Business Jet interiors INTERNATIONAL

MEDIA INFORMATION | CIRCULATION | WWW.BUSINESSJETINTERIORSINTERNATIONAL.COM | ADVERTISEMENT RATES | MECHANICAL DETAILS | PUBLISHING SCHEDULE

2016 media and advertising data

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It is forecast that the market for aircraft refurbishment is set to expand to US$4.3bn per year over the next five years. This compares with the US$3.04bn spent in 2012, and includes the business aviation sector, which is playing an important part in this growth. There is only one publication that purely focuses on aircraft interior refurbishment for the business aviation sector and that is *Business Jet Interiors International*.

There are many publications serving the business aviation market and you only have to go to one of the industry shows to see a vast collection of glossy magazines available to business aviation owners, operators, users and anyone with a general interest. The magazines will advise you of all the latest accessories and 'must-haves' that go with this exclusive lifestyle, but there is only one business-to-business magazine that will tell you the latest that is happening in the world of business aviation cabin interiors: *Business Jet Interiors International*.

Published alongside the industry-leading title for the commercial aviation sector, *Aircraft Interiors International*, *Business Jet Interiors International* is brought to you by a publisher that specializes in the subject of aviation cabin interiors. The industry enjoys its unique style and content, and the magazine is established as a vital source of information and market data. With aircraft acquisitions being strongly influenced by the cabin interior offering, the magazine also plays a further important role within the industry.

In 2015 we had more companies advertising – and on a more frequent basis – since the publication was launched.

Advertising your cabin interior products and services alongside other cabin interior products and articles to a carefully targeted audience proves to be very effective, with the proof being sales leads delivered through our reader inquiry service.

The key areas of business covered are:

Completions and Refurbishment
Cabin Management Systems
IFE and Communications
Textiles and Leather
Seating
Lighting
New Concepts
Catering
Galleys and Lavatories
Interior Design
Flooring
Bespoke Fittings and Cabinetry
Craftsmanship
Market Trends/Analysis

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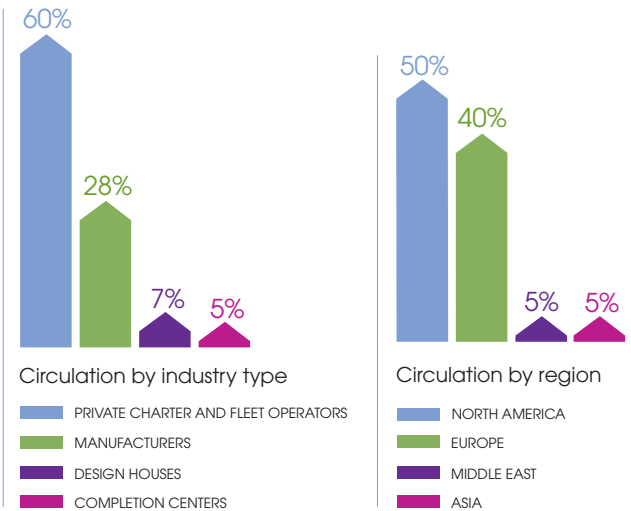
circulation

Business Jet Interiors International is distributed to a unique circulation database that totals over 8,ooo copies worldwide. The magazine is circulated within every single major and minor private charter operator, corporate fleet operators and multiple independent owners. This is backed with distribution to completion centers, design houses and of course aircraft manufacturers themselves.

Business Jet Interiors International will also be distributed at Aircraft Interiors Expo in Hamburg, Aircraft Interiors Expo Americas, NBAA Annual Convention, EBACE and alternate years at MEBA.



Business Jet Interiors International is a sister publication to leading industry magazine *Aircraft Interiors International*.

