



News, Views and Analysis of the Commercial and Defence Sectors

2024-2025 MEDIA INFORMATION



www.aerospace-innovations.com





Aerospace Innovations is the exciting new publication for senior and middle management people working in the commercial aviation and aerospace and defence industries.

Launched in 2024, by Neil Walker and Simon Barker, the magazine specialises in covering all the emerging technologies impacting the evolution of the aerospace and defence industries, including the commercial aviation, operations and maintenance (MRO) sectors.

Neil Walker and Simon Barker have combined aviation-specific media and events experience of more than 45+ years. Onboard they have highly experienced journalists, Alex Preston, James Careless, Mark Robbins and Ian Harbison writing feature articles for the publication, as well as inviting expert industry commentators to contribute to the magazine.

Published quarterly, in both print and digital formats, the publication covers all the latest advances being developed, tested, and applied to commercial, military, rotary wing, UAM and business aircraft.

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

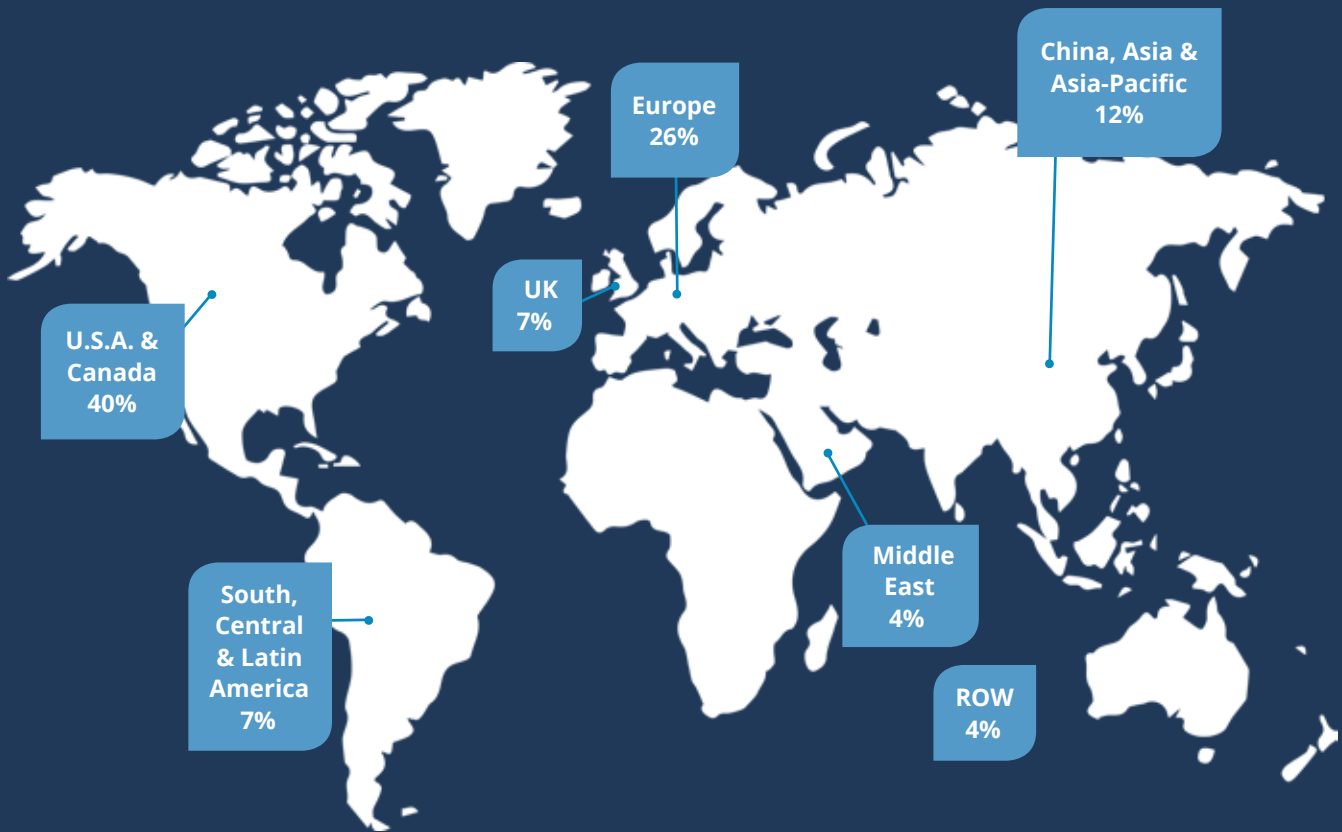
Aerospace Innovations is read by senior and middle management people working for:

