AVIONICS
— INTERNATIONAL —
PULSE OF AVIATION TECHNOLOGY

**20
20**

MEDIA KIT

Table of Contents

AVIONICS
—INTERNATIONAL—

Avionics International is part of Access Intelligence. Under this umbrella, *Avionics International* has access to the database for all these unique brands!

AVIONICS
—INTERNATIONAL—
THE PULSE OF AVIATION
TECHNOLOGY

GLOBAL CONNECTED AIRCRAFT SUMMIT 2020
ADVANCING IN-FLIGHT NETWORKS: AI. CYBER. DATA.

DEFENSE DAILY

CUSTOM SERVICES & SOLUTIONS

We understand our audience's pain points, information needs, and industry challenges. Let us build content for you that will engage and inform our audience.

CUSTOM SERVICES:

- Writing Services
- Design
- Video
- Custom Events
- Research & Surveys

CREATING CUSTOMIZED SOLUTIONS TAILORED TO YOUR INDIVIDUAL GOALS:

Deliver measureable audiences to build brand awareness, generate sales leads, and establish thought leadership both online and at in-person events.

LOOK FOR THESE ICONS THROUGHOUT THE MEDIA KIT TO SHOW YOU WHICH TOOLS OFFER THESE SOLUTIONS!

BRAND AWARENESS:

- Native Advertising
- Digital Display and High Impact Advertising
- Social Media Campaigns
- Sponsored Videos
- Trade Show Video Interview Sponsorships
- Trade Show Print Advertising
- E-Letter Advertising

LEAD GENERATION:

- Content Syndication
- Content Creation
- Industry Reports
- Behavioral Targeting by Audience or Content Topic
- Lead Nurture Campaigns
- Partner Content Programs
- Turn-Key Lead Generating Webinars
- Dedicated Emails

THOUGHT LEADERSHIP:

- Content Creation Programs
- Industry Reports
- Executive Summaries
- Trade Show Video Interview Sponsorships
- Video Insights Program
- Turn-Key Lead Generating Webinars
- Virtual Round Table Events
- In-Person Events

LIVE EVENTS:

- Global Connected Aircraft Summit
- Trade Show Round Table Events
- Trade Show Educational Seminars

AVIONICS
—INTERNATIONAL—

Reach Top Aviation Professionals

Avionics International is the leading aerospace publication for analyzing the evolution of avionics technologies, embedded computing, data analytics and EFBs among other disruptive technologies and concepts occurring across the global aviation electronics industry. *Avionics International* keeps readers up-to-date on critical developments within the aircraft electronics industry around the globe.

269,000+
Total Audience

21,220
Print/Digital
Subscribers

81,508
Website Traffic
Users/Month

32,500
Avionics International
Report E-Letter
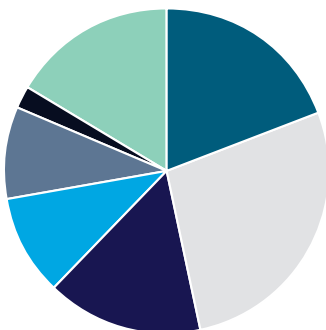
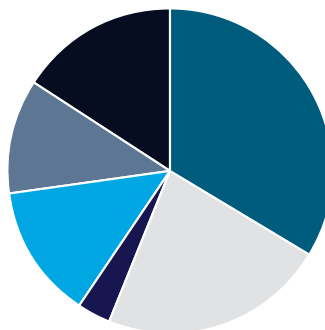**122,000**
Twitter
Followers

2,270
Linkedin
Group Members

10,000
Facebook
Follwers

BUSINESS & INDUSTRY

- **19%** Military/Government
- **27%** OEM, Prime Contractors/ System Integrators
- **15%** Airline Operators
- **10%** Helicopter Owners/ Operators, Users
- **9%** Dealers
- **2%** Air Traffic Control
- **18%** Other

