



Your Source for Aviation News

Media Kit 2025

ELEVATING YOUR BRAND

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12 Digital + 4 Printed

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DAILY AVIATION NEWS ALERT



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Annual Editions

MRO 360°



Planning Is Key

How Best to Prepare for the Narrow-Body Heavy Maintenance Season

Growth Path

Talking to Fraser Currie, CEO, Joramco

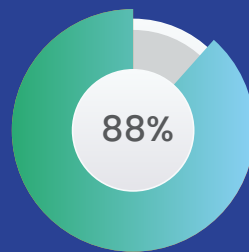
Aircraft Maintenance in the 1970s

Evolving standards and innovations

Stop and Go

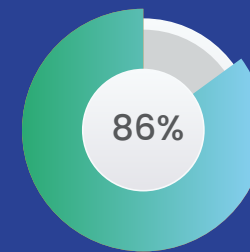
Wheels and brakes maintenance

WHAT OUR READERS SAY



EDITORIAL CONTENT

44% Excellent
44% Good



LAYOUT & READABILITY

37% Excellent
49% Good



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AEROSPACE
MEDIA
AWARDS

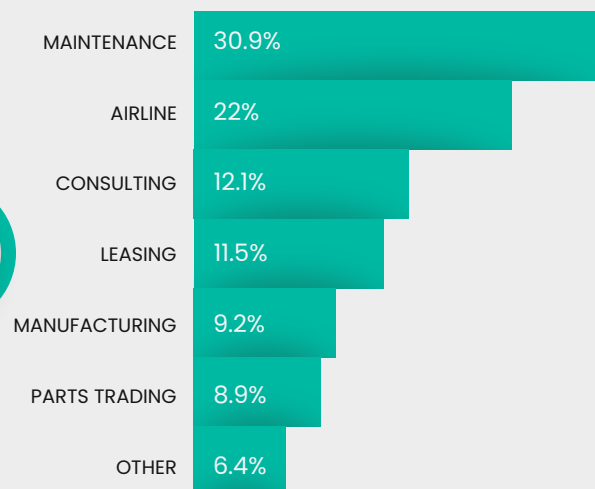


2021, 2022 & 2023
MEDIA AWARD NOMINEE
BEST PROPULSION SUBMISSION

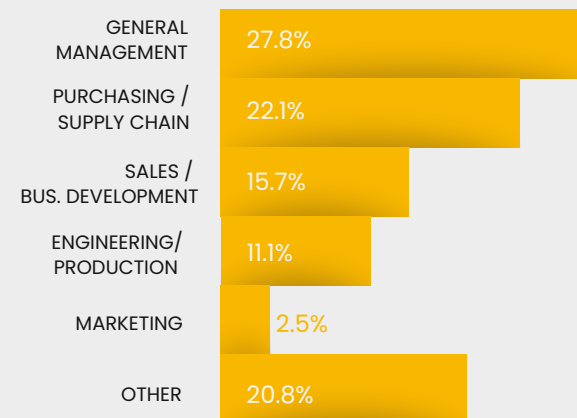
MONTHLY MRO 360°

READERSHIP DEMOGRAPHICS

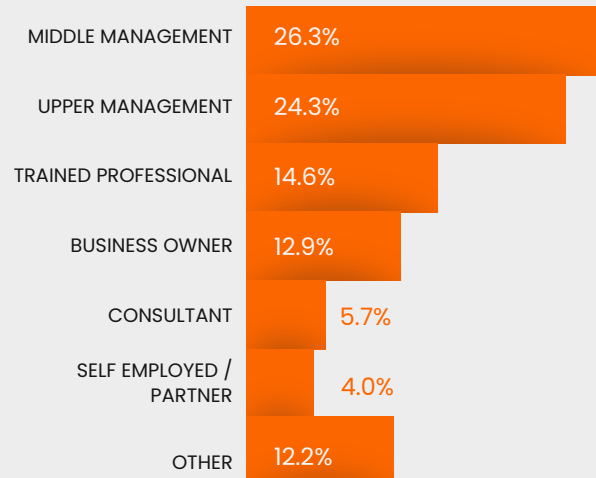
READERS BY INDUSTRY



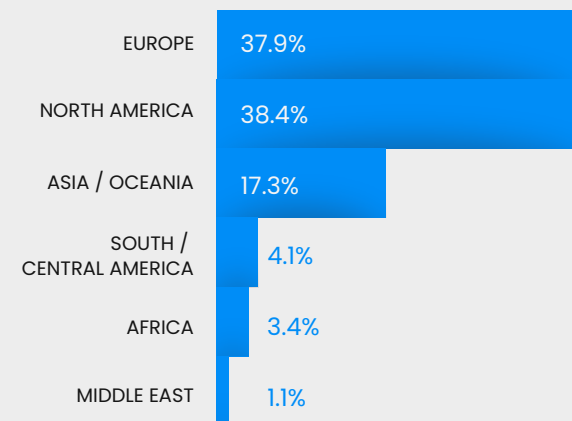
READERS BY DEPARTMENT



READERS BY POSITION



READERS BY REGION



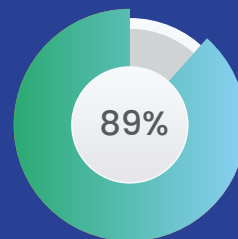
MRO 360° MAGAZINE 2025

EDITORIAL CALENDAR

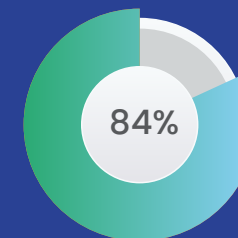
<p>January</p> <p>Supply Chain Simplifying the procurement process</p> <p>Engines Maintenance management of aged engines</p>	<p>February</p> <p>Rotables Repairing or replacing rotables</p> <p>Cabin New trends in the aircraft cabin</p>	<p>March</p> <p>Inventory Market solutions for consumables and expendables</p> <p>Airframe Innovations in airframe inspection technologies</p>	<p>April</p> <p>Supply Chain Aircraft disassembly and used serviceable material</p> <p>IT New trends in MRO software solutions</p>
