AEROSPACE INNOVATIONS

News, Views and Analysis of the Commercial and Defence sectors



2026 MEDIA INFORMATION

www.aerospace-innovations.com







Aerospace Innovations is a leading quarterly magazine showcasing the technologies and strategies transforming the global aerospace and defence industries. Available in print and digital formats, it delivers insightful, expert-led content that informs and connects professionals across every level and every sector.

Each issue explores cutting-edge developments in propulsion, avionics, autonomous systems, eVTOL aircraft, cybersecurity, maintenance and sustainable aviation. The publication highlights the breakthroughs driving efficiency, safety, and performance across air and space operations.

With contributions from leading writers and industry experts, Aerospace Innovations offers authoritative analysis, interviews, and commentary. Its balanced blend of technical depth and strategic insight makes it an essential resource for forward-thinking aerospace professionals.

Reaching senior executives, engineers, regulators, commercial aviation and defence specialists, Aerospace Innovations goes beyond reporting — it builds community. By fostering knowledge sharing and collaboration, it helps shape the ideas and innovations defining the future of global aerospace.

The main subject areas the magazine focuses on are as follows:

- Airframes, Engines, Avionics, Components
- UAV/UAS/UAM/eVTOL Aircraft
- Design, Modelling and Simulation
- Testing (Hardware and Software)
- Validation and Compliance
- Information Technology (IT)
- Maintenance (MRO)
- Sustainability
- Cybersecurity
- Operations

Aerospace Innovations is read by senior and middle management people working for:

- Civil and Military Airframe, Engine and Component Manufacturers (OEMs)
- Airlines and Aircraft Operators (Civil and Business Aircraft)
- Air Forces and Military Aerospace Organisations
- Government Bodies and Industry Regulators
- Designers and Simulation Companies
- Maintenance Companies (MROs)
- Flight Operations Companies
- Aircraft Integrators and Primes
- Software/IT Companies
- Aviation Suppliers
- Testing Companies

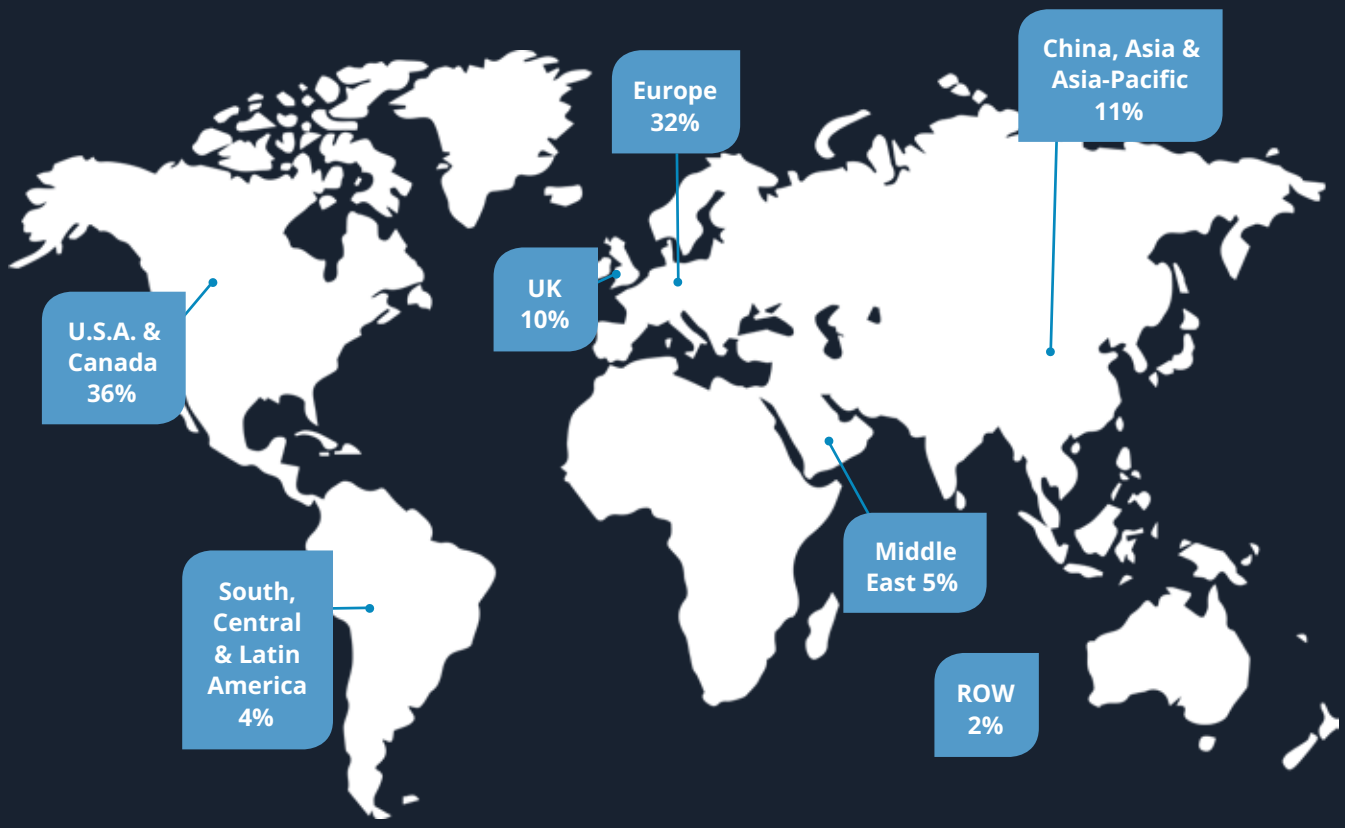






READERSHIP

Aerospace Innovations reaches a targeted audience of 98,000+ industry decision makers, experts and influencers, engineers, researchers, executives, and investors shaping the future of flight. They turn to us for in-depth coverage of cutting-edge technologies and trends.