JOB FUNCTION

- **30%** Corporate Management & Operations
- **20%** Avionics Engineering
- **13%** Rotor Engineering
- **12%** Avionics Project/Maintenance Management
- **10%** Pilots/Chief Pilots
- **15%** Other

GEOGRAPHY
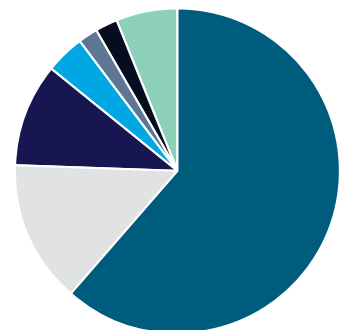
- **61%** North America
- **14%** Asia
- **10%** Europe
- **4%** South America
- **2%** Middle East
- **2%** Oceania
- **7%** Other International

2020 Editorial Calendar

DECEMBER / JANUARY 2020
ISSUE THEME: THE EMBEDDED ISSUE

FEATURES	• SOSA's Impact on Future Military Aircraft Systems • Embedded Avionics: Security in Focus • New Approaches to Cooling Embedded Avionics • What's Trending: Artificial Intelligence for UAVs • Expanding Capabilities in Avionics Connectors	EVENTS	Embedded Tech Trends Embedded World			
		AD CLOSE	12/13/19	MATERIALS DUE	12/30/19	
SPECIAL ISSUES/ REPORTS	HeliExpo Show Day Issue VFS eVTOL Symposium Show Report e-letter	AD CLOSE	12/13/19	MATERIALS DUE	1/2/20	

FEBRUARY / MARCH 2020
ISSUE THEME: THE AEROSPACE/TECHNOLOGY ISSUE

FEATURES	• Asia Pacific Airliner Upgrade Programs • Cockpit Vision Systems • Test Equipment for Next Generation Avionics • Military Avionics Upgrade Programs • What's Trending: Avionics CTO Roundtable	EVENTS	Aerospace Technology Week Singapore Air Show AEA		
		AD CLOSE	1/3/20	MATERIALS DUE	1/14/20

APRIL / MAY 2020
ISSUE THEME: THE AVIONICS MANDATES ISSUE

FEATURES	• GADSS 2021: The Latest • Aircraft Data Link Regulation • Europe's Business Aviation Industry Progress on ADS-B • What's Trending: Asia Pacific Mandates and ATM Upgrades • ARINC Standards: Advancing Avionics Form, Fit and Function	EVENTS	AEEC EBACE ICNS		
		AD CLOSE	3/10/20	MATERIALS DUE	3/23/20
SPECIAL ISSUES/ REPORTS	VFS Annual Forum Show Report e-letter				

JUNE / JULY 2020
ISSUE THEME: THE CONNECTED AIRCRAFT ISSUE

FEATURES	• Predictive Maintenance: Real Operational Examples • Disruptive Connected Cabin IFEC Technologies • Connected Aircraft: Wire and Cable Enablement • Integrating EFBs Further into Connected Cockpits • What's Trending: Digitally Designing Connected Airplanes	EVENTS	Global Connected Aircraft Summit Farnborough Airline Passenger Experience EXPO EFB Users Forum		
		AD CLOSE	4/24/20	MATERIALS DUE	5/4/20

AUGUST / SEPTEMBER 2020
ISSUE THEME: THE ARTIFICIAL INTELLIGENCE & MACHINE LEARNING ISSUE

FEATURES	• Developing Regulation for AI in Avionics • Machine Learning: Status in Aircraft Systems Today • AI for Air Taxi Avionics? • AI in Aircraft Data Analytics Programs • What's Trending: Embedded AI for Military Aircraft Systems	EVENTS	Air Force Association Air, Space and Cyber Digital Avionics Systems Conference (DASC)		
		AD CLOSE	7/7/20	MATERIALS DUE	7/16/20
SPECIAL ISSUES/ REPORTS	APEX Show Day Issue	AD CLOSE	9/11/20	MATERIALS DUE	9/21/20