<p>May</p> <p>Engines Effective management of engine life-limited-parts</p> <p>Airframe Environmental considerations in airframe maintenance</p>	<p>June</p> <p>APU MRO solutions for APUs</p> <p>IT Digitalisation of aircraft records</p>	<p>July</p> <p>Supply Chain AOG? - Expediting the supply of material</p> <p>Engines How to ensure spare engine coverage</p>	<p>August</p> <p>Airframe A350 and B787 heavy maintenance</p> <p>Regional Heavy maintenance market in the United States</p>
<p>September</p> <p>Supply Chain PMA parts and DER repairs</p> <p>Cabin Cabin retrofits</p>	<p>October</p> <p>Supply Chain Ensuring airworthiness of used serviceable material</p> <p>IT CAMO software solutions</p>	<p>November</p> <p>Inventory Positioning of critical parts to reduce impact of AOGs</p> <p>Airframe Ensuring cost effectiveness of heavy checks</p>	<p>December</p> <p>Outlook MRO outlook 2026</p> <p>GSE Trends in ground support equipment</p>

WEEKLY AVIATION HEADLINE NEWS

WHAT OUR READERS SAY



EDITORIAL CONTENT
37% Excellent
53% Good



LAYOUT & READABILITY
36% Excellent
49% Good



17,000+
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50
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AVIATION NEWS PUBLICATIONS
Weekly Aviation Headline News

WORLD NEWS
Airlines join forces to challenge the future of Schiphol Airport
The KLM Group, Delta Air Lines, Corendon, easyJet and TUI are joining forces to take summary proceedings against the Dutch government in a bid to keep the Netherlands connected to the rest of the world via Schiphol Airport. The airlines are challenging the government's unilateral decision to significantly cut flight movements at Schiphol, confident they can reduce noise levels and CO2 emissions while maintaining a network of destinations for the millions of passengers and tonnes of cargo they carry annually to and from Schiphol.