- 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 65,000+ 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):

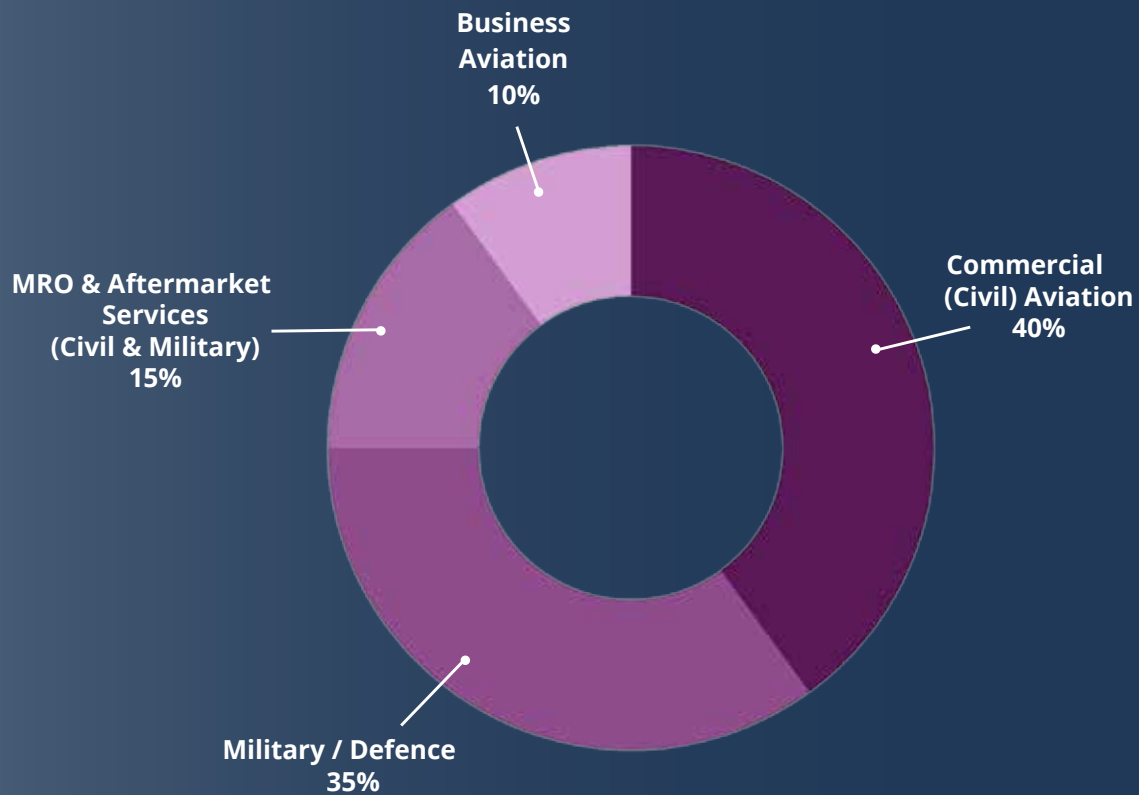
- Design Engineers
- Manufacturing Engineers
- Aeronautical Engineers
- Aerodynamics Engineers
- Structural Analysis Engineers
- Certification and Compliance Engineers
- Avionics Testing Engineers
- Propulsion Engineers
- Flight Test Engineers
- Project & Programme Engineers
- Simulation & Modelling 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):

