

The Leading Aviation Advertising Platform

Media kit 2024

MESSAGE FROM OUR PUBLISHER



Peter Jorssen
Publisher

Over the past year, AviTrader has achieved significant milestones, enhancing our aviation news coverage and product portfolio within the industry. We are honored to have received consecutive nominations for Best Propulsion Submission in AviTrader MRO from the Aerospace Media Awards—a recognition bestowed by industry experts and journalists.

We extend our sincere gratitude to our dedicated editors and journalists whose outstanding contributions have made this achievement possible.

In the past year, we introduced a new feature - executive interviews with key industry executives, spotlighting their products, services, and recent company developments. Additionally, we conducted on-site interviews at major conferences such as Aviation Week's MRO Americas and Europe and have live postings on social media channels like LinkedIn.

Our commitment to improving content and design has resulted in more engaging stories for our readers. Our offerings, including the Monthly MRO Magazine, Weekly Aviation Headline News, and Daily Aerospace News Alerts, remain freely accessible through advertising support. Our readership continues to grow as we deliver the latest and most informative news and editorials.

By leveraging platforms like LinkedIn and Twitter, we ensure broad exposure for our advertising partners, offering exceptional value in reaching their target audiences.

In conclusion, our dedication to delivering top-notch aviation news and fostering industry connections remains at the forefront of AviTrader's mission.

We look forward to another year of excellence and innovation in aviation journalism.

Thank you for your continued support.

Sincerely,

Peter

A white handwritten signature of Peter Jorssen on a dark blue background.

James Bennett
Commercial Director, AerFin



AviTrader is an extremely resourceful publication covering every aspect of the commercial aircraft industry in an authoritative and engaging approach. As an editorial and advertising vehicle, our participation in industry features, coverage of news announcements and the publishing of our adverts have benefited AerFin significantly from the association with the publication.

Abdol Moabery
President and CEO, GA Telesis



Relevant information in real time! AviTrader provides instant access to what's happening now. While their MRO publication captures what is trending across the airline ecosystem. AviTrader is a valuable resource at all levels of management all the way up to the C-Suite.

John Eichten
TIMCO Aviation Services



Many thanks for always putting out my regular Monday morning read. I enjoy the articles and information every week.

Becky Newell
Marketing Manager, AJW



When it comes to leading aviation news and views AviTrader MRO magazine is up there with the industry's best. With relevant topics and balanced opinions on what is happening in our world of MRO and aircraft support, you can be sure of a varied, informative, and well-written read in the monthly magazine. As regular contributors the exposure we gain within our industry is fantastic and working with the great AviTrader team of industry experts is the aileron on the wingtip!

Joe Annibalini
SR Manager, GSP Marketing,
Pratt & Whitney



I think your publication is world-class and I use the information on a daily basis

Ramon Peters
Global Sales & Marketing Director,
Aero Norway



Aero Norway is very pleased to include AviTraderMRO in our advertising programme. They provide excellent insight across a wide range of industry topics and their articles are always well-researched and balanced. AviTrader was a pioneer in digital media and their forward-looking approach is reflected in the relationships they establish with aviation leaders – it is always a good read. As a specialist CFM56 engine MRO, we are keen to reach out to a broad customer base of airlines and lessors and AviTrader helps us to do that.



CUSTOMER TESTIMONIALS

HERE IS WHAT SOME OF OUR READERS HAVE SAID ABOUT AVITRADER PUBLICATIONS

MRO MAGAZINE



21,575+
Direct Distribution



57,500+
Inter-company
Distribution



12
Annual Editions

WEEKLY AVIATION HEADLINE NEWS



17,000+
Direct Distribution



57,500+
Inter-company
Distribution



50
Annual Editions

WEEKLY AVIATION MARKETPLACE



16,700+
Direct Distribution



57,500+
Inter-company
Distribution



50
Annual Editions



17,300+
Direct Distribution



57,500+
Inter-company
Distribution



248
Annual Editions

MRO MAGAZINE

Premier monthly publication dedicated to delivering comprehensive coverage of the global maintenance, repair, and overhaul (MRO) sector of the aviation industry. Includes relevant editorial content that provides in-depth analysis, a global perspective, and valuable insights from key decision-makers in the aviation MRO industry

Why choose AviTrader MRO Magazine?

