

AUSTRALIAN **AVIATION** **2017 MEDIA KIT**



**Editorial Calendar,
Deadlines & Rates**

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COMBAT CODED F-35A IOC | CENTURY CLUB BOEING AT 100

AUSTRALIAN

No. 341 September 2016

AVIATION

Five vectors

Chief of Air Force sets a new course

Are you my MOM?

Boeing's Middle of the Market quandary



PRIDE OF THE FLEET



Print, iPad and digital magazine

Through its print magazine, iPad app and digital magazine, Australian Aviation provides analysis and background, news and information for an audience of industry leaders and decision-makers, management, professional and recreational pilots, engineers and aviation enthusiasts.

CIRCULATION & REACH

- ➔ Audited magazine circulation of 9,065 copies per issue – Circulation Audit Bureau audit for 12 months to October 2015.
- ➔ Over 1,000 paid iPad app edition downloads per issue – publisher's claim. In addition, print subscribers gain free access to the iPad app, with over 500 subscribers accessing the app each month, giving total iPad app downloads each issue in excess of 1,500.
- ➔ Over 20,000 readers, predominantly mature high-income earners, providing unmatched market reach.
- ➔ Print magazine distributed throughout Australia and New Zealand via more than 2,500 newsagents and outlets.
- ➔ Print magazine mail distribution to over 3,500 subscribers, including key decision-makers within the airline, military, industry, general aviation and government sectors in Australia and New Zealand.
- ➔ Additional print magazine distribution to select industry conferences and events, including major airshows.

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.

PRINT MAGAZINE

The print edition of Australian Aviation is a high quality, attractive and easy-to-read magazine, with high visual impact and printed on gloss paper.

Printed in a larger 225 x 297mm format, Australian Aviation features the shortest production cycle of any Australian aviation magazine, ensuring the most up-to-date content.

IPAD APP

The Australian Aviation iPad app features all of our in-depth feature stories, editorials and news items from the magazine in an easy-to-read and user-friendly format optimised for the iPad, augmented by video and extra pictorial content.

Each monthly issue of the magazine is available through the app. 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.

DIGITAL MAGAZINE

Each issue of Australian Aviation is published on our website in a searchable digital print replica magazine format. Registered magazine subscribers can view the magazine online for the life of their subscription at no charge, including full access to archived back issues of the magazine. Australian Aviation also offers digital-only subscriptions with access to the iPad app and the Australian Aviation digital print replica magazine (which is also compatible with Android tablet devices).

SOCIAL MEDIA ENGAGEMENT

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

INDUSTRY ASSOCIATIONS

Australian Aviation is proud to be the official supporting journal of Aviation/Aerospace Australia, the Regional Aviation Association of Australia, the Aerial Application Association of Australia and the Australian Airports Association, and is proud to provide a forum for the opinions of the Williams Foundation thinktank, a RAAF Association foundation. All five organisations are afforded a regular space in each issue of the print, iPad and digital magazine.

WEBSITE

Australian Aviation also publishes news and analysis on Australia's leading aviation website at australianaviation.com.au.

Please refer to our separate eMedia Kit for further details on website and Express e-newsletter advertising.

READER VALUES

- ➔ 97% of readers rate Australian Aviation as an authoritative source of industry news and views.
- ➔ 86% of readers agree that advertising in Australian Aviation shows that the brand being advertised is of high quality.
- ➔ Over 50% of respondents visited an advertiser's website after seeing their advertisement in Australian Aviation.

Source – 2013-14 Australian Aviation reader survey.

READER DEMOGRAPHICS

- ➔ 53% of readers in the workforce are employed in the aviation and defence industries.
- ➔ 30% of readers hold a pilot licence.
- ➔ 40% of readers come from households with annual incomes of over \$100,000 a year.

Source – 2013-14 Australian Aviation reader survey.

Australian Aviation offers unprecedented reach across print, iPad and digital magazine formats

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Print, iPad & digital magazine issues a year

1,500+

iPad app issue downloads per issue

3,500

Print magazine subscribers

9,065

Audited magazine circulation per issue

20,000

Magazine readers across print and digital per month

2017 print advertising rates*

Size	Number of insertions			
	1x	3x	6x	11x
Double page spread	\$5,900	\$5,700	\$5,500	\$5,000
Outside back cover	\$4,000	\$3,800	\$3,700	\$3,500
Full page	\$3,500	\$3,300	\$3,200	\$3,000
Half page	\$1,850	\$1,750	\$1,700	\$1,500
Quarter page	\$990	\$950	\$900	\$800
Eighth page	\$490	\$450	\$420	\$390

Static iPad ad placements are included with double page, full page and half page print ad insertions

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.

