

Airline maintenance newsletter advertising guide

Newsletter content

Airline maintenance is a free newsletter emailed fortnightly to an audience of key professionals involved in maintenance, repair and overhaul. Every two weeks this audience will receive a newsletter that links through to the full range of headlines, analysis and data available from Flight, including content from Airline Business, Flight International and flightglobal.com as well as ACAS, our leading MRO and fleet database. Additional insights will be provided by our team of in-house analysts and named commentators.

Marketing reach and frequency

Circulation: 5,200

Frequency: Fortnightly (Wednesday)

Target audience:

- Airline engineering departments
- MRO operations
- Air frame and engine manufacturers

Advertising opportunities

Ad unit	Size (px)	cost per insertion		
		£	€	\$
Top Banner	468 x 60	320	470	600
Skyscraper	120 x 600	420	620	780
Bottom MPU	300 x 250	320	470	600
Bottom banner	468 x 60	240	350	450
Solus	As above	780	1,150	1,460

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

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Online ad production

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

TOP BANNER
(468 X 60)

SKYSCRAPER
(120 X 600)

MPU
(300 X 250)

BOTTOM BANNER
(468 X 60)

Planned capacity growth for top 10 North Atlantic carriers

Airline	Wtdy capacity 2005 million	Wtdy capacity 2006 change	Wtdy flights 2005 change No.	Wtdy seats 2006 change
British Airways	1,743	7.3%	+2	7.9%
Lufthansa	763	12.4%	+40	11.5%
Delta Air Lines	680	8.8%	+50	10.5%
American Airlines	661	-1.3%	-30	-1.4%
United Airlines	590	3.3%	+14	2.6%
Virgin Atlantic	540	12.9%	+23	12.3%
Continental	540	8.4%	+51	8.3%
Air France	520	1.3%	-2	1.8%
Air Canada	340	10.3%	+11	8.1%
Southwest	322	0.1%	+2	0.2%
Total Market	8,213	6.9%	+198	6.8%