OCTOBER / NOVEMBER 2020
ISSUE THEME: THE BUSINESS AVIATION ISSUE

FEATURES	• Connected Business Jets: In-flight Troubleshooting • Business Jet Operators: Navigating Avionics Mandates • MROs Talk Business Case for Legacy BizJet Operators • What's Trending: In-flight Apps for Business & GA Pilots • The Status of Business Jet Health Monitoring	EVENTS	NBAA 2020		
		AD CLOSE	8/31/20	MATERIALS DUE	9/8/20

Editorial Note: Topics may change due to trends in the global industry, along with readership and advisory board feedback. Subscribers receive updates about editorial calendar via email.

AVIONICS
—INTERNATIONAL—

DIGITAL EDITION AD SIZES: Emailed to 21,000 inboxes 6 times per year
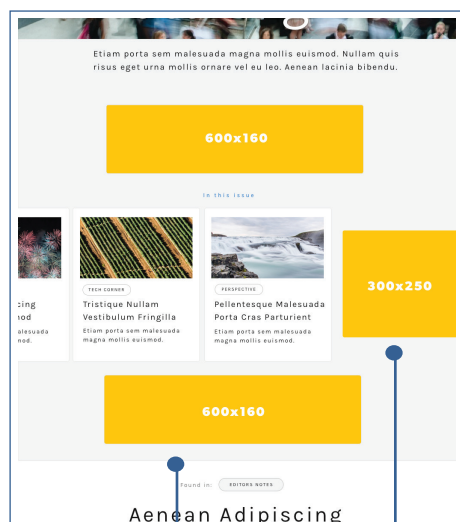
PREMIUM BANNER

Equivalent to Cover 2 in Mag

TABLE OF CONTENTS SPACE

MEDIUM

LARGE

**SMALL**

JUMBO

DIGITAL EDITION *All rates are net

Width x Depth in Pixels	Print issue Equivalent	1x	3x	6x
970 x 600	Full page ad	$6,000	$5,500	$5,000
600 x 300	1/2 page ad	$4,500	$4,000	$3,500
300 x 250	1/3 page ad	$3,500	$3,000	$2,000
180 x 150	1/4 page ad	$3,000	$2,500	$2,000
Premium postions				
Above TOC 600 x 160	Cover 4	$7,500	$7,000	$6,500
Under TOC 600 x 160	Cover 2	$7,000	$6,500	$6,000
Within TOC 300 x 250		$6,000	$5,500	$5,000

Mechanical Requirements

Questions regarding specs?
ATTN: Tony Campana,
Avionics,
Phone: +1-301-354-1689
Email: tcampana@accessintel.com
Access Intelligence, LLC,
9211 Corporate Boulevard,
4th Floor
Rockville, MD 20850

FILE FORMATS

- SWF, GIF or JPG file under 1 MB in size
- Supply URL the ad will link to
- Do not embed the click-through URL in the SWF file. Send the URL separately.

600 x 160   300 x 250   180 x 150   600 x 300
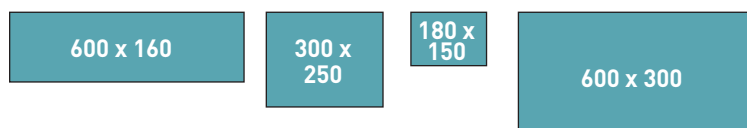
Width x Depth in Pixels	Print issue Equivalent	Mobile Ad Sizes
970 x 600 px	full page ad	320 x 600 px
600 x 300 px	1/2 page ad	320 x 480 px
300 x 250 px	1/3 page ad	
180 x 150 px	1/4 page ad	
Above TOC 600 x 160 px	cover 4	320 x 160 px
Under TOC 600 x 160 px	cover 2	320 x 160 px
Within TOC 300 x 250 px		

*Submit company logo for ad index ad jpg or eps. jpg must be at least 500px wide for logo

INTEGRATED MARKETING PLAN INCLUDED IN ALL PROGRAMS

YOUR CONTENT IN FRONT OF QUALIFIED AND ENGAGED AUDIENCE OF AVIATION/ AEROSPACE INDUSTRY PROFESSIONALS.

