

AUSTRALIAN **AVIATION** 2017 eMEDIA KIT



Editorial Calendar, Deadlines & Rates

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Digital reach

Australian Aviation's digital channels provide analysis and background, news and information, reaching an audience of industry leaders and decision-makers, management, professional and recreational pilots, engineers and aviation enthusiasts.

WEBSITE

australianaviation.com.au is Australia's leading aviation news and analysis website, reporting on aviation and defence aerospace topics via news items, photo reports and opinion pieces specifically relevant to an Australian and New Zealand audience. australianaviation.com.au also provides a forum for vigorous debate and discussion of aviation issues through reader comments.

The fully mobile-responsive australianaviation.com.au was generating 110,000 users, 195,000 sessions and 360,000 page views per month at late 2016 – source Google Analytics.

EXPRESS E-NEWSLETTER

Australian Aviation's e-newsletter is emailed out early each week to over 10,000 readers in Australia and across the world, providing them with a comprehensive weekly roundup of aviation and defence aerospace news.

IPAD APP

The Australian Aviation iPad app features all the in-depth feature stories, editorials and news items

from monthly Australian Aviation magazine in a user-friendly format optimised for the iPad, augmented by video and extra pictorial content.

Readers can purchase single issue editions, or take out an annual iPad subscription, while print subscribers to Australian Aviation can register for free access to iPad app issues via our website.

SOCIAL MEDIA ENGAGEMENT

Australian Aviation has a strong connection to its readership and the broader aviation community through its social media presence on Facebook – 10,000+ likes – and Twitter – 5,000+ followers (at late 2016).

COVERAGE

Australian Aviation provides comprehensive coverage of all aspects of aviation and aerospace. Dedicated news and feature articles each issue cover airlines, airliner development, military aviation, defence policy, the aerospace industry, business, general and recreational aviation, airports and helicopters.

australianaviation.com.au offers unprecedented reach through its rapidly growing, and deeply engaged, readership

By late 2016, australianaviation.com.au was generating:

195,000
sessions per month

110,000
visitors per month

360,000
page views per month

Website advertising specifications

The screenshot shows the Australian Aviation website layout. At the top is a navigation bar with links: ABOUT, SUBSCRIBE, APP, AA ONLINE, SHOP, ADVERTISE. Below this is the main header with the 'AUSTRALIAN AVIATION' logo and a teal box for a **Leaderboard** ad. A secondary navigation bar lists categories: COMMENT, AIRLINES, DEFENCE, AIRPORTS, INDUSTRY, MOVEMENTS & IMAGES.

The main content area is divided into several sections:

- TOP STORY:** Features a large image of a Boeing C-17 Globemaster III aircraft on a tarmac. Below the image is the headline "Two extra C-17s confirmed, two further aircraft under consideration" and a "Continue Reading" button.
- SEARCH THE SITE:** A search bar with the placeholder text "Search the site...".
- FOLLOW AUSTRALIAN AVIATION:** Social media icons for Facebook, Twitter, Google+, Email, and RSS.
- LATEST ISSUE - SEPTEMBER:** A section for the magazine issue, featuring a cover image and a list of highlights: "First RAAF F-35", "The MH370 search", "A350 on tour", "Mail call", and "Fall out MH17". It includes a "Sign up to receive AA Express each week FREE" form with an "Email Address" field and a "SUBSCRIBE" button.
- HEADLINES:** A grid of article teasers:
 - QantasLink ends Gladstone-Sydney service:** September 1, 2014. Teaser text: "Residents of Gladstone have lost their direct service to Sydney after QantasLink ended its flights on the route on Friday. The last service..."
 - Xiamen flags 787 for Australian routes:** September 1, 2014. Teaser text: "Xiamen Airlines has joined a growing list of carriers planning to fly the Boeing 787 to Australia. The Chinese airline has received the first of..."
 - Borghetti says demand gap closing:** August 28, 2014. Teaser text: "Virgin Australia chief executive John Borghetti says the market is slowly catching up with the excess capacity swirling around in the domestic..."
 - Tigerair on path to 2017 profit, Virgin says:** August 26, 2014. Teaser text: "Tigerair Australia is on a clear path to profitability by 2016/17 after a year of transformation, the budget carrier's majority owner Virgin Australia..."
- COMMENT:** A section for user comments, featuring the headline "Confronting the Qantas Group's 'confronting' loss" and a "Continue Reading" button.
- Flight report: An A350 Xperience:** June 17, 2014. Teaser text: "A flight test program is a finely-tuned schedule, down to the most detailed demonstration and with every minute of flight time accounted for. The..."