Most widely accepted in the industry - trusted by thousands of professionals worldwide, from airline executives to maintenance engineers, for its accurate, timely, and comprehensive coverage of the latest trends, developments, and innovations in the MRO sector

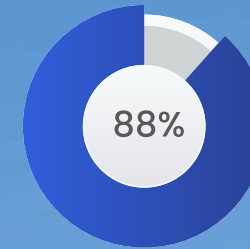
Features insights by key decision makers in the industry - not just a news source; it is a platform where key decision-makers in the aviation MRO industry share their insights, opinions, and perspectives on critical issues facing the sector.

Advertisement Opportunities - for MRO service providers, manufacturers, IT developers and more looking to promote their products and services to a targeted audience of MRO professionals and decision-makers

Promoted on social media - leveraging various social media platforms to promote its content, ensuring that it reaches the widest possible audience, including those who may not regularly consume print or online publications

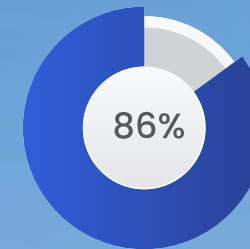


What our readers say



EDITORIAL CONTENT

44% Excellent
44% Good



LAYOUT & READABILITY

37% Excellent
49% Good



21,575+

Direct Distribution



57,500+

Inter-company
Distribution



12

Annual Editions

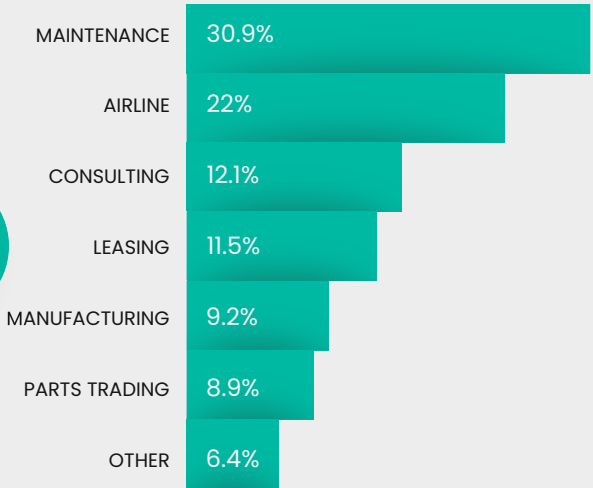


2021, 2022 & 2023
MEDIA AWARD NOMINEE
BEST PROPULSION SUBMISSION

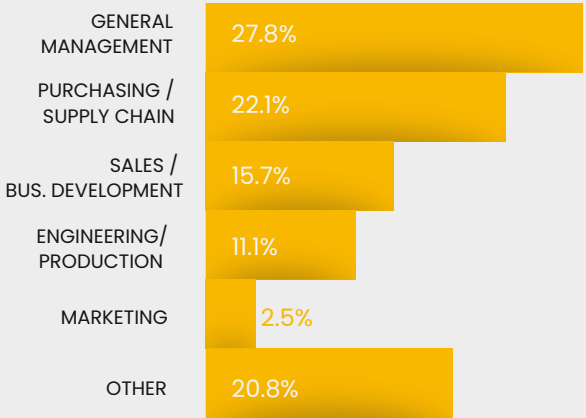
MONTHLY MRO

READERSHIP DEMOGRAPHICS

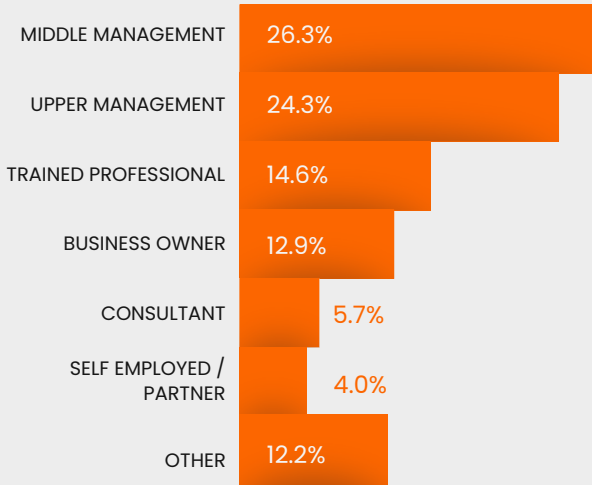
READERS BY INDUSTRY



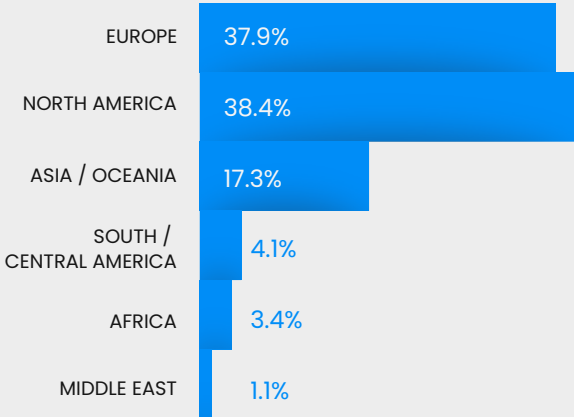
READERS BY DEPARTMENT



READERS BY POSITION



READERS BY REGION



MRO MAGAZINE 2024 EDITORIAL CALENDAR

January

Used serviceable engine material market overview

Effective aircraft transition management

February

Challenges of the passenger to freighter conversion market

Component pooling market

March

Managing APU maintenance

Heavy maintenance market in the Middle East

April

MRO Americas highlights

New trends in MRO software solutions

May

Cost effective spare engine solutions

MRO aftermarket hotspot Florida

June

Keeping the cost of engine maintenance down

Overcoming supply chain challenges

July

Preparation for the narrowbody maintenance season

Landing gears, wheels and brakes

August

Farnborough Airshow review

Painting and coatings

September

Turning surplus inventory into cash

Digital management solutions to maintain aircraft records

October

MRO Europe highlights

CFM and LEAP engine maintenance

November

Avionics repair

Rejected engine parts - repair or replacement

December

MRO outlook 2025

Outsourcing of expendables and consumables inventories

WEEKLY AVIATION HEADLINE NEWS

Provides a comprehensive weekly round-up of the key issues and developments in commercial aviation from around the world, curated and analyzed by a team of experienced journalists.