DEDICATED REGISTRATION PAGE

▶ First and last name

▶ Title and company

▶ Address, city, state, zip

▶ Phone and Email

▶ Title and worksite demographics

LEAD DELIVERY

▶ Leads include full details from dedicated registration page

▶ Additional filtering will incur fees. Contact your area sales manager for filter fees.

▶ Standard programs run for 90 days.

▶ Avionics International reserves the right to reject content after a contract is signed. Content must be educational in nature.

Content Creation Services

▶ Our editorial team will create your custom content based on the message you want to deliver, topic of content and challenges you want to address.

▶ Production team will include covers, graphics, images, charts based on customized program.
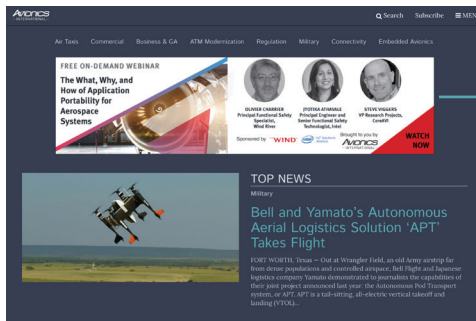
Billboard: 970x250 **160 CPM**

81,000 AVERAGE WEBSITE USERS
*Google Analytics, Aug. 2018 - Aug. 2019
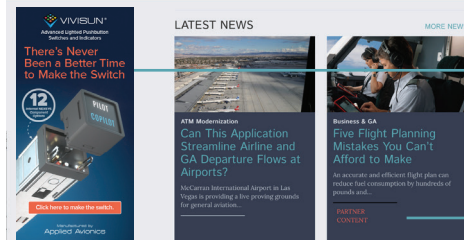
Half Banner: 300x600 **160 CPM**

NATIVE AD HOME PAGE EXPOSURE

WHAT IS NATIVE ADVERTISING?

Native advertising is a form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed.

Drive Thought Leadership and Awareness via Home Page or Topic Page
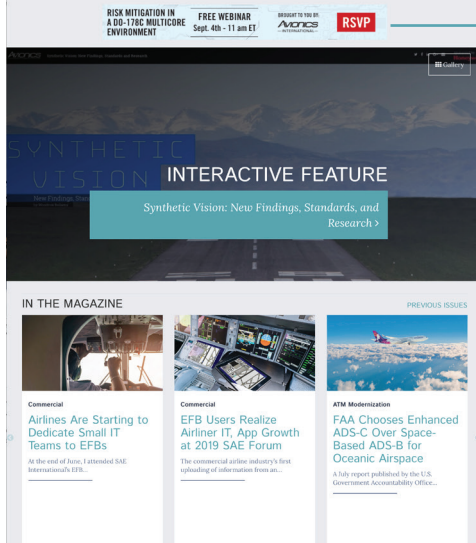
Lower Rail: 728x90 **140 CPM**
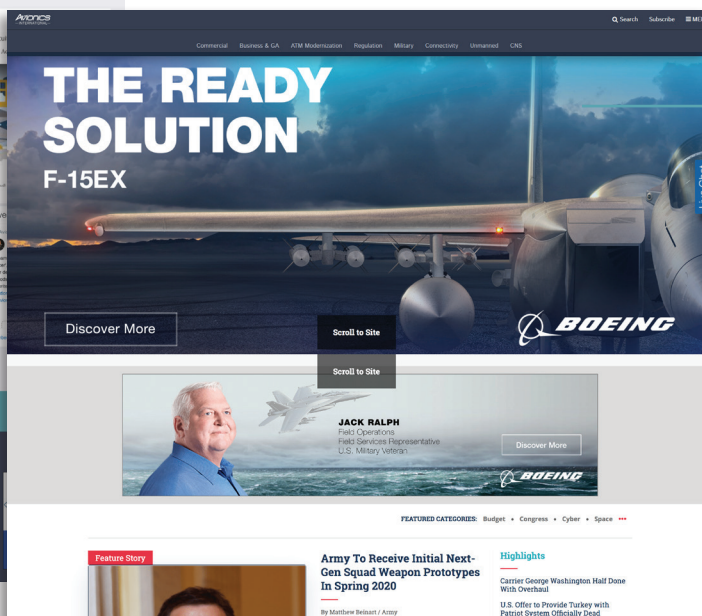
Fluid Banner: 1920x(921-929)

