



Your Brand. The Right Audience. Greater Reach.

**Integrated print, digital and editorial opportunities
designed for the global aviation market**



UNMATCHED REACH

THE MOST ACCEPTED SOURCE FOR AVIATION NEWS

MRO³⁶⁰ MAGAZINE



22,500+
Direct Distribution



60,000+
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

DAILY AVIATION NEWS ALERT



350,000+
Monthly Views



30,000+
Monthly Visitors

We Post on



LinkedIn

Corporate - 10,000+ followers
Staff - 11,000+ followers

AVITRADER

CUSTOMER TESTIMONIALS

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



Janelle Weber
Chief Culture Officer



AviTrader is one of the few places we confidently invest our marketing dollars. The platform delivers real results and connects us with the right audience in the aviation industry every time.



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.



Sophia Esteban
Marketing & Events Manager



What I've valued most in working with AviTrader is their genuine partnership and attentive support. They make the process seamless and ensure our campaigns always achieve strong results."



James Bennett
Chief Commercial Officer



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.



Candace DiMassimo
Director, Global Marketing & Events



WLFC has been a proud advertiser with AviTrader for many years, and we truly enjoy working with their team! Their industry expertise, targeted reach, and consistently high-quality publications (i.e., AviTrader Weekly, MRO 360° and other digital platforms) have made them a trusted partner in our global marketing efforts. Their platform has provided valuable visibility within our target market, and we appreciate the continued opportunity to align our brand with such a respected industry publication.



Joe Annibalini
SR Manager, GSP Marketing



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



Becky Newell
Director of Marketing



AviTrader is a trusted channel that helps AJW Group engage directly with decision-makers across the aviation industry. Their coverage and opportunities for thought leadership keep our brand front and centre. When it comes to MRO news and views, AviTrader is truly up there with the industry's best – the black box you can always rely on.



WERNERAERO

Gina Colon
Head of Marketing



At Werner Aero, we value our partnership with AviTrader. Their industry reach has allowed us to connect with a highly relevant audience, ensuring our message resonates with the right people. Equally important is the outstanding support from the AviTrader team—responsive, flexible, and proactive in helping us maximize campaign effectiveness. Their professionalism and industry knowledge made the process seamless, and we look forward to continuing this strong partnership as we grow our presence in the market.

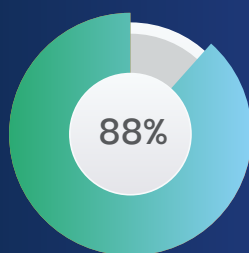
AVTRADER MRO 360°

Each issue offers:

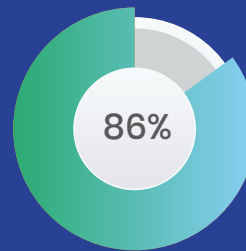
- Key insights into critical MRO trends
- Exclusive interviews with senior executives
- In-depth profiles of leading companies
- Published Monthly in **PDF**
- Published Quarterly in **PRINT**
- Distributed on-site at 4 major international MRO Events



What our readers say



EDITORIAL CONTENT
44% Excellent
44% Good



LAYOUT & READABILITY
37% Excellent
49% Good



22,500+
Direct Distribution



60,000+
Inter-company
Distribution



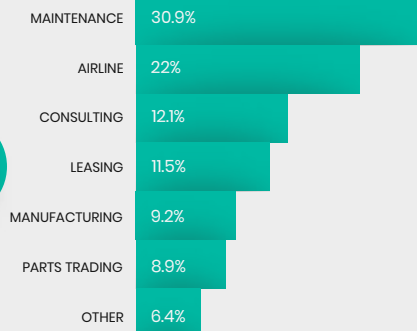
12
Annual Editions



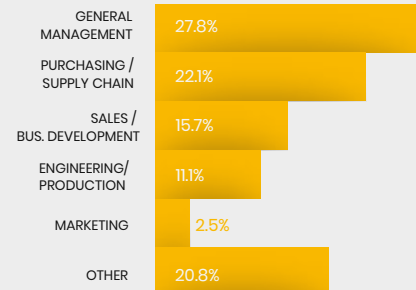
Targetting the Right Key Decision Makers