Engineering Job Titles (Examples of):

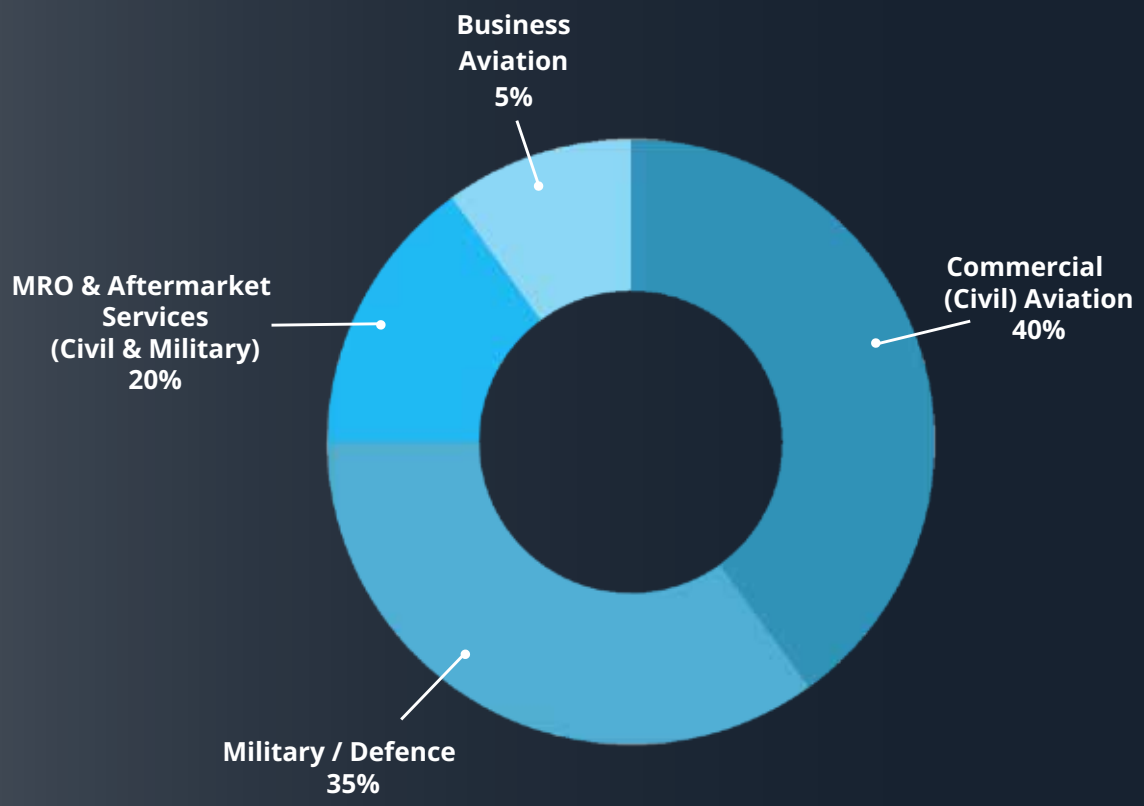
- Design Engineers
- Manufacturing Engineers
- Aeronautical Engineers
- Aerodynamics Engineers
- Structural Analysis Engineers
- Certification and Compliance Engineers
- Avionics Testing Engineers
- Propulsion Engineers
- Flight Test Engineers
- Project & Programme Engineers
- Simulation & Modelling Engineers
- Research & Development Engineers
- Validation Engineers
- Cybersecurity Engineers
- Systems Integration Engineers
- Embedded Software Engineers
- Validation and Verification Engineers
- Safety-Critical Software Engineers
- Software Architects
- Semiconductor and Electronics Engineers
- IT Systems Engineers

Airline Job Titles (Examples of):

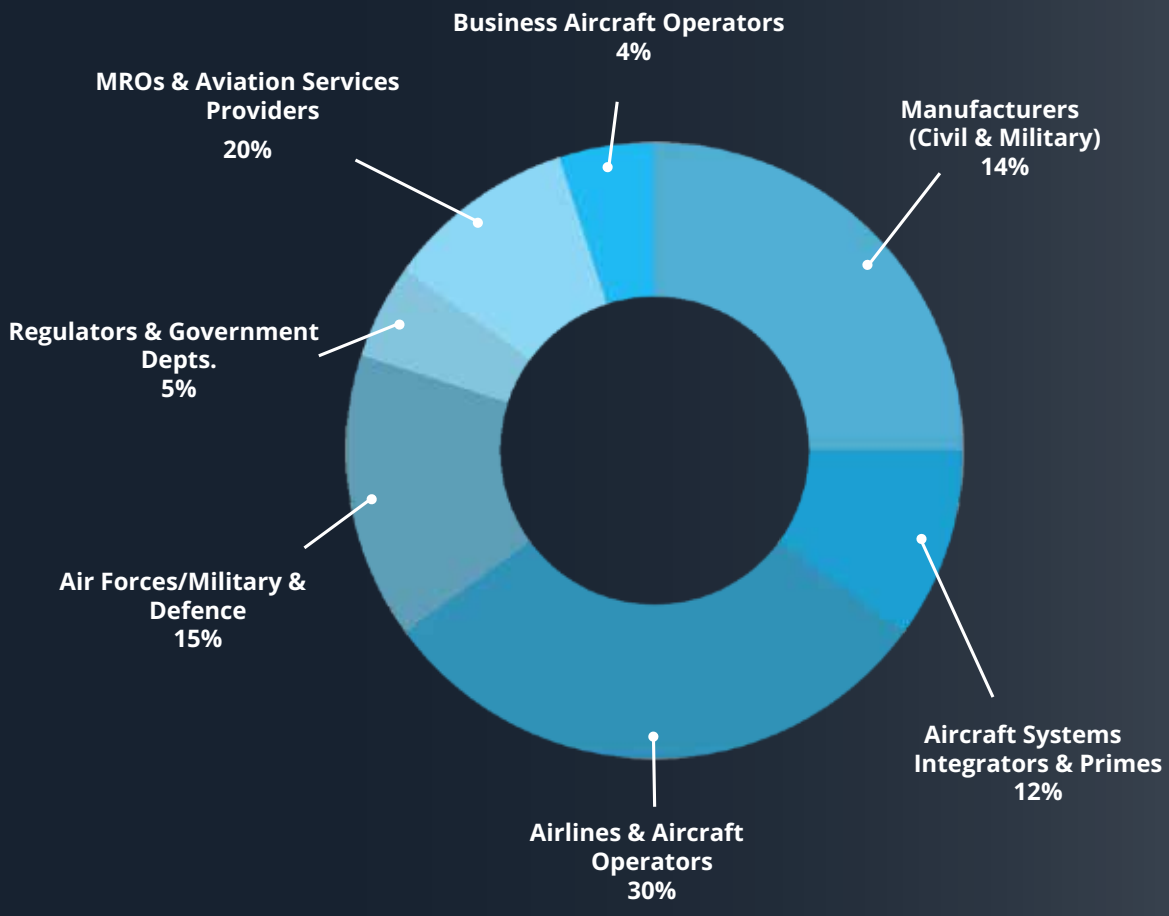
- Airline COOs, CIOs, CTOs, DFOs, CEOs
- IT Managers/Directors
- VP Maintenance
- VP Technical
- Maintenance Managers
- Engineering & Maintenance Directors
- Pilots and Captains
- Heads of Airline Operations
- Flight Dispatchers
- Flight Operations Directors and VPs
- Technical Publications Managers/ Directors
- EFB Managers and EFB Administrators
- In-Flight Connectivity (IFC) and (IFEC) Managers
- Safety & Regulatory Compliance (Managers/Directors)
- Sustainability & Digital Transformation (Managers/Directors)