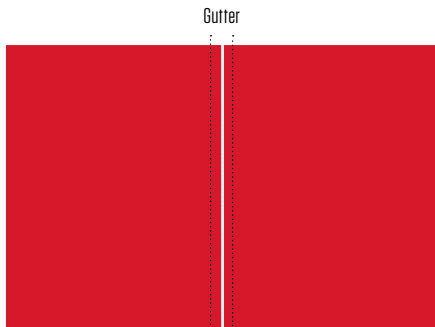
2017 print & iPad advertising deadlines

Issue	Theme	Booking	Material	On sale*
January/February	Summer Reading special issue	Dec 6 2016	Dec 9 2016	Jan 5 2017
March	Avalon Airshow	January 31	February 3	February 23
April	Pilot watches	March 7	March 10	March 30
May	MRO	April 4	April 7	April 27
June	Helicopters	May 2	May 5	May 25
July	Unmanned systems	June 6	June 9	June 29
August	Pilot careers	July 4	July 7	July 27
September	Networked battlespace	August 8	August 11	August 31
October	Regional aviation	September 5	September 8	September 28
November	Air traffic management	October 3	October 6	October 26
December	Business aviation	November 7	November 10	November 30
January/February 2017	Summer Reading special issue	December 5	December 8	Jan 4 2018 TBC

*The Australian newsagency on-sale date is generally the last Thursday of the month. Australian print subscribers receive their copies and the iPad app is available for download up to one week earlier.

Print advertising specifications

Australian Aviation features the larger 225mm x 297mm format



Double Page Spread (WxH)

Bleed: 456 x 303mm
Trim: 450 x 297mm
Gutter: 6mm (3mm either side of spine)
Type clearspace: 5mm in on all sides



Full Page Spread (WxH)

Bleed: 231 x 303mm
Trim: 225 x 297mm
Type clearspace: 5mm in on all sides



Half Page Horizontal (WxH)

Bleed: 231 x 151mm
Trim: 225 x 148mm
Type clearspace: 5mm in on all sides



Half Page Vertical (WxH)

Size: 95 x 270mm



Quarter Page (WxH)

Size: 95 x 132mm



Eighth Page Horizontal (WxH)

Size: 95 x 64mm

Print artwork guidelines

Accepted files

Please supply artwork as high-resolution PDFs.

Colours

All placed files and artwork should be CMYK only. No RGB images or spot colours.

Resolution

Images should have an effective resolution of 300dpi.

Bleed

Double page, full page and half page horizontal spreads require 5mm bleed on all sides.

Fonts

All fonts should be embedded or outlined.

Type clearspace

All text should be inset from the document edge by at least 5mm to allow for possible page shifts when trimming.

Rich blacks (four-colour blacks)

If you are using a solid black, please specify 40C 30M 30Y 100K.

Ink weight

Total ink weight must not exceed 300%.

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 450px W x 692px H.

2017 magazine editorial calendar

JANUARY/FEBRUARY

SUMMER READING SPECIAL

The January February double issue is on sale over the Australian summer break, and as such is typically the highest selling issue of Australian Aviation each year. Our Summer Reading special will take a look at some more offbeat and colourful aviation stories suited for holiday reading.

MARCH

AVALON AIRSHOW SPECIAL

A review of subjects relevant to visitors to the Australian International Airshow at Avalon, including defence aviation acquisition programs, business aviation and aviation in Victoria.

APRIL

WATCHES

A review of the best pilot watches – more than fashion pieces are they simple and easy to read, sturdy and functional?

MAY

MAINTENANCE, REPAIR & OVERHAUL

Our annual detailed overview of the Australian MRO industry, both in the commercial and military spheres, with a particular focus on the issue of outsourced and third party maintenance work.

JUNE

HELICOPTER REVIEW

An overview of the Australian rotary-wing industry, looking at trends and opportunities for this fast-growing segment of the industry.

JULY

UNMANNED SYSTEMS

A review of ADF unmanned aircraft systems and the civil commercial use of remotely-piloted aircraft.

AUGUST

PILOT CAREERS & PILOT TRAINING

A study of the opportunities and challenges facing professional and prospective professional pilots in Australia today. Distribution at the Aviation Australia careers expo in Brisbane.

SEPTEMBER

NETWORKED BATTLESPACE

An update on the status of the RAAF's Plan Jericho for a networked, fifth generation defence force.

OCTOBER

REGIONAL AVIATION

A comprehensive review of the challenges and opportunities facing regional airlines and operators in Australia. Australian Aviation is the official supporting magazine of the Regional Aviation Association of Australia and the October issue will be widely distributed to delegates at the annual RAAA Convention.

NOVEMBER

AIR TRAFFIC MANAGEMENT

A study of Australia's airspace and airways environment, looking at trends affecting this critical area of aviation infrastructure, and ongoing reforms at Airservices Australia.

DECEMBER

BUSINESS AVIATION & DIRECTORY

An indepth overview of the business aviation sector in Australia, plus the annual Bizjet Directory, which records the changes to the Australasian business jet fleet over the previous year, and lists the fleet by model type, registration and operator.

NB – please read this editorial calendar as a guide only. Operational factors may dictate changes.