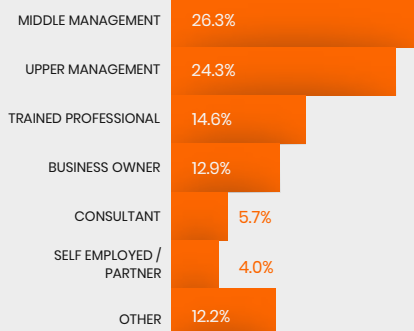
READERS BY INDUSTRY



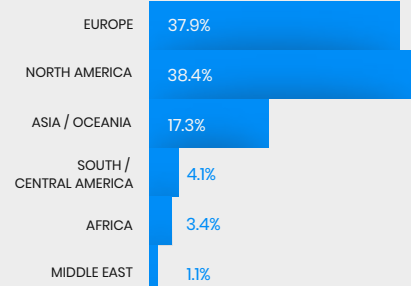
READERS BY DEPARTMENT



READERS BY POSITION



READERS BY REGION





2027 EDITORIAL CALENDAR

Participate as a Contributor to elevate your Expertise

January

Supply Chain

Spare parts procurement process simplified

Engines

Engine maintenance management and scheduling

February

Components

Repairing or replacing rotatables

Cabin

New trends in the aircraft cabin

March

Inventory

Market solutions for consumables and expendables

Airframe

Innovations in airframe inspection technologies

April

Supply Chain

Aircraft disassembly and used serviceable material

IT

New trends in MRO software solutions

May

Engines

Effective management of engine life-limited-parts

Airframe

Environmental considerations in airframe maintenance

June

APU

MRO solutions for APUs

IT

Digitalization of aircraft records

July

Supply Chain

AOG - Expediting the supply of material

Engines

How to ensure spare engine coverage

August

Airframe

A350 and B787 heavy maintenance

Regional

Heavy maintenance market in the United States

September

Supply Chain

PMA parts and DER repairs

Cabin

Cabin retrofits

October

Supply Chain

Ensuring airworthiness of used serviceable material

IT

CAMO software solutions

November

Inventory

Positioning of critical parts to reduce impact of AOGs

Airframe

Ensuring cost effectiveness of heavy checks

December

Outlook

MRO outlook 2028

IT

How AI changes MRO

Note: All articles will also be published in the quarterly print edition

If your company would like to participate, please contact us at -
Email - press@avitrader.com | Website - <https://avitrader.com/contact-us/>

WEEKLY AVIATION HEADLINE NEWS

DISTRIBUTION AND SUBSCRIBER BASE

Delivered every Monday in a sleek magazine-style format, AviTrader Weekly has been the industry's trusted flagship since 2005. With subscriber growth soaring at 20%+ per year, it reaches a powerful and ever-expanding audience of aviation professionals — all at no subscription cost.

Advertisers benefit from flexible opportunities to fit any budget, ensuring your brand gains maximum visibility in the industry's leading weekly aviation newsletter.



What our readers say



17,000+

Direct Distribution



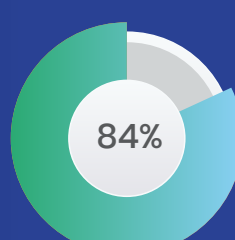
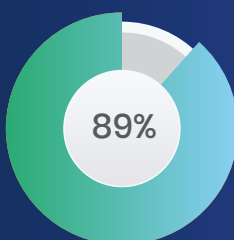
57,500+