$3,000 flat fee for every 2,500 impressions

EXPONENTIALLY EXPAND YOUR MARKET PRESENCE PRE-SHOW, DURING SHOW AND POST-SHOW SURROUNDING TRADE SHOWS/EVENTS

IF THESE ARE YOUR GOALS FOR TRADE SHOWS, WE CAN HELP!

- More face-to-face time with attendees
- Promote new & innovative products
- Generate more qualified leads

PROMOTE YOUR COMPANY AT:

ABACE

AEA

Aircraft Interiors

Global Connected Aircraft Summit

AMC/AEEC

APEX

EBACE

NBAA

SOLUTIONS

We have created custom technology solutions to help maximize your presence at your industry events pre-show, during the show, and post-show

VIDEO INTERVIEW SPONSORSHIP

- One-on-one sponsored video interviews at event along with a professional interviewer to conduct the interviews.
- You provide 4-5 questions for the professional interviewer that will help you convey your message to our qualified audience.
- Video interviews will be promoted via post-event newsletter.

You will receive:

- Edited video file to re-use for your other sales/marketing initiatives.
- Hosted on Avionics and Rotor & Wing for 1 year
  Only 6 Interview Sponsorships Available. First Come First Serve

E-VITE DEDICATED EMAIL

- Invite attendees to stop by your booth and help drive appointments with a targeted email pre-show, or follow up on big announcements with post-show e-blasts

AVIONICS INTERNATIONAL REPORT

The industry's most trusted daily source for the latest in global aviation electronics news. The Avionics editorial team compiles the most important stories our audience needs to be aware of in this e-letter and deploys first thing in the morning. Position your message in this e-letter to reach our audience of 32,500 aerospace professionals as they catch up on the latest news!

CIRCULATION: 32,500
DELIVERED: 3X PER WEEK (MONDAY, WEDNESDAY, FRIDAY)
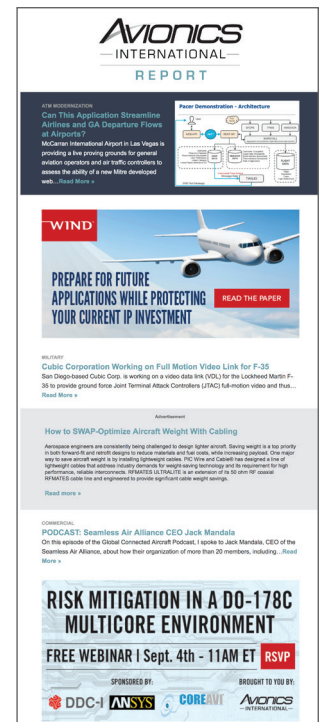
AVIONICS PRODUCT SPOTLIGHT

Solely dedicated to your product announcements. This lead-generating tool is delivered to 32,500+ qualified Avionics International readers and gives you the perfect opportunity to highlight your company's latest products and technologies.