Air freight capacity rises above pre-pandemic levels
Indicating a new baseline for the cargo market

Global air cargo capacity increased for the eleventh consecutive month in February, up 11% on the same period last year. The global average air freight spot rate of USD 2.73 per kg declined -35% year-on-year but remained +52% ahead of the pre-Covid level seen in 2019 according to data released by CLIVE Data Services, part of Xeneta. Global air cargo volumes fell -4% year-on-year in February as available cargo capacity rose above the pre-pandemic level for the first time in four years. Niall van de Wouw, Chief Airfreight Officer at Xeneta, said the latest data means it's time for the industry to let go of pre-Covid comparisons and to acknowledge a new baseline for air cargo market growth. "CLIVE 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 fascination and rhetoric around air freight rates going back to the 2019 level needs to be replaced based on the inflationary components we now see." For the key operators, Lufthansa Cargo has come out on top and achieved record results for the third time in a row. The cargo division reported a record EUR1.6bn

"We again had significantly more capacity in the market due to the growth in long-haul passenger traffic."
Dorothea von Boxberg, CEO Lufthansa Cargo

With more freighters and more bellies, we will continue to be a strong and reliable partner for our customers," said Dorothea von Boxberg, Chairperson of the Executive Board and CEO of Lufthansa Cargo. Meanwhile, in the Asia Pacific region, the Association of Asia Pacific Airlines (AAPA) reports that air cargo volumes came under pressure due to multiple headwinds. Higher inflation levels across various economies and the persistently strong US Dollar under pressure due to multiple headwinds. Higher inflation levels across various economies and the persistently strong US Dollar

LATAM Group completes its first international flight with SAF
LATAM Group completed its first international flight with Sustainable Aviation Fuel (SAF). The flight was operated by LATAM Cargo Chile between the Zaragoza airport and North America. In line with the Group's commitment to becoming carbon neutral by 2050, SAF is a bio-fuel made from alternative biomass sources such as waste, fats, and oils, which are co-processed with fossil feedstocks to produce synthetic, low-CO2 fuel. In this case, 30,000 litres of co-processed SAF made from cooking oil were used, combined with traditional jet fuel.

Virgin Atlantic formally joins SkyTeam
Virgin Atlantic has formally joined SkyTeam, the global airline alliance, at a signing ceremony in London. The move means Virgin Atlantic becomes SkyTeam's first and only UK member airline, enhancing the alliance's transatlantic network and services to and from Heathrow and Manchester airports. Virgin Atlantic's entry into the alliance builds upon the success of its transatlantic joint venture with Delta and Air France-KLM, each already long-established SkyTeam members. Virgin is co-located at London Heathrow's Terminal 3, alongside Delta and existing SkyTeam members Aeromexico and China Eastern.

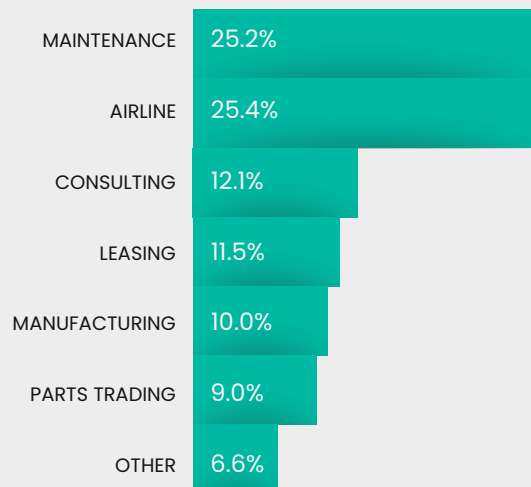
Significantly more capacity in the market due to the growth in long-haul passenger traffic
Lufthansa Cargo

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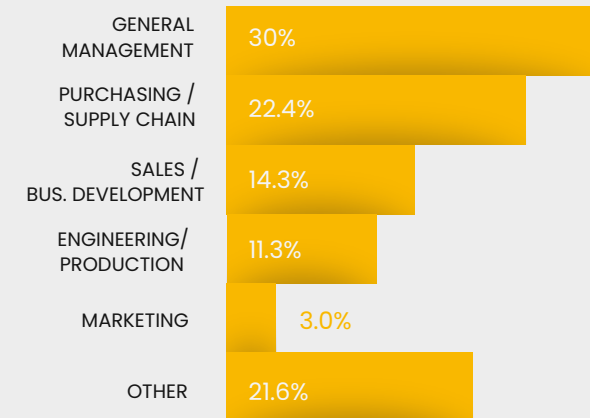
WEEKLY AVIATION HEADLINE NEWS