Inter-company
Distribution



50

Annual Editions



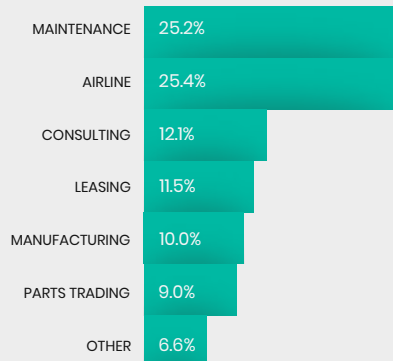
AVITRADER

WEEKLY AVIATION HEADLINE NEWS

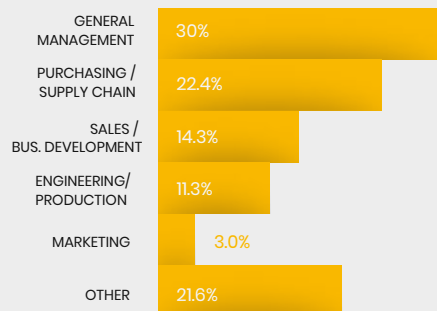
READERSHIP DEMOGRAPHICS



READERS BY INDUSTRY



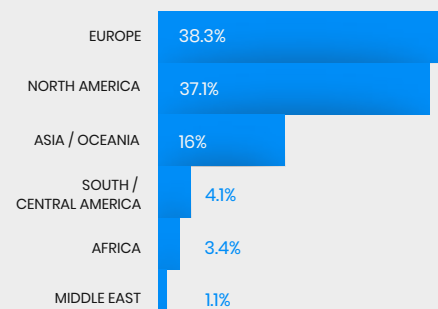
READERS BY DEPARTMENT



READERS BY POSITION



READERS BY REGION



DAILY AVIATION NEWS ALERT

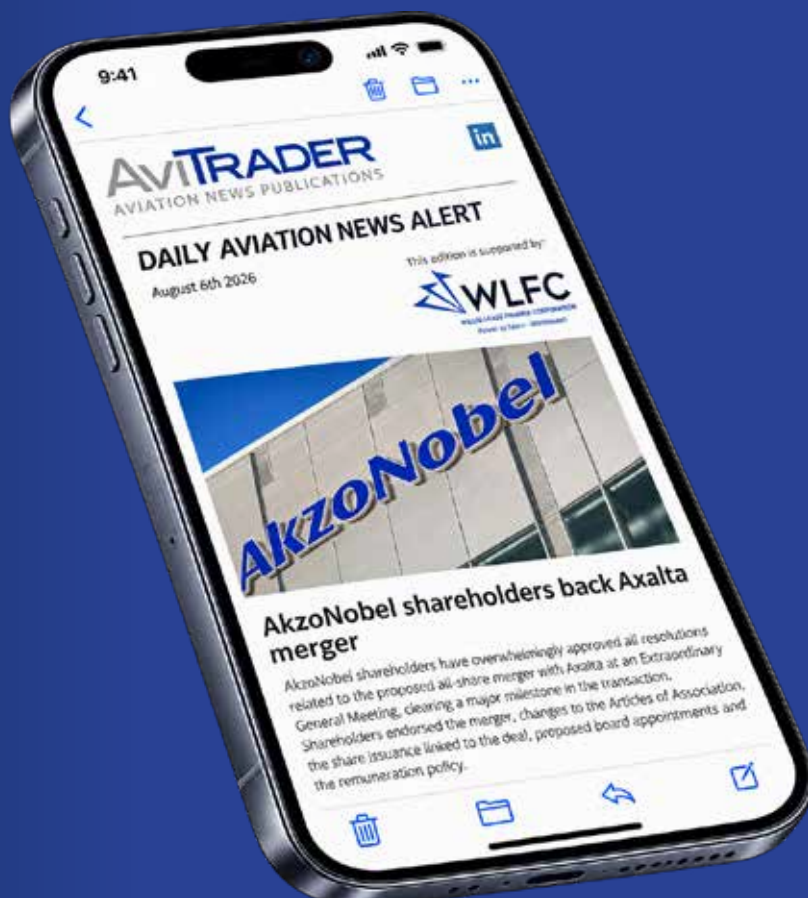
Stay in front of the global aviation industry every single day.

