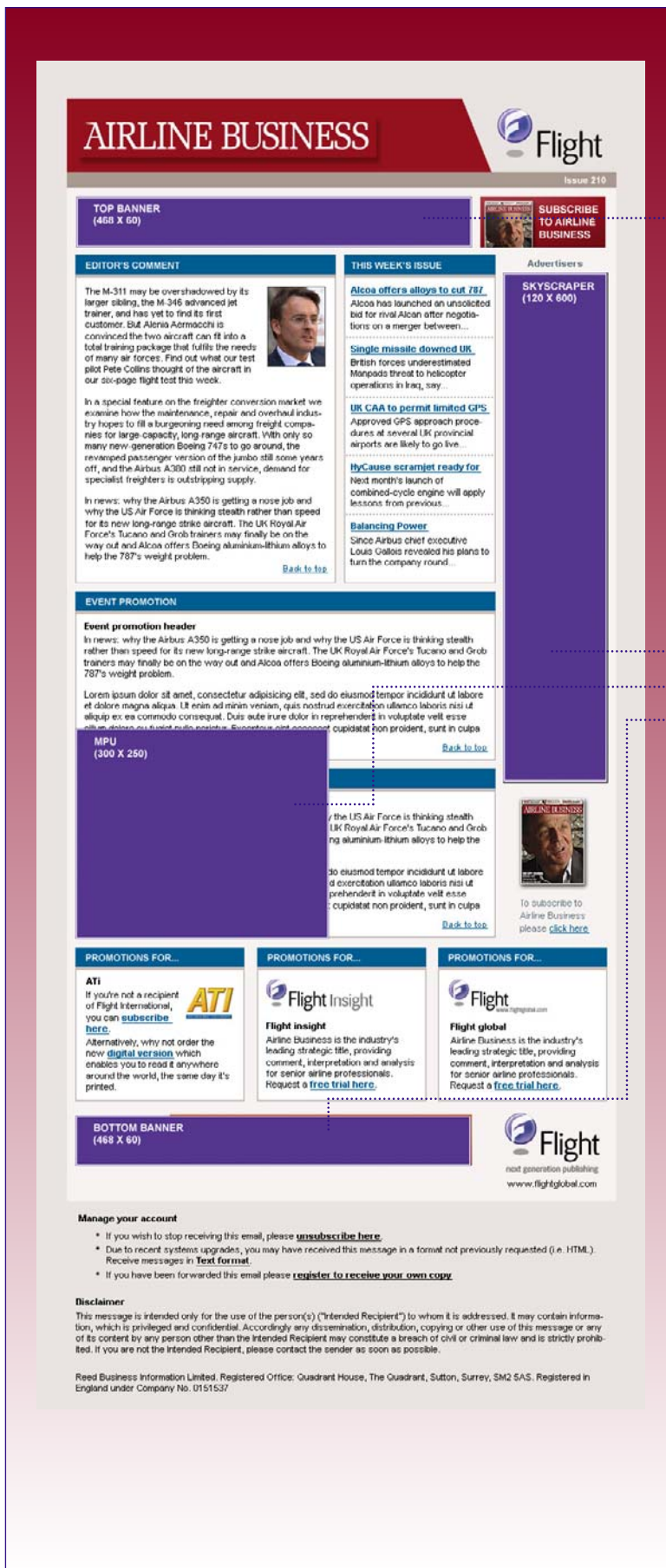
Quadrant House, The Quadrant, Sutton SM2 5AS
+44 20 8652 8158

kelly.mcalpin@rbi.co.uk

Online ad production

E-marketing Operations, Central Marketing, 9th Floor
Reed Business Information, Quadrant House
The Quadrant, Sutton, Surrey, SM2 5AS, UK
e-marketing.operations@rbi.co.uk

All advertisements are accepted subject to RBI's standard terms and conditions which can be found at <http://reedbusiness.co.uk/adtermsandconditions>



The screenshot shows the layout of the Airline Business newsletter. At the top is the 'AIRLINE BUSINESS' header with the 'Flight' logo and 'Issue 210'. Below this is a 'TOP BANNER (468 X 60)' area. The main content area is divided into sections: 'EDITOR'S COMMENT' with a photo of a man, 'THIS WEEK'S ISSUE' with several article teasers, and 'EVENT PROMOTION' with a detailed article snippet. On the right side, there is a 'SKYSCRAPER (120 X 600)' ad unit. At the bottom, there are three 'PROMOTIONS FOR...' boxes for ATi, Flight Insight, and Flight Global, each with a logo and a brief description. A 'BOTTOM BANNER (468 X 60)' is at the very bottom. A 'Manage your account' section and a 'Disclaimer' are also visible at the bottom of the page.