Additional teal boxes highlight a **Box** ad in the right sidebar, another **Box** ad at the bottom right, and a **Banner** ad at the bottom left.

Leaderboard (WxH)

Size: 728x90pixels

350 x 50 for mobile devices

Box (WxH)

Size: 300x250pixels

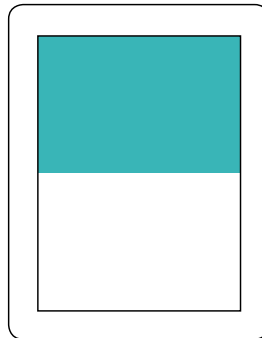
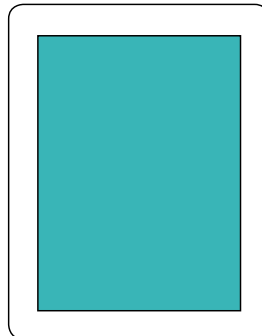
Banner (WxH)

Size: 665x80pixels

Box (WxH)

Size: 300x250pixels

iPad app advertising



iPad guidelines

Dynamic ads

Contact our office for details.

Full screen static

Supply PDF @ 132ppi in both portrait 768px W x 1024px H; and landscape 1024px W x 768px H.

Half screen static

Supply PDF @ 132ppi in portrait format 718px W x 439px H.

Express advertising



Australian Aviation Express is emailed to:

10,000+ readers per week

Banner (WxH)

Size: 590x72pixels

Box (WxH)

Size: 300x250pixels

*The iPad app on-sale date is generally the last Thursday of the month.

2017 eMedia rates

australianaviation.com.au website			
Format	Placement	Buy	Cost
728 x 90 leaderboard	run of site	CPM	\$90
300 x 250 box	run of site	CPM	\$85
300 x 500 tower	run of site	CPM	\$150
665 x 80 banner	run of site	CPM	\$75
'Roadblock'	exclusivity across all positions across site	weekly	\$2,990

Australian Aviation Express e-newsletter			
Format	Placement	Buy	Cost
590 x 72 banner	masthead, body	weekly	\$290
300 x 250 box	body	weekly	\$290

Website & Express 'Roadblock'			
Format		Buy	Cost
Exclusivity across the website and e-newsletter		weekly	\$3,500

Notes: CPM = cost per thousand website page views. Time-based rates on application. A roadblock campaign is defined as exclusive use of all advertising positions across the website and (where applicable) Express e-newsletter for a given week. All amounts expressed in Australian dollars (AUD). GST: Prices quoted include 10% GST (Goods and Services Tax).

Website ad guidelines: Maximum file size 39K; include click-through URL; files can be Flash (backup GIF must be supplied), JPEG or PNG; looping should be continuous.

Booking deadline: 48 hours before campaign goes live.

2017 iPad advertising rates

	iPad only	With print ad
Full page dynamic [#]	\$2,500	\$1,000
Full page static	\$1,900	free value-add
Half page static	\$900	free value-add

*All prices quoted in Australian Dollars (AUD). Prices are inclusive of 10% GST (Goods and Services Tax). INTERNATIONAL RATES: Rates in US dollars available on request. AGENCY COMMISSION: Prices quoted are the total advertising cost, excluding any agency commission where relevant. CANCELLATIONS: Can only be acknowledged if they are received prior to booking deadline.

[#]Dynamic iPad ads can feature video, animations, photo slide shows and other interactive elements. Please work with our iPad design team to ensure your dynamic iPad ad placement meets our technical requirements.

iPad app booking deadline: Second Thursday of the month prior.