Daily reach to decision-makers: Breaking headlines delivered straight to subscribers' inboxes, each story linked directly to the AviTrader website for maximum engagement.

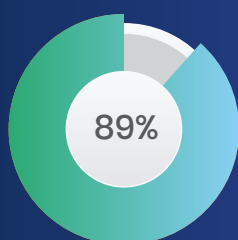
Premium ad visibility: Secure the exclusive top-position logo placement or choose from highly visible strip ads within the daily email.

Extended exposure: Your strip ad doesn't just appear in the newsletter—it also remains live for 24 hours on the AviTrader News landing page, ensuring additional brand impressions from our daily website traffic.

The Daily Aviation News Alert is the industry's go-to briefing. With unmatched consistency and high engagement, it's the perfect platform to keep your brand top of mind.

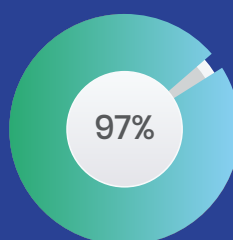


What our readers say



EDITORIAL CONTENT

31% Excellent
58% Good



LAYOUT & READABILITY

42% Excellent
55% Good



20,000+

Direct Distribution



60,000+

Inter-company
Distribution



248

Annual Editions

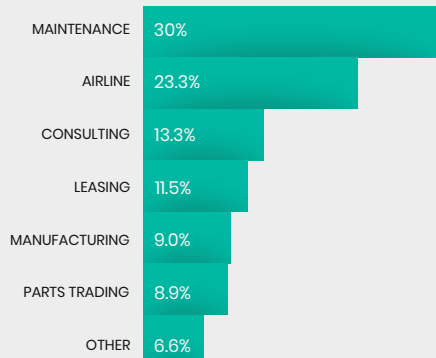
AVITRADER

DAILY AVIATION NEWS ALERT

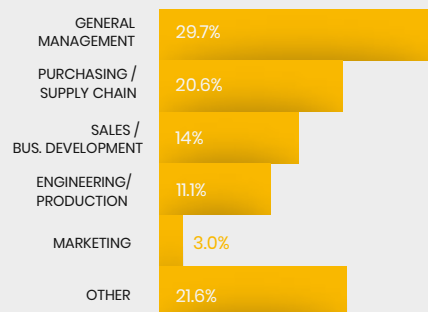
READERSHIP DEMOGRAPHICS



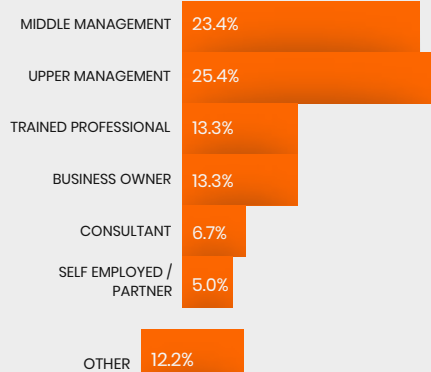
READERS BY INDUSTRY



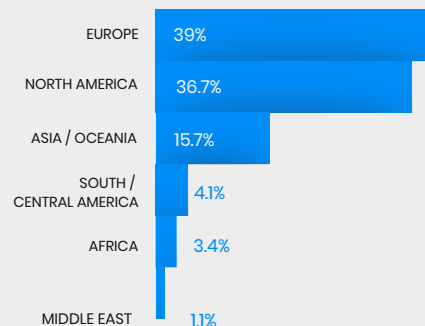
READERS BY DEPARTMENT



READERS BY POSITION



READERS BY REGION





350,000+
Monthly Views



30,000+
Monthly Visitors

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

ADVERTISING PRICES

MRO 360° MAGAZINE

(prices in US\$ per placement*)
* Volume and agency discounts available

Full page ad incl. LinkedIn push (digital only)	\$3,300
Full page ad incl. LinkedIn push (digital and quarterly print)	\$4,300
Half page ad landscape incl. LinkedIn push (digital only)	\$2,200
Half page ad landscape incl. LinkedIn push (digital and quarterly print)	\$2,900
Third page ad landscape (digital only)	\$1,900
Third page ad landscape (digital and quarterly print)	\$2,500
Quarter page ad landscape (digital only)	\$1,500
Quarter page ad landscape (digital and quarterly print)	\$1,900
White paper / advertorial incl. LinkedIn push (digital only)	\$3,800
White paper / advertorial incl. LinkedIn push (digital & quarterly print)	\$4,900
Sponsorship mail-out	\$700