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www.BusinessJetInteriorsInternational.com

Business Jet Interiors International went digital in 2009 with its own website featuring weekly industry news updates, blogs and access to the latest issue of *Business Jet Interiors International*.

www.BusinessJetInteriorsInternational.com provides the opportunity for select advertisers to secure one of the limited number of sponsorship banners for a 12-month period. The website also hosts the *Business Jet Interiors* Supplier Spotlight. This directory, exclusive to magazine advertisers, is a comprehensive listing of leading cabin system suppliers. Each company listed can display a 200- to 300-word company profile, along with images and contact details.

Key news stories, jobs and blogs of the week are emailed to the entire *Business Jet Interiors International* database each and every week, ensuring the website achieves excellent industry penetration.

Rates (hosted for a 12-month period)

Head-of-page lead banner	£9,950
Base-of-page lead banner	£8,450
Junior banner (left- or right-hand column)	£6,450
Supplier Spotlight	£1,000

Advertising on our website is only available for companies who advertise in our magazine.

Advertisers also have the opportunity to have an email blast to our circulation database with a personalized message for just £1,200.

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advertisement rates

2016	Full page	Half page
1 insertion	£4,900	£3,700
2 insertions (per insertion)	£4,410	£3,330
3 insertions (per insertion)	£4,290	£3,240
4 insertions (per insertion)	£4,165	£3,145

Special positions available (covers, facing contents, etc)

mechanical details

Proof:	Match print or high-resolution color copy
Page trim size: (Full-page ad)	225mm (W) x 280mm (H); 8.858in x 11.024in (Bleed size: 231mm x 286mm)
Text area:	195mm (W) x 250mm (H); 7.677in x 9.842in
Half-page size:	195mm (W) x 125mm (H); 7.677in x 4.921in

All advertising material should be supplied in an electronic format

"We've been advertising in *Business Jet Interiors* magazine for several years. It was our company's first formal use of advertising and has been an excellent source for generating awareness of our company in the global business jet market"

Rick Niefield, vice president, High Tech Finishing

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April 2016	Focus on Europe's top VIP aircraft interior designers EBACE 2016 show preview* Fabrics, leather and flooring review **Copy deadline: February 18, 2016**
July 2016	Galley equipment Lighting VIP completion houses **Copy deadline: May 26, 2016**
October 2016	NBAA-BACE preview* MEBA 2016 preview* Focus on North America's top VIP aircraft interior designers Catering **Copy deadline: September 1, 2016**
January 2017	Supplier showcase and annual review: (4-page package **£4,950**; 2-page package **£3,950**) Seating In-flight entertainment and communications **Copy deadline: October 20, 2016**

*Show preview issues include extra distribution at those events

The feature program will be subject to change during the year, so please contact a member of the sales team for the latest program.

If you currently receive the magazine on a regular basis, you must REGISTER to continue to do so. This can be done online by visiting: www.ukipme.com/recard/bizcard.html

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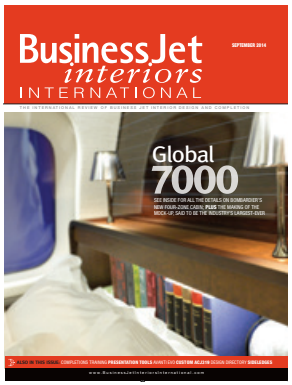

sponsorship opportunities

Place a banner advertisement on our weekly news emailer

Exclusive to one company, the opportunity to place a banner advertisement at the top our weekly news emailer mailed out to over 30,000 subscribers 48 times per year. This exclusive opportunity provides both great exposure and tremendous value for just **£7,500** per year.

Your advertisement can go here

New for 2016, sponsorship of the magazine's carrier sheet

Copies of *Business Jet Interiors International* are mailed out in a polybag and accompanied by a carrier sheet for postal address and mailing purposes. This sheet provides a further high-profile advertising opportunity before the publication has even been opened.

There are two options with this:

£4,350 to advertise on one side
£5,650 to advertise on both sides

These costs are per issue of the publication.

Please note, this is an example only. Area of advertisment within the blue box as illustrated.

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