Why choose AviTrader Weekly Aviation Headline News?

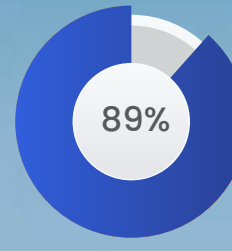
Targeted Audience - specifically designed for decision-makers in the commercial aviation industry including executives from airlines, aircraft leasing companies, aviation finance firms, airport operators, and regulatory authorities.

Aircraft and Engine Marketplace - provides a dedicated section for the Aircraft and Engine Marketplace, which is a crucial resource for professionals involved in the buying, selling, or leasing of aircraft and engines.

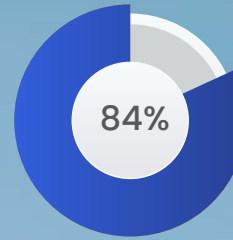
Promoted on social media - leveraging various social media platforms to promote its content, ensuring that it reaches the widest possible audience, including those who may not regularly consume print or online publications

Advertisement Opportunities - for aviation service providers, manufacturers, parts traders, leasing companies and more looking to promote their products and services to a targeted audience of professionals and decision-makers

What our readers say



EDITORIAL CONTENT
37% Excellent
53% Good



LAYOUT & READABILITY
36% Excellent
49% Good



17,000+
Direct Distribution



57,500+
Inter-company Distribution



50
Annual Editions



Air freight capacity rises above pre-pandemic levels

Indicating a new baseline for the cargo market

Global air cargo capacity increased for the seventh consecutive month in February, up 11% on the same period last year. The global average air freight spot rate of USD 2.33 per kg declined 35% year-over-year but remained +52% ahead of the pre-Covid level seen in 2019 according to data released by IATA's Data Services, part of its Global Air Cargo Index (GACI). The freight rate for the first time in four years fell 4% year-over-year in February as available cargo capacity rose above the pre-pandemic level for the first time in four years. Chris Wainwright, Chief Analyst at IATA, said the latest data makes it "time for the industry to let go of pre-Covid comparisons, and to acknowledge a new baseline for air cargo market growth."

"IATA Data Services was one of the first industry analysts to benchmark data versus the pre-pandemic level because a comparison was needed at the time to accurately measure air cargo's performance. But the fact-based and rhetoric around an 80% boost to cargo rates that were 332% above pre-crisis levels due to reduced industry capacity in the past few years, we achieved a record result for the third time in a row. We owe this to the high level of commitment of our employees and the trust of our customers and partners. In addition, we again had significantly more capacity in the market due to the growth in long-haul passenger traffic. We notice that our customers continue to save their global supply chains. Wouwe noted.