Upon delivery, you will be provided with a full report detailing the audience engagement with e-letter, including full contact information.
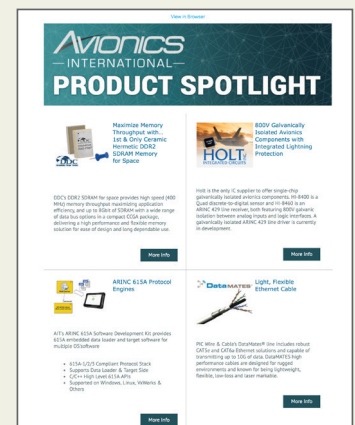
CUSTOM EMAIL BLAST

We've made it easy to get your message and brand in front of Avionics's opt-in and qualified readership. Simply create your message, put it in an HTML template and send it to our production team. Your email deployment will come directly from Avionics International, tying your organization's message with a credible, independent and respected information source in the industry. We offer custom email blast opportunities to fit your needs and budget.

The Skyport

The world of urban air mobility is moving fast. Over a billion dollars of investment has pumped into the space and more than 150 vehicle designs are in various stages of testing, with many companies publicly committed to going operational by as early as 2023.

A number of challenges must be solved between now and the dawn of the "air taxi future," such as: How will air taxis integrate into the airspace without disrupting existing traffic flows? How will regulatory agencies respond to the need for quick, safe paths to certification…and autonomous flight? What vehicle designs will prove most effective? And finally, will UAM providers be able to find a profitable business model before investment dries up?

In *Avionics International's* newest e-letter, *The Skyport*, we'll discuss these topics, blending news and analysis with scoops and interviews from across the industry. Our first few issues have been sent directly to members of our audience who requested more information on this evolving topic. Make sure your marketing message is heard by our highly engaged audience.

WHO'S READING THE SKYPORT:

- Airbus
- BAE
- Bell
- Collins
- Embraer
- FAA
- Garmin
- GE Aviation
- Honeywell
- Leonardo
- NASA
- Northrop Grumman
- Sikorsky
- Thales
- Uber

Highly Engaged Readership

48% Average Open Rates

7.6% Average Click Thru Rate

27% C-Suite, Owner, Founder, Chairman, VP, Director Level

SPONSORSHIP PACKAGE:

- With *The Skyport's* native advertising model, your message will be integrated with our editorial content.
- Native advertising includes one image (600 x 400 px recommended), 50 words of text and URL link provided by sponsor
- Copywriting assistance of sponsor content is available if requested

Package Cost: $2,500 per ad unit

AVIONICS —INTERNATIONAL—

YOU SELECT TOPIC!

ALL EDITORIAL ALIGNED
WITH TOPIC

**100% SOV
(SHARE OF VOICE)**

2- 300 X 250 DISPLAY ADS
2- TEXT ADS

SHOWCASE YOUR END-TO-END SOLUTION WITH A ONE-HOUR WEBINAR!

ESTABLISH THOUGHT LEADERSHIP:

Avionics International will create a 4 week integrated markting campaign promoting your webinar to our audience of over 45,000 aerospace professionals. Campaign will include print ads, banners on website/e-letters, and weekly email efforts, along with post-webinar editorial coverage. Sponsors can provide marketing media to the following issue as well.

DRIVE LEAD GENERATION:

Each webinar registrant's full contact information is then added to a list and provided to the sponsoring company – a fresh group of sales prospects interested in your solution!

UTILIZE A LEAD NURTURE PROGRAM TO MAXIMIZE YOUR LEADS

This one month program will establish you as thought leaders on your specific end-to-end solution while driving qualified leads.

Interactive Features

Avionics International Interactive Digital Features offer an enhanced reading experience, complete with striking images and an innovative new 'endless scroll' format.

Establish your company as a thought leader on a particular subject with our Marquee product, a dazzling piece of content created by our editorial staff with your company logo, image and banner within the article.

Your article will be featured on the Avionics website via home page and promoted for a month via email and social media channels.