READERSHIP PROFILE

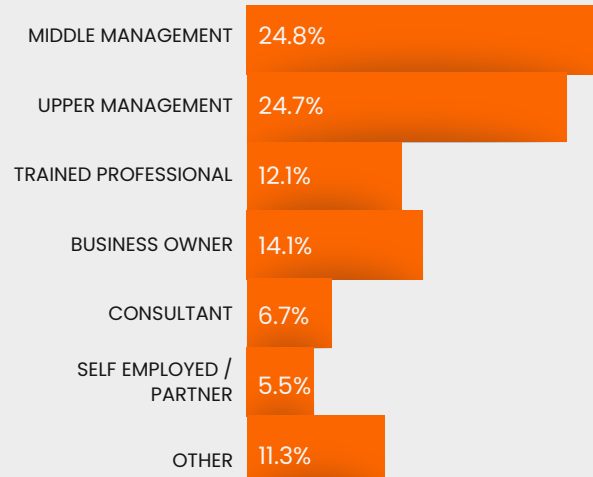
READERS BY INDUSTRY



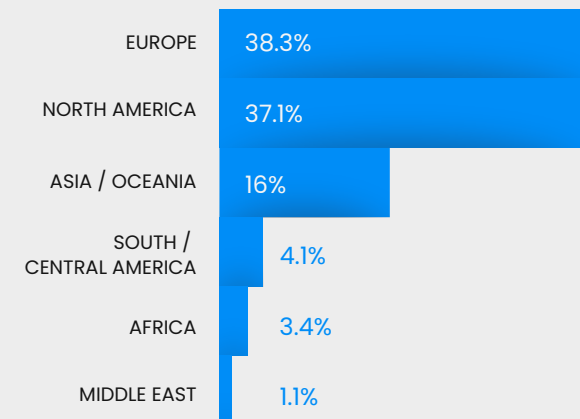
READERS BY DEPARTMENT



READERS BY POSITION

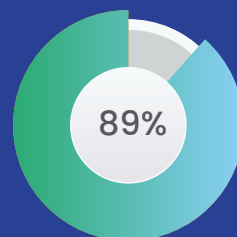


READERS BY REGION



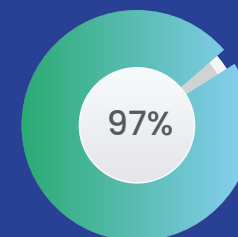
DAILY AVIATION NEWS ALERT

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



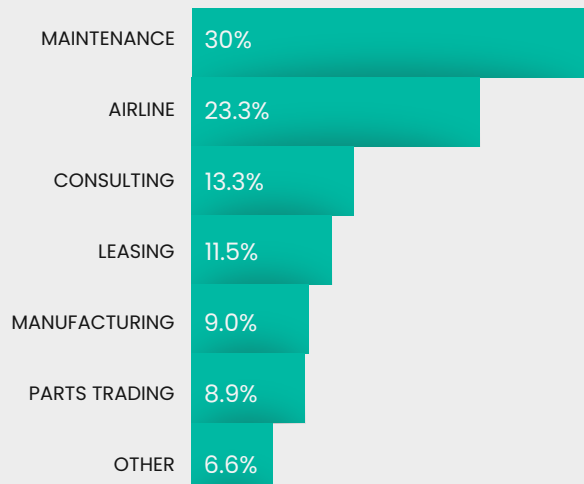
248

Annual Editions

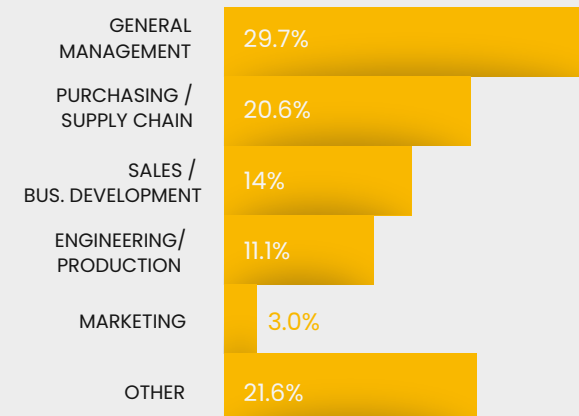
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READERSHIP DEMOGRAPHICS