With more freighters and more routes, we will continue to be a strong and reliable partner for our customers," said Dominique von Bonhoff, Chairman of the Executive Board and CEO of Lufthansa Cargo. Cargos has come out on top and achieved record results for the third time in a row. The cargo division reported a record 109% increase in volume, came under pressure due to multiple headwinds: higher inflation levels across various economies and the persistent strength of the US Dollar.

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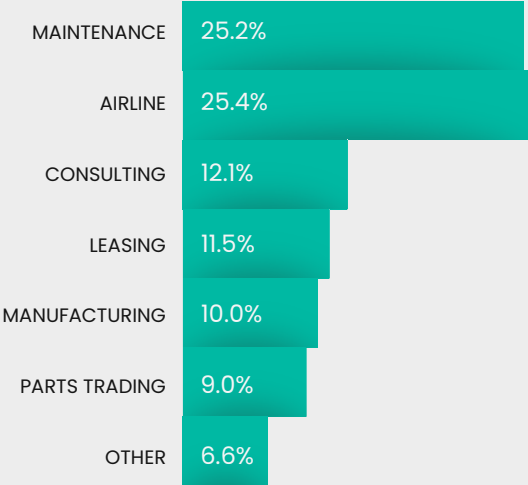
“We again had significantly more capacity in the market due to the growth in long-haul passenger traffic.”

Dominique von Bonhoff, CEO Lufthansa Cargo

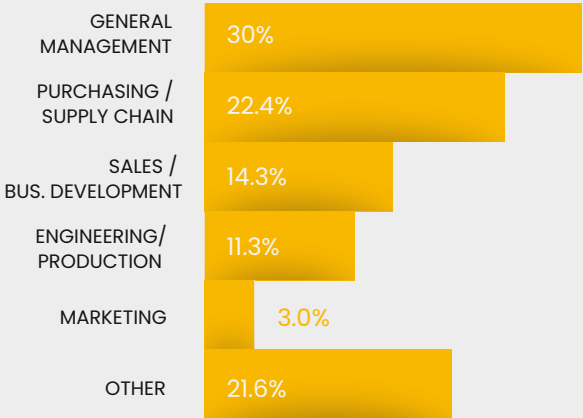
WEEKLY AVIATION HEADLINE NEWS

READERSHIP DEMOGRAPHICS

READERS BY INDUSTRY



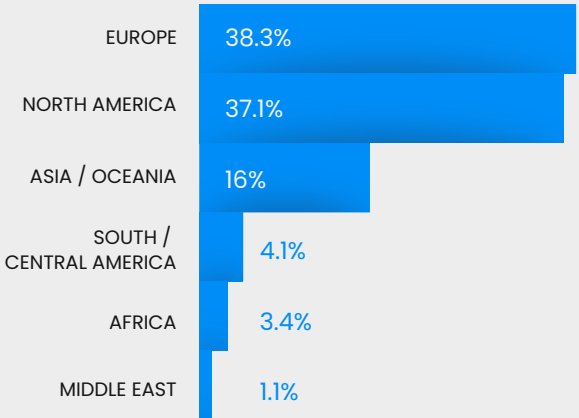
READERS BY DEPARTMENT



READERS BY POSITION



READERS BY REGION



DAILY AVIATION NEWS ALERT

Provides an up-to-date comprehensive overview of the most important news and developments in commercial aviation- includes updates on airlines, airports, aircraft manufacturers, regulatory changes, and other key aspects of the industry.

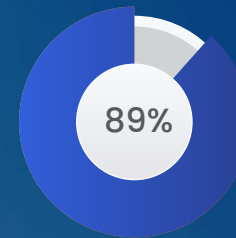
Why choose AviTrader Daily News Alerts?

Read by Key Decision Makers in Commercial Aviation - Executives, managers, and other influential professionals rely on AviTrader's daily news alerts to stay informed about the latest trends, developments, and events that could impact their businesses and the industry as a whole.

Mobile Optimized and PC Friendly - ensuring that decision-makers can access the latest news and information seamlessly, whether they are in the office, traveling, or working remotely.

Advertising Opportunities - Advertisements in the daily news alert are also displayed on the news landing web page, increasing their visibility and reach.