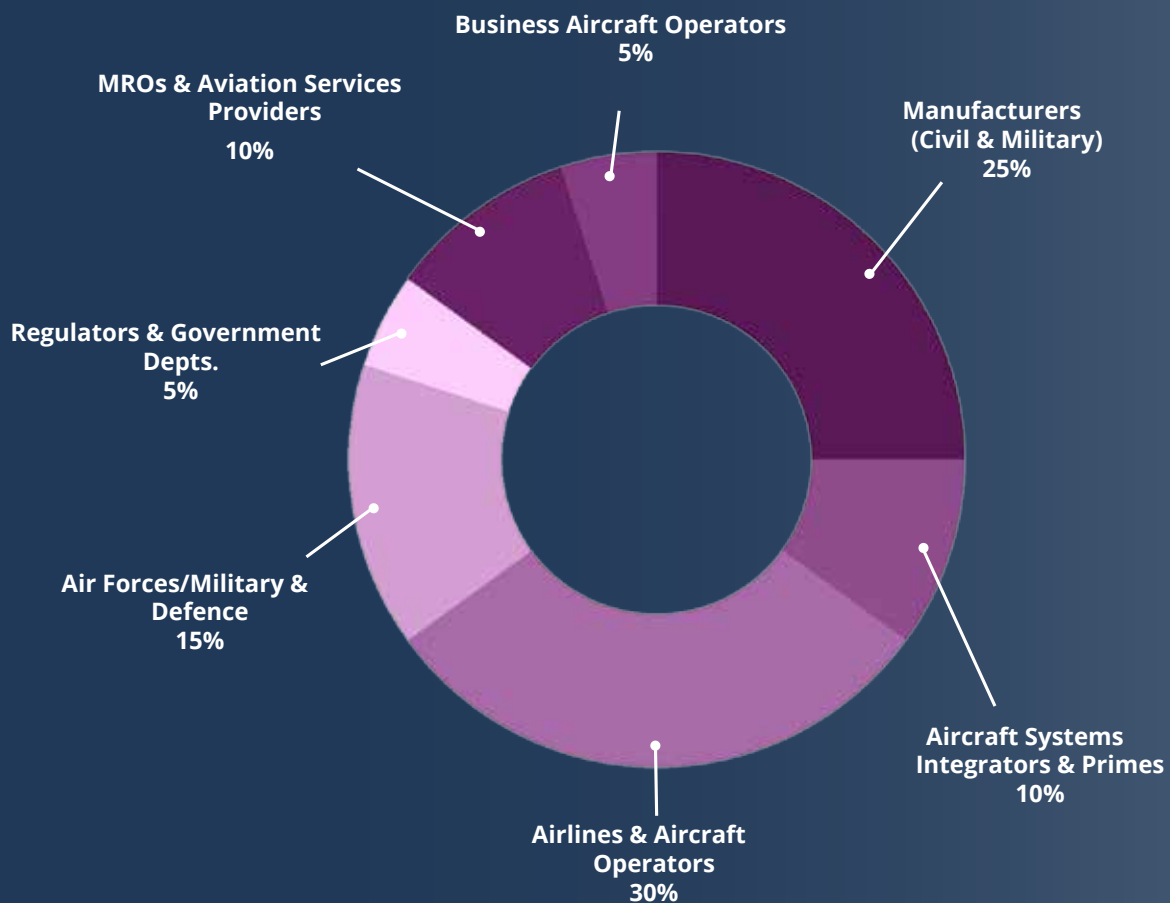
- Airline COOs, CIOs, CTOs, DFOs, CEOs
- IT Managers/Directors
- VP Maintenance
- VP Technical
- Maintenance Managers
- Engineering & Maintenance Directors
- Pilots and Captains
- Heads of Airline Operations
- Flight Dispatchers
- Flight Operations Directors and VPs
- Technical Publications Managers/Directors
- 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 65,000+ industry professionals.

INDUSTRY SECTORS:



INDUSTRY TYPES:



JOB RANK/FUNCTION:

Pilots/Airline Operations

15%

Engineers/Technical
Managers/Engineering
Supervisors

35%

Directors

25%

Owners/CEOs

25%

39,000+

Average digital
Flipbook viewings

44,000+

Average digital
downloads



2024 EDITORIAL CALENDAR:

Q2 ISSUE (JUL 2024)

FARNBOROUGH INTERNATIONAL AIR SHOW

- Tempest Preview (6th Generation Fighter Jet)
- Enhanced Flight Vision Systems (EFVS)
- Wireless Quick Access Recorders (WQAR)
- Hardware-in-the-Loop (HiL) Testing
- Turbulence Mitigation Solutions
- Contrail Reduction Software
- AI in Aerospace and Defense
- AVIATAR Platform Review
- ETL and ELB Advances

DEADLINE: JUN 26



Q3 ISSUE (OCT 2024)