There are two platforms to choose from where you can sponsor an upcoming Avionics article, or we can take your content and rop it into our Interactive Feature format.

Marquee is our standard interactive feature which includes company logo, image and banner within the article.

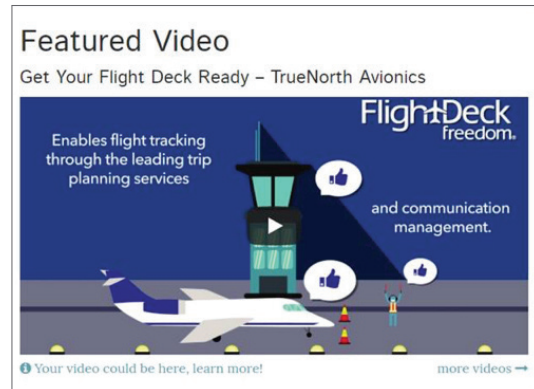Cascade is a more customized version allowing flexibility and input for design images, video, etc.

Talking about it does not do the Avionics Interactive Feature justice, click the link below to see for yourself –

HTTP://INTERACTIVE.AVIONICSTODAY.COM/

Do you have a great video that is a must-see for potential and current customers? Are you looking for an effective distribution outlet for that video that you worked so hard on? Well, we have just the program for you! The Avionics Insight Video Program takes your content and leverages our reach in the industry to give you a positive return on your video investment.

The Avionics Insight Video Program places your video in front of the global Avionics market through a variety of methods including weekly and monthly promotion in Avionics's e-newsletters.

Featured Video
Get Your Flight Deck Ready – TrueNorth Avionics

Enables flight tracking through the leading trip planning services

Flight Deck freedom.

and communication management.

ℹ Your video could be here, learn more!   more videos →

- **How-to Videos**
- **Product Demonstrations**
- **Training**
- **New Product Launch**
- **Company Profiles**

Recommended video length: 2-3 minutes

SILVER PACKAGE

▶ Video hosted on home page of our site in Avionics Insight Video section for one month

▶ Video hosted on Avionics Insight Video landing page on our site for one year

▶ SEO benefits of video being featured on Avionicstoday.com

▶ Dedicated exclusive landing page for video

▶ Promotion of social media channels – Facebook, Twitter and LinkedIn for two weeks

GOLD PACKAGE

▶ Video hosted on home page in Avionics Insight Video section for one month

▶ Video hosted on Avionics Insight Video landing page for one year

▶ SEO benefits of video being featured on Avionicstoday.com

▶ Dedicated exclusive landing page for video

▶ Promotion of social media channels – Facebook, Twitter and LinkedIn for three weeks

PLATINUM PACKAGE

▶ Targeted exclusive e-mail blast to 5,000 emails promoting video

▶ Dedicated exclusive landing page for video

▶ Video hosted on home page of our site in Avionics Insight Video section for one month

▶ Video hosted on Avionics Insight Video landing page on our site for one year

▶ Promotion on Avionics social media channels—Facebook, Twitter and LinkedIn

▶ SEO benefits of video being featured on Avionicstoday.com

▶ Promotion of social media channels – Facebook, Twitter and LinkedIn for four weeks

ADVERTISING SPECIFICATIONS

FILE FORMATS

- PDF high resolution/Press or Print Optimized (300 dpi minimum)
- TIFF high resolution (300 dpi minimum)

GUIDELINES

- Set up documents to final size for output (For bleed ads, files should be set up for the bleed size of the magazine with crop marks set at the trim size. For non-bleed ads, set the file and crop marks to the actual ad size)

- If using Adobe Illustrator to creat ad, save as a PostScript file then run through Acrobat Distiller 5.0/1.4 to create PDF that ensures proper conversion of transparencies or layered graphics

- Do not compress linked graphics files when preparing final PDF or TIFF

- All files must be converted to CMYK (not RGB or include any Spot Colors)