What our readers say



EDITORIAL CONTENT

31% Excellent
58% Good



LAYOUT & READABILITY

42% Excellent
55% Good



17,300+

Direct Distribution



57,500+

Inter-company
Distribution



248

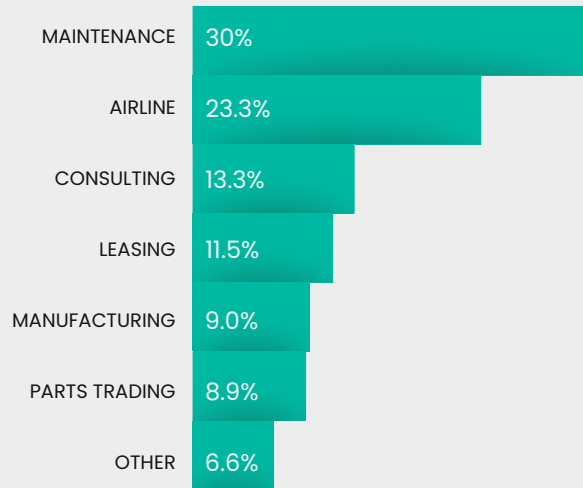
Annual Editions



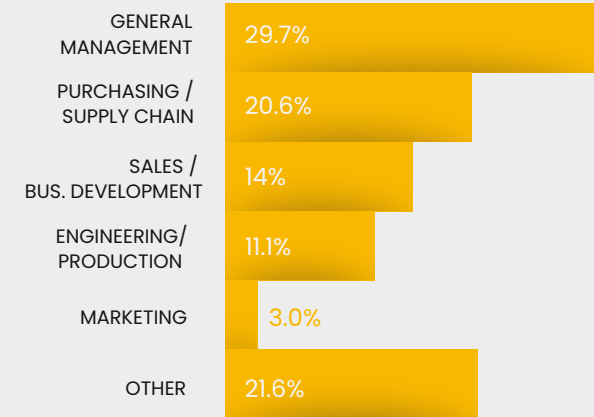
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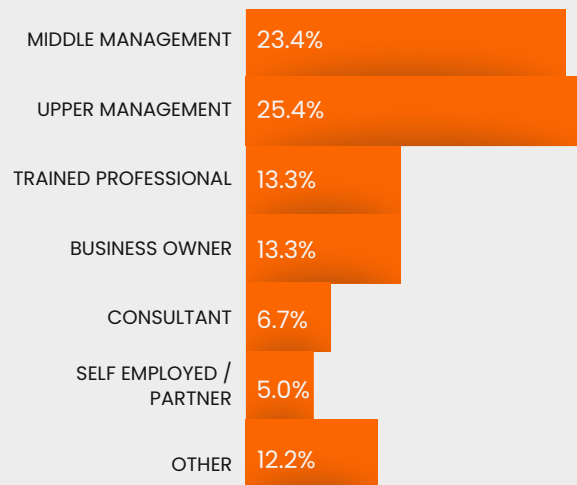
READERS BY INDUSTRY