The magazine has a global print circulation of 10,000 copies per issue, and a digital circulation of over 98,000+ industry professionals.

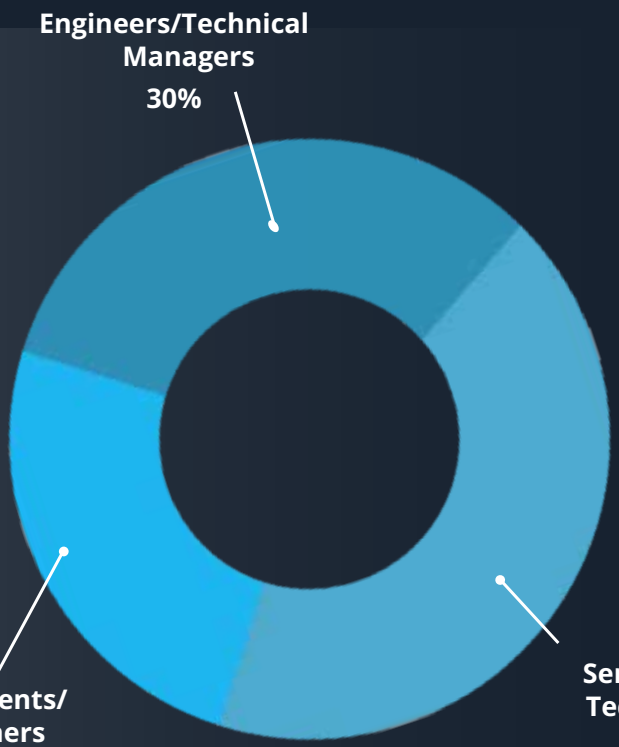
INDUSTRY SECTORS:

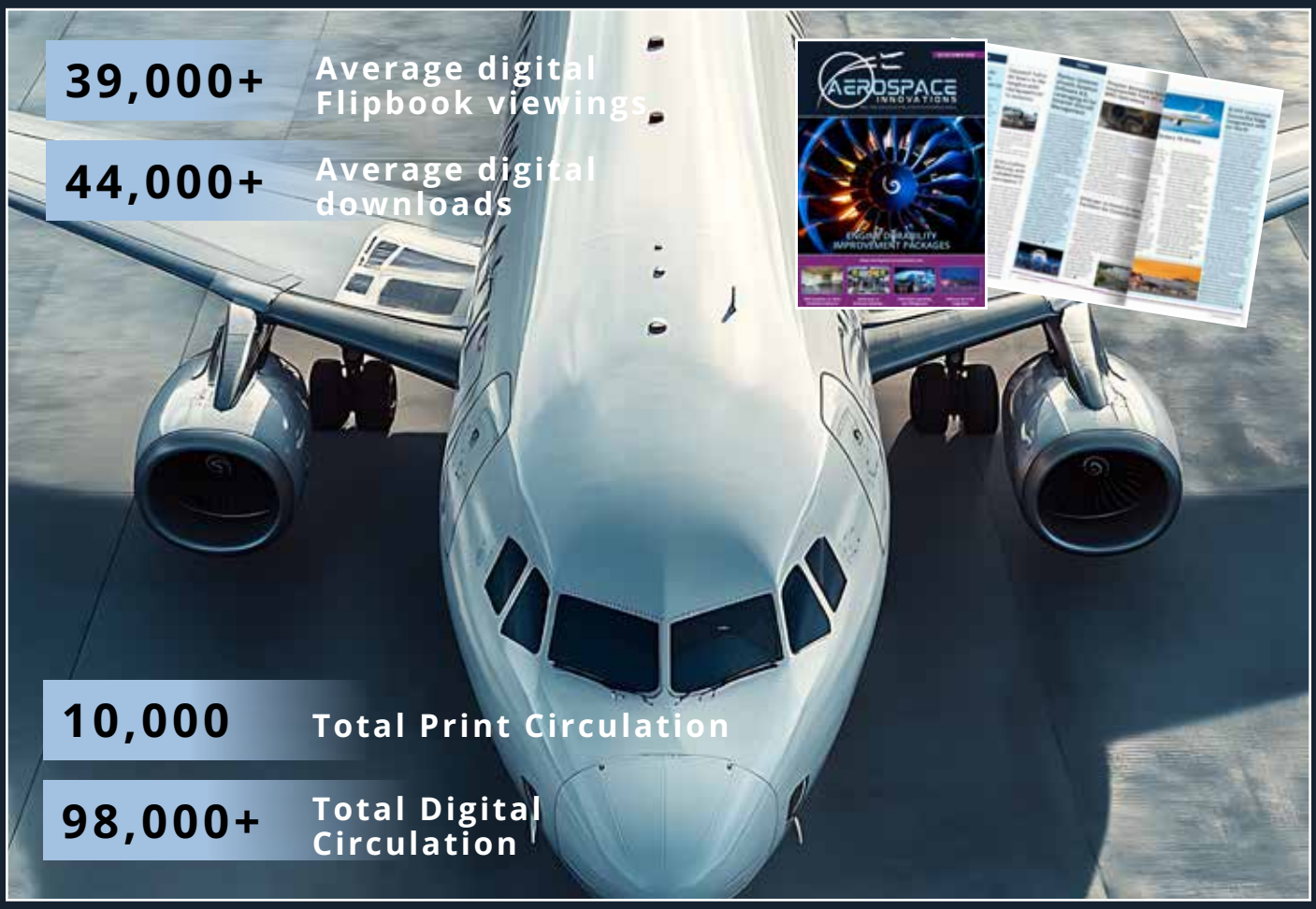


INDUSTRY TYPES:



JOB RANK/FUNCTION:





2026 EDITORIAL CALENDAR

Q4 ISSUE (DEC 2025)

- Developing AI and ML Standards in Aviation
- Shaping the Future of ATM/ANS Standards
- Flight Data Monitoring (FDM)
- Unmanned Aircraft UAVs/UAS/Large Drones
- Technical Documentation Management
- MRO Software Configuration Management

DEADLINE: NOV 17



Q1 ISSUE (MAR 2026)

EMBEDDED WORLD, MRO AMERICAS

- Cybersecurity in Aircraft Systems
- Flight Data Recorder Advances
- Software-in-the-Loop (SiL) Testing
- Managing Obsolescence
- Avionics Testing
- Air Data Testing
- EFB Integration with Aircraft Systems
- Tackling Workforce and Skills Shortages
- MRO Software for the Paperless Hangar

DEADLINE: FEB 9

Q2 ISSUE (MAY 2026)

AVIONICS AND TESTING INNOVATIONS / FARNBOROUGH AIR SHOW

- GCAP/FCAS Sixth Generation Aircraft Programs
- Next-Generation Aero Engines
- Multicore Avionics
- Hybrid-Electric Aircraft Programs
- Flight Simulators and Training
- Flight Operations Data Analytics
- Avionics Data Loading Systems
- AI in MRO Software Systems
- Parts Inventory Management

DEADLINE: APR 20

Q3 ISSUE (OCT 2026)

HISC CONFERENCE, MRO EUROPE

- Evolution of the CNS Infrastructure
- Simulation and Validation with Digital Twins
- DO-178C Compliance in Safety-Critical Systems
- Flight Management Systems (FMS) Advances
- Inflight Flight Connectivity (IFC) Developments
- Aircraft Interface Devices (AID)
- Supply Chain Integration
- Remote Visual Inspection (RVI)
- Predictive Engine Maintenance

DEADLINE: SEP 7

Q4 ISSUE (DEC 2026)

- eVTOL/AAM Program Updates
- FACE/MOSA/SOSA
- 4D Trajectory Based Operations (TBO)
- Weather Data Analytics for Flight Operations
- Human-Machine Interface (HMI)
- Telemetry Testing and Data Acquisition
- NDT Testing
- ETL and ELB Advances
- MRO Software for Planning and Scheduling

DEADLINE: NOV 11

DIGITAL ADVERTISING & MARKETING

Website banner advertising:

Website banner ads are a form of digital advertising that focuses on images rather than text. Of course, there is still ad copy, but the image is one of the most important aspects because it can grab an audience's attention.

Banner ads are an effective marketing strategy to help you increase website traffic and convert more visitors into paying customers. Banner ads are a cost-effective way to market your business, increase website traffic, and grow your audience quickly. Compared to organic methods, banner ads allow you to increase traffic as soon as your ads are published instead of waiting for results.

While banner ads can effectively promote lead generation, they're best for increasing brand awareness because they don't need website visitors to click to view the ad. Like other types of digital marketing strategies, banner ads allow you to measure your results to determine what's working and what isn't. With each banner ad you create, you can measure everything from impressions to clicks and click-through rates (CTRs).

Clickable banner ads can be found at the top, side, middle or bottom of a website, and they're used to drive traffic to a business website. The main goal of banner advertising is to generate traffic. A website visitor clicks the banner ad and is taken to the company's website or landing page to claim an offer or to learn more about your business.

Banner ads can be static or dynamic, in which certain elements on the ad move to attract more attention from website visitors. The ultimate goal of banner ads is to generate traffic to your website; they're only part of a larger campaign, which may consist of driving traffic to a particular website or landing page to promote sales or generate leads.