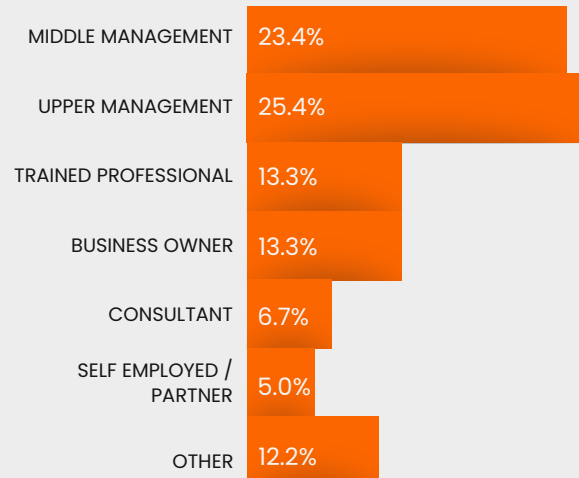
READERS BY INDUSTRY



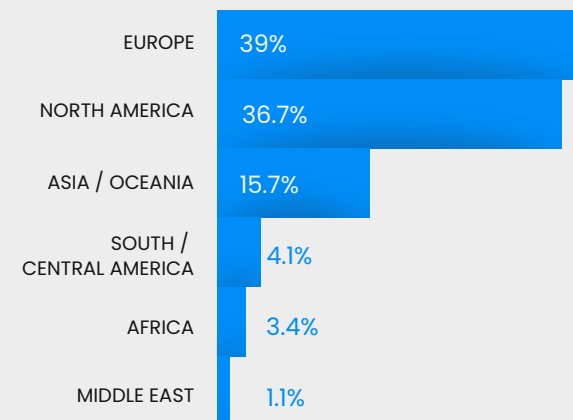
READERS BY DEPARTMENT



READERS BY POSITION



READERS BY REGION



400k+

Views

5.7

Views per
visitor

98k

Unique visitors

WEBSITE

avitrader.com

VIEWER BY REGION

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

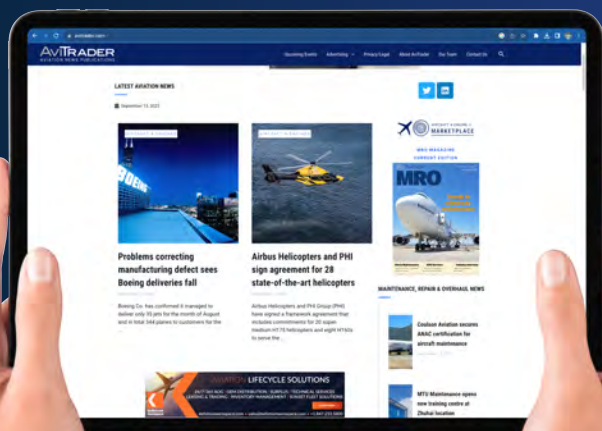
VIEWER BY COUNTRY

United States	31.5%
United Kingdom	7.8%
India	4.2%
Canada	3.8%
France	3.7%
Germany	3.5%
Spain	2.9%
Japan	2.6%
China	2.3%
Singapore	2.1%
Rest of the World	25.6%

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.



ADVERTISING RATES

MRO 360° MAGAZINE (prices in US\$ per placement*)

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

* Volume and agency discounts available

ADVERTISING RATES

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

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

Distributed with the Weekly Aviation Headline News

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

* Volume and agency discounts available

ADVERTISING RATES

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 AVITRADER.COM

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	(11.69" x 8.27" trim) 297mm x 210mm trim (11.85" x 8.43" bleed) 301mm x 214mm bleed (10.91" x 7.48" type area) 277mm x 190mm type area	PDF unflattened*
1/2 page ad	(5.31" x 7.48") 135mm x 190mm	PDF unflattened*
1/3 page ad	(3.54" x 7.48") 90mm x 190mm	PDF unflattened*
1/4 page ad	(2.60" x 7.48") 66mm x 190mm	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	(1.18" x 7.48") 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		

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