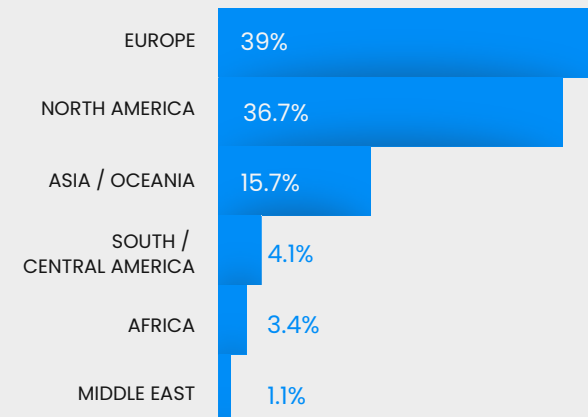
READERS BY DEPARTMENT



READERS BY POSITION



READERS BY REGION



325k

Views

5.7

Views per visitor

98k

Unique visitors

WEBSITE

www.avitrader.com

VIEWER BY REGION

Europe	41.8%
North America	35.3%
Asia Pacific	15.2%
Middle East	1.8%
Other	5.90%

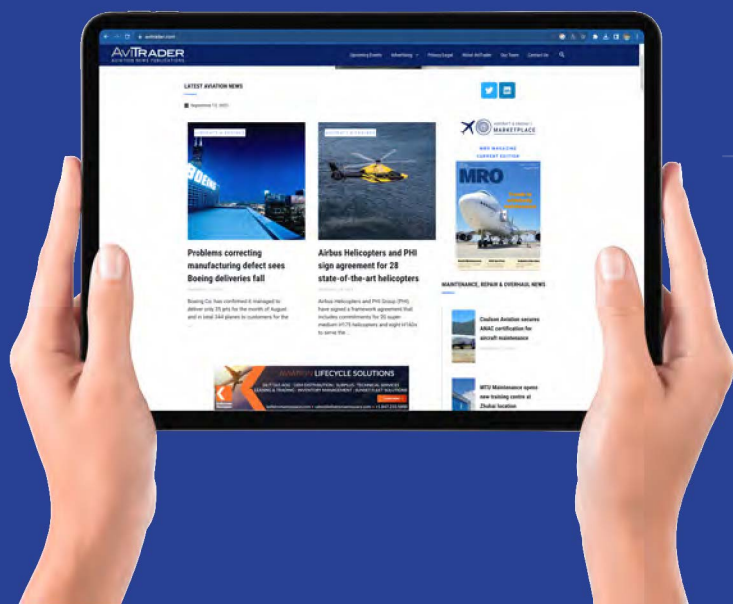
VIEWER BY COUNTRY

United States	42.2%
United Kingdom	7.8%
India	4.2%
Canada	3.8%
Germany	3.5%
France	3.7%
Spain	2.9%
Singapore	2.1%
Japan	2.6%
China	2.3%
Rest of the World	25.0%

Diverse readership – visited by a wide range of readers from different segments of the commercial aviation industry, including airline executives, aircraft manufacturers, maintenance and repair organizations (MROs), leasing companies, regulatory authorities.

Up to date commercial aviation posts – most up-to-date news, insights, and analysis on various aspects of commercial aviation, including airlines, aircraft, airports, regulations, and more.

Search Engine Optimized (SEO) – increases the visibility and reach of the content published on the website – maximizes the visibility of advertisements, helping advertisers reach a broader and more targeted audience.



Click to visit

TECHNICAL SPECIFICATIONS



DAILY AVIATION NEWS ALERT		DIMENSIONS	FILE FORMAT	FILE SIZE	ANIMATION
Strip ads	1320 x 300 pixels*	JPG / GIF / PNG	< 100 kb	No	
Top position banner ad	360 x 130 pixels*	JPG / GIF / PNG	< 100 kb	No	
*rendered to 50% of size to ensure highest quality					
MONTHLY MRO MAGAZINE & WEEKLY AVIATION HEADLINE NEWS		DIMENSIONS	FILE FORMAT	FILE SIZE	ANIMATION
Full page ad	Letter size 8.5" x 11.0" 21.59cm x 27.94cm	PDF unflattened*	< 500 kb	No	
1/2 page ad	7.5" x 5.1" 19.05cm x 12.95cm	PDF unflattened*	< 300 kb	No	
1/4 page ad	7.5" x 2.6" 19.05cm x 6.60cm	PDF unflattened*	< 200 kb	No	
1/8 page ad	7.5" x 1.3" 19.05cm x 3.30cm	PDF unflattened*	< 150 kb	No	
Exclusive sponsor ad	1320 x 300 pixels	PDF / JPG / GIF / PNG	< 100 kb	No	
AIRCRAFT & ENGINE MARKETPLACE (distributed with the WEEKLY AVIATION HEADLINE NEWS)		DIMENSIONS	FILE FORMAT	FILE SIZE	ANIMATION
Strip ad	6.25" x 2.0" 15.88cm x 5.08cm	PDF unflattened*	< 150 kb	No	
Display banner ad	2.0" x 1.5" 15.88cm x 3.81cm	PDF unflattened*	< 100 kb	No	
WEBPAGE WWW.AVITRADER.COM		DIMENSIONS	FILE FORMAT	FILE SIZE	ANIMATION
Banner ad standard	582 x 284 pixels*	JPG / GIF / PNG	< 100 kb	No	
Banner ad large	1320 x 300 pixels*	JPG / GIF / PNG	< 150kb	No	
Exclusive news landing page banner (XXL)	1800 x 300 pixels*	JPG / GIF / PNG	<1mb	No	
*scaled to ensure highest quality					

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