16,500+ Monthly visitors

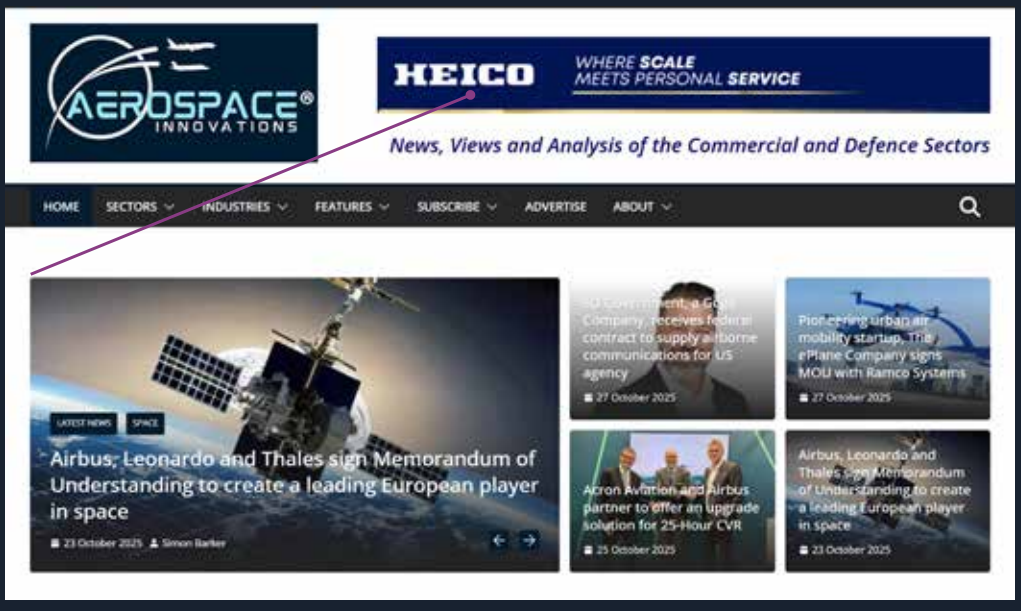
60,000+ Monthly impressions

Device breakdown

86%	Desktop
12%	Mobile
2%	Tablet

Horizontal Strip Banner
728 x 90 Pixels

€2,802 EUR
£2,410 GBP
$2,868 USD



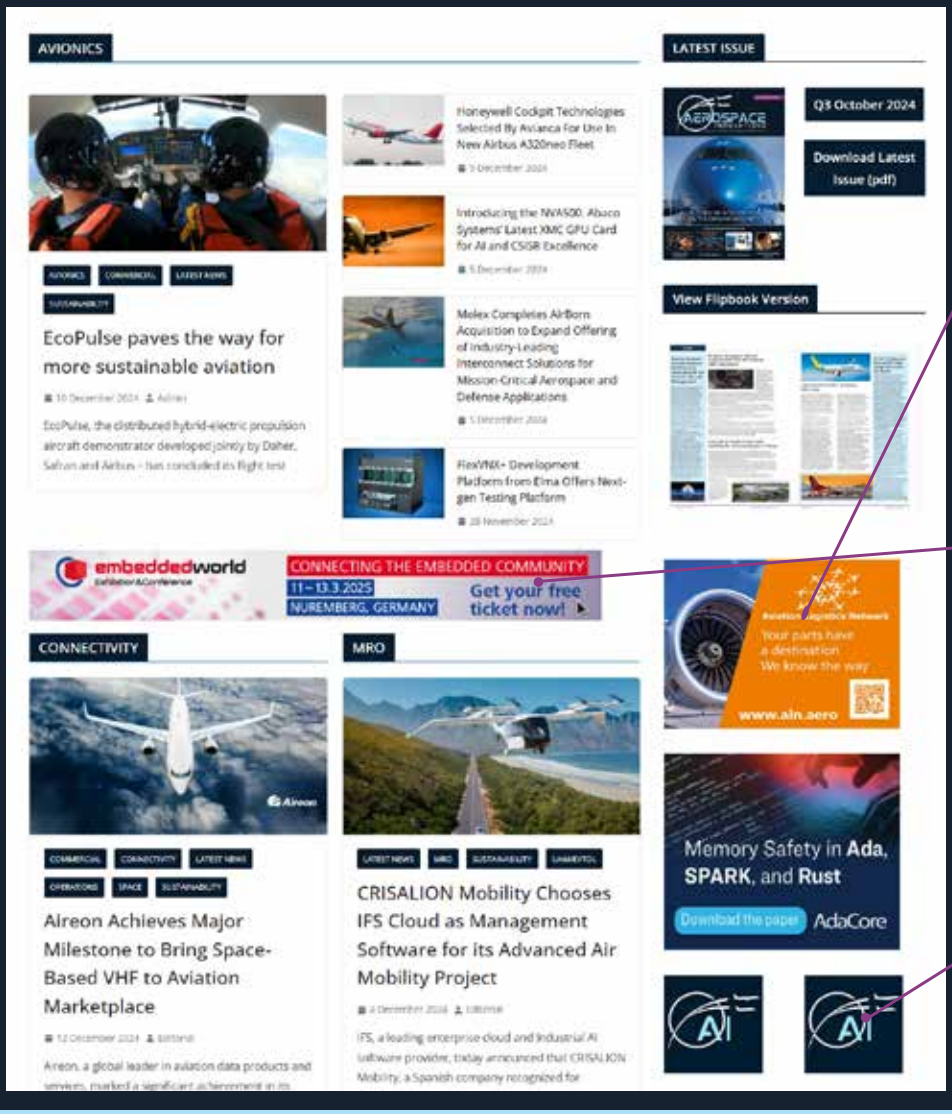
ARTWORK SPECIFICATIONS

Maximum file size 50kb

File format:
GIF or JPEG
Animated GIF files accepted

Note: Ads are responsive on mobile devices and retain banner dimensions.

Web-ready artwork for both ad sizes are required by ad closing deadline, typically 15th of month prior to run date.



Square Block Banner (Large)
300 x 250 Pixels

€2,137 EUR
£1,838 GBP
$2,188 USD

Horizontal Strip Banner
728 x 90 Pixels

€2,802 EUR
£2,410 GBP
$2,868 USD

Square Block Banner (Mini)
125 x 125 Pixels

€1,229 EUR
£1,050 GBP
$1,335 USD





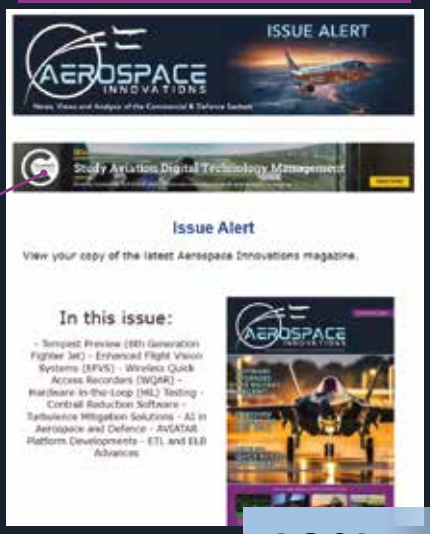


Monthly e-Newsletter Bannner ads/ Monthly e-Issue Alert Banner ads:



Horizontal Strip Banner
728 x 90 Pixels

€2,802 EUR
£2,410 GBP
$2,868 USD



Horizontal Strip Banner
728 x 90 Pixels

€2,802 EUR
£2,410 GBP
$2,868 USD

ARTWORK SPECIFICATIONS

Maximum file size 50kb

File format:
GIF or JPEG
Animated GIF files accepted

Note: Ads are responsive on mobile devices and retain banner dimensions.

Web-ready artwork for both ad sizes are required by ad closing deadline, typically 15th of month prior to run date.