- All photos and art must be a minimum 300 dpi resolution—don't include low res images in hi-res PDFs or TIFFs

- Trapping must be completed prior to creating final files: 0.20 pt. value and overprint black

- Send materials thru email or FTP upload— contact Production Manager for instructions

DIGITAL EDITION AD SIZES

| Width x Depth in Pixels	Print issue Equivalent	Mobile Ad Sizes
970 x 600 px	full page ad	320 x 600 px
600 x 300 px	1/2 page ad	320 x 480 px
300 x 250 px	1/3 page ad	
180 x 150 px	1/4 page ad	
Above TOC 600 x 160 px	cover 4	320 x 160 px
Under TOC 600 x 160 px	cover 2	320 x 160 px
Within TOC 300 x 250 px		

TERMS & CONDITIONS

Visit www.accessintel.com/termsandconditions to review Avionics' print and digital general terms and conditions.

PRINT MAGAZINE AD SIZES

|	Width x Depth Inches	Width x Depth Metric
Magazine Trim Size	7.875" x 10.750"	200mm x 273mm
Full Page w/bleed	8.125" x 11.000"	206mm x 279mm
(Live Area)	7.000" x 10.000"	178mm x 254mm
2/3-Page (Vertical)	4.500" x 9.500"	114mm x 241mm
1/2 Page (Island)	4.500" x 7.500"	114mm x 191mm
(Horizontal)	7.000" x 4.750"	178mm x 121mm
1/3 Page (Vertical)	2.125" x 9.500"	54mm x 241mm
(Square)	4.500" x 4.750"	114mm x 121mm
1/4 Page (Vertical)	3.375" x 4.750"	86mm x 121mm
1/4 Page (Horizontal)	7.000" x 2.250"	178mm x 57mm
2 Page Spread	15.750" x 10.750"	400mm x 273mm
w/bleed	16.000" x 11.000"	406mm x 279mm
(Live Area)	15.000" x 10.000"	381mm x 254mm

Live Area—keep all text and important graphics within this area

SCHEMATICS
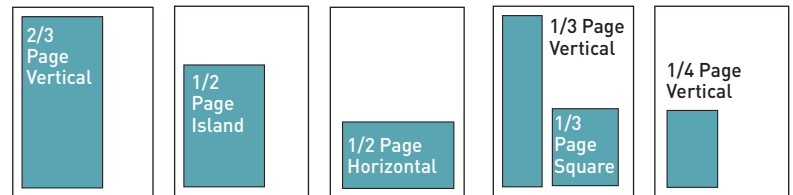
FILE FORMATS

- SWF, GIF or JPG file under 1 MB in size
- Supply URL the ad will link to
- Do not embed the click-through URL in the SWF file. Send the URL separately.
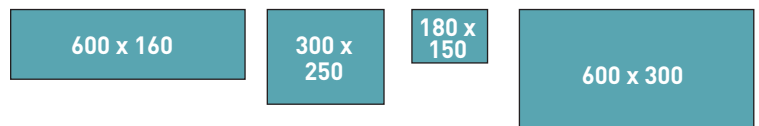
Address For Sending Ad Materials

ATTN: Tony Campana
Avionics Magazine
Access Intelligence, LLC
9211 Corporate Boulevard, 4th Floor
Rockville, MD 20850
Phone: +1-301-354-1689 | Fax: +1-301-576-5945
Email: tcampana@accessintel.com

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E-MAIL MATERIALS:
E-mail ads less than 12MB to
tcampana@accessintel.com

E-mail print ad materials and e-letter ad materials to Tony Campana. See contact information above. If more than 12MB contact Tony for upload instructions.

ADDRESS FOR SENDING MATERIALS:

Avionics International Magazine
Access Intelligence, LLC
Attn: Tony Campana
9211 Corporate Blvd., 4th Floor
Rockville, MD 20850

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