

# PASSENGER TERMINALWORLD



# Publication Schedule 2012

## MARCH ISSUE



### FEATURES:

- Airport Management
- Airport Lounges
- Food & Beverage
- Information Technology & Software
- PRT & APM systems

Distributed at:



- Passenger Terminal Expo 2012, Vienna
- AAE, Phoenix, Arizona
- Airport Show, Dubai

## JUNE ISSUE



### FEATURES:

- Baggage Handling & Screening
- Seating
- RFID
- Environmental/energy saving issues
- Passenger Relaxation & Entertainment

Awards issue:

**SkyTrax World Airport Awards**



## ANNUAL REVIEW 2013



### PASSENGER TERMINAL WORLD ANNUAL REVIEW 2013:

Published November 2012

- Suppliers to the world's top 20 airports
- Mission-critical facts and figures 2012/13 report
- The Annual Review will be available at all major airport shows, including **Passenger Terminal Expo** throughout 2013

## Online



### Passenger Terminal World on-line at [www.passengerterminaltoday.com](http://www.passengerterminaltoday.com)

[www.passengerterminaltoday.com](http://www.passengerterminaltoday.com) hosts a fully interactive version of Passenger Terminal World magazine.

[www.passengerterminaltoday.com](http://www.passengerterminaltoday.com) is 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 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 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](http://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](http://www.passengerterminaltoday.com) and are uploaded in 'real time' as and when the stories unfold.



## SEPTEMBER ISSUE



### FEATURES:

- Access Control
- Border Control
- Passenger Screening/Explosive detection
- Retail
- Revenue Generation
- Boarding Bridges
- Temporary Terminal
- Simulation

Regional feature:

**Middle East**

Distributed at:

- ACI NA, Calgary, Canada
- Airport Exchange 2012
- AVSEC World 2012

## JANUARY 2013 ISSUE



### FEATURES:

- Architecture & Design
- Check-in
- Lighting (incl. energy efficient, natural, solar power)
- Displays and Public Address Systems

Regional feature:

**North America**


Distributed at:

- **Passenger Terminal Expo 2013**



## CIRCULATION AND READERSHIP

**Passenger Terminal World** is the world's leading magazine in the field of airport terminals. Now entering its 18th 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 of 9,717 worldwide, with all copies being distributed on an individually named basis. PLUS, the on-line interactive version of **Passenger Terminal World** on [www.passengerterminaltoday.com](http://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 151 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 56%**  
**USA and Canada 18%**  
**Rest of the world 26%**

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

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

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

\* audit issue net circulation. Average net circulation per issue 9,693 Jan 2010 to Dec 2010.

\*\*Publisher's statement



## MAGAZINE ADVERTISING RATES

Half page	£2,750
Full page	£4,125
Double-page spread	£6,375
Outside back cover	£5,750
Inside back cover	£5,275
Inside front cover	£5,125

## ANNUAL REVIEW 2013 ADVERTISING RATES

Full page	£4,300
Half page	£3,100

Series discounts:	<b>2 issues</b>	<b>5%</b>
	<b>3 issues</b>	<b>7.5%</b>
	<b>4 issues</b>	<b>10%</b>
	<b>5 issues</b>	<b>20%</b>

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):	215mm (width) x 275mm (height)
Safe text area:	205mm (width) x 260mm (height)
Half page:	183mm (width) x 115mm (height)
Half page vertical:	90mm (width) x 250mm (height)

Full details available at: [www.ukipme.com/guidelines](http://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](http://www.passengerterminaltoday.com)

### BANNER ADVERTISING RATES

Banner advertising rates and dimensions available on request



## [www.passengerterminaltoday.com](http://www.passengerterminaltoday.com)

### MULTIMEDIA INTERVIEWS

Audio Interview: £1,100 for 12 months

PTE Video Interview: £2,950 for 12 months

## [www.passengerterminaltoday.com](http://www.passengerterminaltoday.com)

### SUPPLIER DIRECTORY ENTRY

Includes:

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

Special rates to regular advertisers: £1,200

Normal rate: £4,500 for 12 months