98,000+ Monthly Circulation

18% Average Click Rate

22% Average Open Rate

65% Reactivity Rate

Dedicated Third Party Email Blasts:

A dedicated HTML email blast is all about exclusivity. It's sending a promotional email that's completely focused on the content/message that you create - no distractions, no competitors, just pure exclusive exposure for your company.

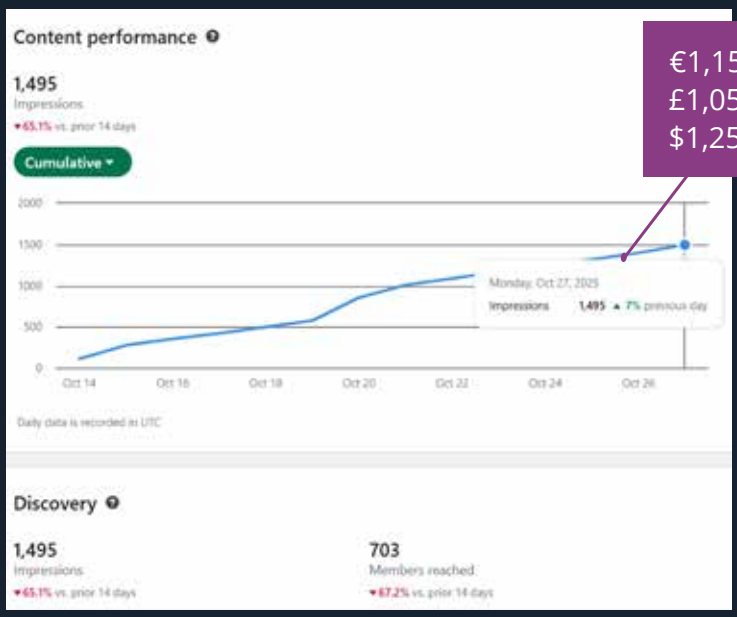
In essence, this means crafting an entire email with one goal: promoting products or services or sharing content that speaks directly to subscribers' interests.

By targeting your dedicated emails to an audience that eagerly awaits your next update, you tap into a goldmine of engagement. These subscribers are not just casual onlookers; they're invested in what you have to say and offer. It's this eagerness that sets the stage for high levels of interaction, making each email more than just a message—it becomes a conversation starter with those who matter most to your business. If you're launching a new product, service or promoting a fresh new logo, or a new company name, or announcing a huge sales promotion, you'll almost certainly want to include email blasts in your marketing campaigns.

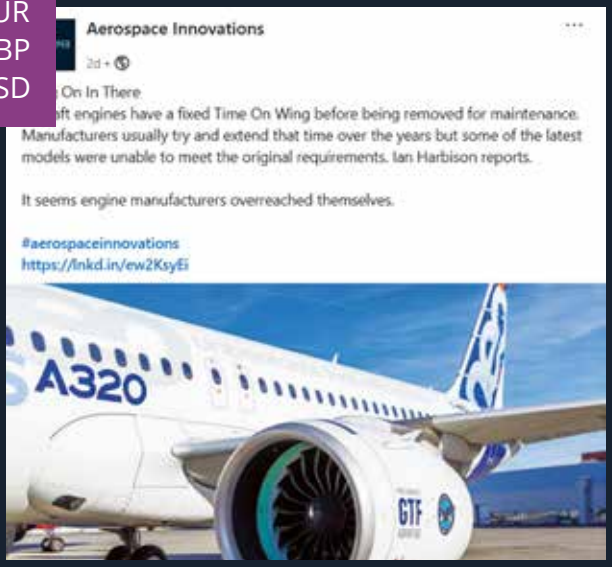
€3,325 EUR
£2,859 GBP
$3,403 USD



Social Media Posts / Reposts:



€1,150 EUR
£1,050 GBP
$1,250 USD



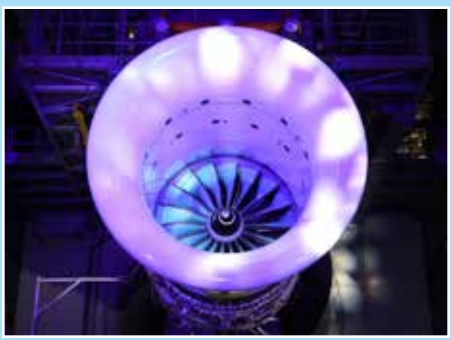
Whitepapers:

A whitepaper is a persuasive, authoritative, in-depth report on a specific topic. People create whitepapers to educate their target audience about a particular issue, solution, or to explain and promote a particular methodology. They're advanced problem-solving guides. Typically, whitepapers are hosted on a website and require an email address to access the content via a gated download, which makes them great for capturing leads.

€3,325 EUR
£2,859 GBP
$3,403 USD









Webinars:

Webinars provide a powerful, interactive audio-visual opportunity to reach your target audience with people who may not be in a position to attend an in-person event or trade show.

Hosted by Aerospace Innovations, the webinars can be live or pre-recorded events and are shaped to meet the delivery expectations of the sponsor. Topics are driven by the sponsor and last normally between 45-60 minutes in length. Presentations and speakers are provided by the sponsor, or we can source them for you in advance. The sponsor of the webinar and their speakers will be featured in advance in all the promotional marketing campaigns, normally 4-6 weeks prior, via our extensive 50,000 database and our LinkedIn connections and LinkedIn Group.
What we provide:

- The complete webinar hosting platform software
- A dedicated webinar manager and a moderator
- Email campaigns - several dedicated email blasts to our 98,000 database
- Typically two email blasts before the webinar event and one post webinar
- Webinar recordings kept available for those people who are unable to attend it live
- Website homepage banner ad on our site with click-through to the webinar
- Push Notice Notifications to our LinkedIn Group
- Banner ads in our monthly e-newsletter before the webinar takes place
- Hosting of the webinar recording video for up to 12 months after the webinar event
- Supply of the contacts of all the registered viewers to the sponsor, in line with GDPR, and, analytics of the registered viewers (viewing times, countries, etc.)



