

New Technology | Architecture and Design | Security | IT | Retail and more...

PASSENGER TERMINALWorld

2009

Media Schedule and Advertising Rates



Publication schedule | Readership profile | passengerterminaltoday.com | Advertising rates

Publication Schedule 2009

MARCH ISSUE



FEATURES:

- Security
- Chemical & biological threats
- Food & beverage
- Airport management
- Airport lounges
- Flooring
- CCTV
- Rail terminals of the future

Regional feature:

UK & Ireland

Airport feature:

City airport

Distributed at:



- Passenger Terminal Expo 2009, London
- Airport Show, Dubai

JUNE ISSUE



FEATURES:

- Passenger relaxation and entertainment
- Environmental/energy saving issues
- Definitive guide to RFID
- Baggage handling
- Seating and furniture
- Baggage screening
- Airport environment (heating/ventilation)
- Passenger screening

Regional feature:

Central & Eastern Europe

Airport feature:

India Case Study

Interview:

Paul Behan, IATA

ANNUAL REVIEW 2010



PASSENGER TERMINAL WORLD ANNUAL REVIEW 2010:

Published November 2009

- Suppliers to the world's top 20 airports
- Mission-critical facts and figures 2009/10 report
- The Annual Review will be available at all major airport shows, including **Passenger Terminal Expo** throughout 2010

Online

Passenger Terminal World goes on-line at www.passengerterminaltoday.com

www.passengerterminaltoday.com now hosts a fully interactive version of Passenger Terminal World magazine.

www.passengerterminaltoday.com is now not only the place to get the latest daily, real-time passenger terminal news, but also the only portal where you can read the very latest issue of Passenger Terminal World. And online readers will receive the issue at least two weeks before the paper version is circulated.

The new digital magazine is an exact copy of the established and widely read printed version of Passenger Terminal World, and features interactive advertisements and articles that link straight through to advertiser's featured websites.

The new digital issue will also allow several thousand more key decision makers, engineers, designers and planners to view the industry's leading publication.

www.passengerterminaltoday.com has proved to be enormously popular, and we continue to distribute the site to in excess of 25,000 industry professionals each and every week. With mission critical news compiled by our team of worldwide freelance reporters, our stories are exclusive to www.passengerterminaltoday.com and are uploaded in 'real time' as and when the stories unfold.



SEPTEMBER ISSUE



FEATURES:

- Information technology & software
- Boarding bridges
- Access control
- Border control
- Design & engineering
- Passenger flow & passenger guidance systems
- Public address systems
- Facilities management

Regional feature:

Central & Eastern Europe

Airport feature:

Cape Town

Distributed at:

- Inter Airport, Munich
- ACI North America, Austin, TX

NOVEMBER ISSUE



FEATURES:

- Architecture & design
- Lighting
- Check-in
- Simulation
- Displays (FIDS/PIDS)
- Promotional Display
- PRT & APM systems
- Telecommunications
- Passenger handling
- Airline views on airports

Regional feature:

China

Airport feature:

Middle East Airport TBC

Distributed at:

- Airport Exchange 2009

CIRCULATION AND READERSHIP

***Passenger Terminal World* is the world's leading magazine in the field of airport terminals. Now entering its 15th year of publication, *Passenger Terminal World* is globally acknowledged as the most readable and best-designed magazine in this sector, offering the latest developments, opinions, analyses and a superlative level of news reporting – all at the highest editorial standard.**



Passenger Terminal World is published quarterly and has a fully ABC audited circulation in excess of 10,500 worldwide, with all copies being distributed on an individually named, fully registered basis. PLUS, the on-line interactive version of ***Passenger Terminal World*** on www.passengerterminaltoday.com adds a further 25,000 readers to the global circulation.

Advertisers benefit from exposure to the most senior decision makers and decision influencers in airports, airlines and transportation authorities in more than 160 countries. They include:

- Managing directors/CEOs of airport authorities
- Senior airline management
- Airport operations managers
- Departments of transportation
- Architects and interior designers
- Concessions directors
- Commercial managers
- Purchasing department directors
- Heads of department

DISTRIBUTION

Europe 43%
USA and Canada 39%
Rest of the world 18%

Each issue also benefits from additional distribution at one or more major industry exhibitions and conferences around the world, including:

Passenger Terminal Expo, AAAE, Inter-Airport, ACI Events, Airport Show Dubai, and other industry-specific shows.

Informed content, interviews with top industry figures, the very latest technologies and unsurpassed design...



PASSENGER TERMINALWorld

MAGAZINE ADVERTISING RATES

| | |
|--------------------|--------|
| Half page | £2,345 |
| Single page | £3,795 |
| Double-page spread | £6,000 |
| Outside back cover | £5,295 |
| Inside back cover | £4,695 |
| Inside front cover | £4,895 |

ANNUAL REVIEW 2010 ADVERTISING RATES

| | |
|-------------|--------|
| Single page | £4,000 |
| Half page | £2,500 |

| | | |
|-------------------|-----------------|-------------|
| Series discounts: | 2 issues | 5% |
| | 3 issues | 7.5% |
| | 4 issues | 10% |
| | 5 issues | 20% |

Special positions by negotiation

SPECIAL PACKAGES

New Product Launch
Supplier Interview

Rates available on request

MAGAZINE ADVERTISING DIMENSIONS

Media: advertising and editorial material should be supplied in an electronic format

| | |
|------------------------|--------------------------------|
| Full page (trim size): | 230mm (width) x 300mm (height) |
| Safe text area: | 200mm (width) x 276mm (height) |
| Half page: | 200mm (width) x 132mm (height) |
| Half page vertical: | 100mm (width) x 276mm (height) |

Full details available at: www.ukipme.com/guidelines

“We have found *Passenger Terminal World* to be exceptionally effective in reaching our target market and generating leads”

K. Romi Singh, President, Aviation Research Corporation

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www.passengerterminaltoday.com BANNER ADVERTISING RATES

major banners

| |
|----------------------|
| £1,950 for 3 months |
| £3,705 for 6 months |
| £5,265 for 9 months |
| £6,630 for 12 months |

All other banners

| |
|----------------------|
| £1,500 for 3 months |
| £2,850 for 6 months |
| £4,050 for 9 months |
| £5,100 for 12 months |

www.passengerterminaltoday.com MULTIMEDIA INTERVIEWS

Audio Interview: £1,100 for 12 months
PTE Video Interview: £2,950 for 12 months

www.passengerterminaltoday.com SUPPLIER DIRECTORY ENTRY

Includes:

- a 300- to 500-word company profile
- your company logo
- a relevant illustration
- your contact details
- a click-through to your own website
- coverage on the Supplier Directory page for a whole year

Special rates to regular advertisers and exhibitors only:
£1,200
Normal rate: £4,500 for 12 months

www.passengerterminaltoday.com WEB ADVERTISING DIMENSIONS

| | |
|---------------------|------------------------|
| Major banner: | 720 pixels x 70 pixels |
| Central banners: | 430 pixels x 70 pixels |
| Left hand banners: | 140 pixels x 70 pixels |
| Right hand banners: | 285 pixels x 70 pixels |