WEEKLY AVIATION NEWS ALERT

(prices in US\$ per placement*)

Full page ad	\$2,300
Half page ad	\$1,700
Third page ad	\$1,300
Quarter page ad	\$900
Sponsorship mail-out	\$700

AIRCRAFT AND ENGINE MARKETPLACE

Distributed with the Weekly Aviation Headline News

(prices in US\$ per week – minimum 5 weeks*)

Listing 1 – 5 lines	\$40
Listing 6 – 10 lines	\$60
Display banner small	\$225
Strip ad large	\$375

* Volume and agency discounts available

AviTRADER

ADVERTISING PRICES

DAILY AVIATION NEWS ALERT

(prices in US\$ per placement*)

Strip ad incl. same day news landing page banner	\$450
Top position sponsorship banner	\$280

WEBSITE BANNER ADVERTISING

All pages excl. news landing page

(prices in US\$ per month*)

Exclusive top position XL banner	\$1,700
Large standard strip banner position 1	\$1,400
Large standard strip banner position 2	\$1,200
Standard side banner	\$700

News landing page

Exclusive top position XL banner	\$3,400
Large standard strip banner position 1	\$2,800
Large standard strip banner position 2	\$2,400

* Volume and agency discounts available

TECHNICAL SPECIFICATIONS

DAILY AVIATION NEWS ALERT		DIMENSIONS	FILE FORMAT
Strip ads		1320 x 300 pixels*	JPG / GIF / PNG
Top position banner ad		360 x 130 pixels*	JPG / GIF / PNG
*rendered to 50% of size to ensure highest quality			
MONTHLY MRO MAGAZINE & WEEKLY AVIATION HEADLINE NEWS		DIMENSIONS	FILE FORMAT
Full page ad	(8.27" x 11.69" trim) (8.43 x "11.85" bleed) (7.48" x 10.91" type area)	210mm x 297mm trim 214mm x 301mm bleed 190mm x 277mm type area	PDF unflattened*
1/2 page ad	(7.48" x 5.31")	190mm x 135mm	PDF unflattened*
1/3 page ad	(7.48" x 3.54")	190mm x 90mm	PDF unflattened*
1/4 page ad	(7.48" x 2.60")	190mm x 66mm	PDF unflattened*
Exclusive sponsor ad		1320 x 300 pixels	PDF / JPG / GIF / PNG
AIRCRAFT & ENGINE MARKETPLACE (distributed with the WEEKLY AVIATION HEADLINE NEWS)		DIMENSIONS	FILE FORMAT
Strip ad	(7.48" x 1.18")	30mm x 190mm	PDF unflattened*
Display banner ad	(1.18" x 1.18")	30mm x 30mm	PDF unflattened*
WEBPAGE WWW.AVITRADER.COM		DIMENSIONS	FILE FORMAT
Banner ad standard		582 x 284 pixels*	JPG / GIF / PNG
Banner ad large		1320 x 300 pixels*	JPG / GIF / PNG
Exclusive news landing page banner (XXL)		1800 x 300 pixels*	JPG / GIF / PNG
*scaled to ensure highest quality			

Our Team

sales and marketing



Tamar Jorssen

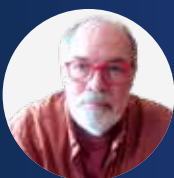
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Sales Americas



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Vice President Marketing and
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Co-Publisher

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