€6,500 EUR
£5,590 GBP
$7,030 USD

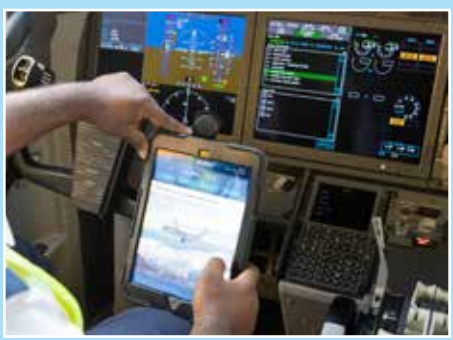






ADVERTISING RATES

DISPLAY ADVERTISING	€	£	US$
Double Page Spread	9,975	8,578	10,208
Full Page	6,175	5,310	6,320
Cover Position (Full Pages)	6,650	5,719	6,805
1/2 Page	3,325	2,859	3,402
1/3 Page	2,707	2,328	2,771
1/4 Page	2,232	1,920	2,284
Carrier Sheet Sponsorship	2,375	2,042	2,431
Cover Sponsorship	7,125	6,127	7,292
Belly Wrap	3,325	2,859	3,403
WEBSITE			
Horizontal Strip Banner ad: 728 x 90 Pixels	2,802	2,410	2,868
Square Block Banner ad (Large): 300 x 250 Pixels	2,137	1,838	2,188
Square Block Banner ad (Mini): 125 x 125 Pixels	1,229	1,050	1,335
Whitepaper	3,325	2,859	3,403
EMAIL / DIGITAL			
E-news or Issue Alert Top Banner	2,802	2,410	2,868
Social Media Posts	1,150	1,050	1,250
Dedicated HTML 3rd Party Blast	3,325	2,859	3,403
Webinar	6,500	5,590	7,030







ADVERTISING SIZES AND SPECIFICATIONS

FULL PAGE



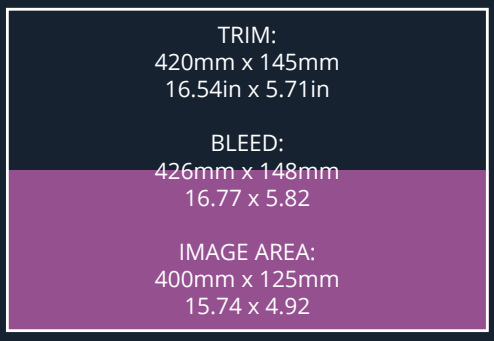
Full Page:
€ 6,175
£ 5,310
$ 6,320

DOUBLE PAGE SPREAD

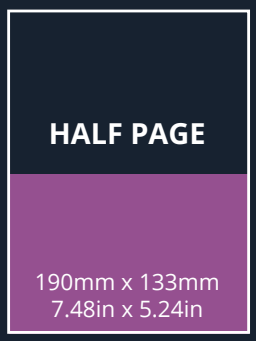


Double Page Spread:
€ 9,975
£ 8,578
$ 10,208

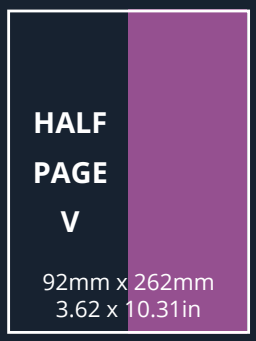
HALF PAGE SPREAD



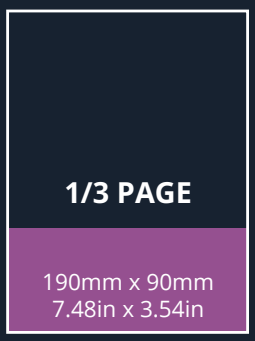
Half Page Spread:
€ 6,175
£ 5,310
$ 6,320



Half Page:
€ 3,325
£ 2,859
$ 3,402



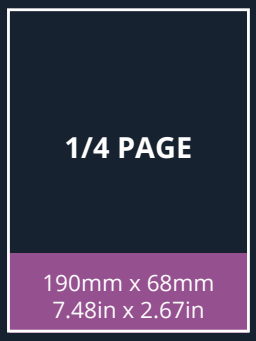
Half Page V:
€ 3,325
£ 2,859
$ 3,402



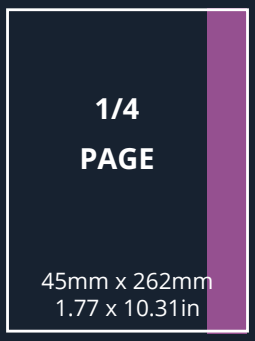
1/3 Page:
€ 2,707
£ 2,328
$ 2,771



1/2 Page Island:
€ 3,325
£ 2,859
$ 3,402



1/4 Page Horizontal:
€ 2,232
£ 1,920
$ 2,284



1/4 Page Vertical:
€ 2,232
£ 1,920
$ 2,284



1/4 Page Island:
€ 2,232
£ 1,920
$ 2,284

ADVERT SPECS

- High-Resolution 300 dpi print-ready PDF is the preferred file format for advertisements.
- Use the correct colour mode (RGB for digital) or (CMYK for print).
- All images/logos to be 300 dpi to avoid pixelation and distortion.
- Embed all fonts to ensure they appear correctly on different devices.
- Bleed and Crop marks to be included on Full Page, Double Page Spreads and Half Page Spreads.
- Keep the PDF file size below 10 MB for faster uploading and downloading.

AEROSPACE INNOVATIONS

News, Views and Analysis of the Commercial and Defence sectors

Aerospace Innovations Webinars

We offer complete live hosting or pre-recorded webinars. They normally last between 45-60 minutes and have a global online audience of aerospace and defence industry engineering people tune in to watch and listen. Hundreds of hardware and software engineers, aircraft and systems manufacturers, suppliers and airlines register and tune in for each webinar. Webinars provide a powerful, interactive audio-visual opportunity to reach your target international audience. The sponsor of the webinar and their speakers will be featured in all of the promotional efforts.

Sponsors of webinars receive the full metrics/analytics of the audience after the event, including the opted-in GDPR compliant contact details. We provide the platform hosting, production, speaker moderation, pre-event marketing and the post-event metrics/analytics for all our webinars.

What we provide:

- Webinar hosting platform, marketing and production.
- Two dedicated email blasts to our 72,000 aerospace and defence contacts on our database.
- One post webinar email (with a recording of webinar for those unable to attend it live).
- Website – Home page banner on our web sites with click through to the webinar.
- Push Notice – to our LinkedIn Group.
- Web Banners in our monthly e-newsletter. (typically, two prior to each webinar).
- We host the webinar video on-demand for 12 months on our website.
- Typical number of attendees: 300



Please enquire for further details and sponsorship prices.

Contact: Simon Barker

Tel. +44 (0)208 643 5130
simonb@aerospace-innovations.com
www.aerospace-innovations.com

AVIONICS AND TESTING INNOVATIONS

2nd-3rd June 2026

London, UK

www.avionicsandtesting-innovations.com

Flagship Media Partner:

AEROSPACE INNOVATIONS

SAVE THE DATES!

With the global market for commercial avionics equipment set to grow from $99.33 billion in 2024 to $179.44 billion by 2032 (Fortune Business Insights), the industry has not been this buoyant for some time, setting the scene for some active discussions at Avionics and Testing Innovations on the future policies, performances and innovations in the avionics, testing and certification sectors.

Avionics & Testing Innovations Conference & Exhibition is the premier event for industry professionals shaping the future of flight and flight deck capabilities for the commercial and defense sectors.

Network with leading industry experts, witness groundbreaking technologies on the exhibition floor, and participate in certified training workshops designed to enhance your Continual Professional Development.

- The premier event for the avionics, testing and certification sectors
- For the latest in SESAR-3, NextGen, performance-based navigation and the developing digital skies
- For what the pilots want, the aircraft needs, and the industry must have!
- From Air-to-Ground and all communications and technologies in-between

Join us in London on 2nd-3rd June 2026, for **Avionics & Testing Innovations Conference & Exhibition** and bringing together of cutting-edge technologies and a dynamic agenda tackling the hottest topics in avionics, testing and certification.

For further details visit www.avionicsandtesting-innovations.com

Neil Walker
Director of Conferences
E: neilw@aerospace-innovations.com

Simon Barker
Exhibition Sales Director
E: simonb@aerospace-innovations.com



EDITORIAL CONTIBUTORS:



Ian Harbison

Editorial

Ian has had a long and varied career spanning 50 years in the commercial aviation and aerospace sectors, covering journalism, public relations, market intelligence, and conference organisation. Highlights include Shephard Press between 1990-2000 as Editor of Commuter World as it transitioned to become Regional Airline World, as well as the launch Editor of Air Ambulance and Inflight magazines. From 2004-2020, he was Editor of MRO Management, as well as launch Editor of Low Cost & Regional Airline Business, GreenSky - Aviation and the Environment and Aircraft Cabin Management magazines and the MRO News Focus newsletter. Between those two, he handled European PR for Bombardier Regional Aircraft and was Editor of Offshore Patrol magazine and Airline News Weekly. He is currently freelancing for several publications in the UK and the USA, including Aerospace Innovations.



James Careless

Editorial

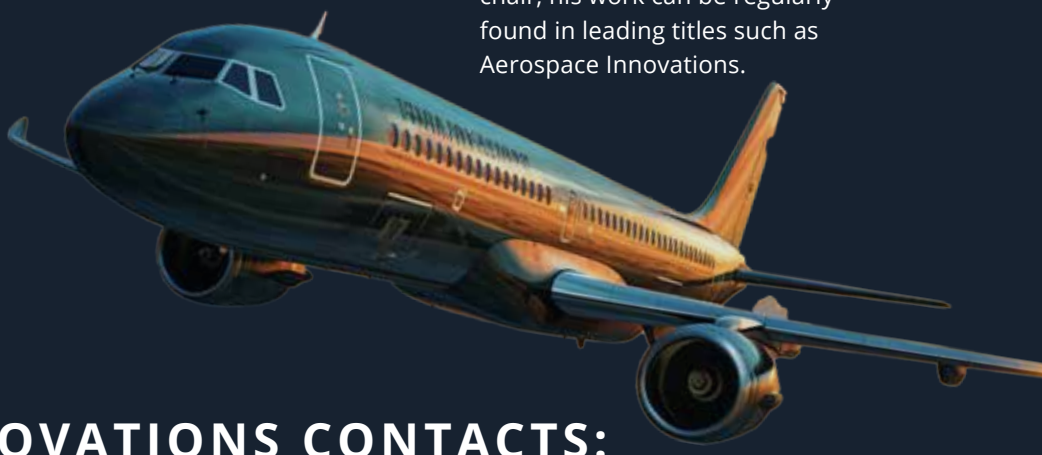
James is a highly experienced aerospace, defence, and aviation industry journalist, with over 25 years of experience. Winner of the 2023 Aerospace Media Award for the 'Best MRO' Submission, His credits include writing for Aerospace Tech Review, Aviation Maintenance, Aviation International News, Canadian Defence Review, and Rotor Pro magazines, as well as for Aerospace Innovations magazine.



Alex Preston

Editorial

With a publishing career spanning over two decades, in both a freelance and full-time capacity, Alex has spent his time writing about various industries including data centres, power generation and telecommunications. He is currently at home as an aviation industry journalist and a consultant specialising in all things interiors for commercial and business aviation. Known to dabble as a conference chair/moderator, and roundtable chair, his work can be regularly found in leading titles such as Aerospace Innovations.



AEROSPACE INNOVATIONS CONTACTS:



Simon Barker

Publisher & Sales Director

Simon has worked in the aviation and aerospace publishing and events business for more than 30 years. As a Publisher, Sales Director and Events Director, Simon has worked for numerous small and large publishing and events companies. He has helped launch new publications and new events, and was one of the first people in the aviation industry to launch e-Newsletters.

T: +44 (0) 7825 883595
E: simonb@aerospace-innovations.com



Neil Walker

Director of Marketing

Neil has over 35 years in marketing, media and publishing, with over 15 years specifically in the aerospace industry, delivering leading international conferences, events and publications. As well as owning a portfolio of successful events and publications in critical infrastructure protection and border security, Neil is a qualified pilot and excited to be partnering with Simon Barker to deliver an outstanding Aerospace Innovations publication.

T: +44 (0) 7725 318601
E: neilw@aerospace-innovations.com

www.aerospace-innovations.com

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