HELITECH EXPO, ADVANCED AIR MOBILITY EXPO, HISC CONFERENCE, MRO EUROPE

- Cybersecurity Robustness and Resiliency
- DO-178C Guidance in Safety-Critical Systems (Part 1)
- Iris - Air Traffic Modernisation Programme
- Simulator Advances for Training
- Additive Manufacturing Developments
- Secure Avionics Data Loading Systems
- Analysing MRO Data from Different Systems
- Spare Parts Management Digitization
- Avionics Software Testing

DEADLINE: SEPT 20



Q4 ISSUE (DEC 2024)

- Rolls-Royce Ultra Fan, CFM RISE and P&W GTF Engines
- OEM and MRO Parts Supply Chain Integration
- Electronic Flight Bag (EFB) Advances
- Predictive Maintenance (MRO) Software
- Real-Time Simulation Testing
- DO-178C Guidance (Part 2)
- Hydrogen Aircraft Developments

DEADLINE: NOV 22



2025 EDITORIAL CALENDAR:

Q1 ISSUE (MAR 2025)

EMBEDDED WORLD, AIRCRAFT INTERIORS EXPO

- Multicore Avionics Certification
- Predictive Flight Operations from Real-Time Data
- Airbus and Boeing Programme Developments
- Cabin Interior Upgrades and IFEC
- MRO Global Market Forecast
- Measurement and Pressure Testing
- MRO Software for the Paperless Hangar
- Interconnects, Wires and Cable Advances
- eVTOL/UAM Powertrains and Batteries

DEADLINE: FEB 10



Q2 ISSUE (JUN 2025)

PARIS AIR SHOW/LE BOURGET

- Modular Opens Systems Architecture in Avionics
- eVTOL/UAM/AAM Programme Developments
- Software-in-the-Loop (SiL) and Hardware-in-the-Loop (HiL)
- Aircraft Data Exchange and Network Security
- Eco-Efficiency Programmes and SAF Advances
- Engine Maintenance Digitization
- Military Aircraft Upgrades
- Supply Chain Management
- NDT Testing Advances

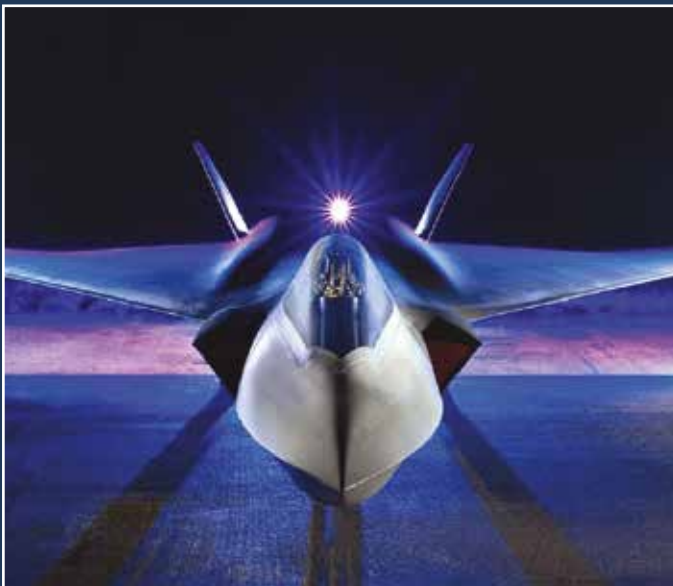
DEADLINE: MAY 9

Q3 ISSUE (OCT 2025)

HISC CONFERENCE, MRO EUROPE

- Embedded Systems on Chip (SoC) for Avionics
- Flight Management Systems (FMS) Advances
- LEO and GEO Satellites and the IFC Equation
- Anti-Jamming and Anti-Spoofing of GPS Systems
- Trajectory Based Operations (TBO)
- Weather Data Analytics Advances
- Design, Modelling and Simulation with Digital Twins
- ERP vs. Integrated Best of Breed MRO Software
- SATCOM Antenna Advances

DEADLINE: SEPT 15



Q4 ISSUE (DEC 2025)

- Neural Networks and Generative AI in Avionics
- Safety-Critical Multicore Timing Analysis
- Towards Industry 5.0/Digital Transformation
- Flight Data Monitoring (FDM) and FOQA
- Hyperconnectivity Developments
- SESAR – ATM Digitalization
- Testing of Complex Embedded Systems
- MRO Software Configuration Management
- Hydrogen Aircraft Developments

DEADLINE: NOV 3

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.

12,000+ Monthly visitors

65,000+ Monthly impressions

Device breakdown

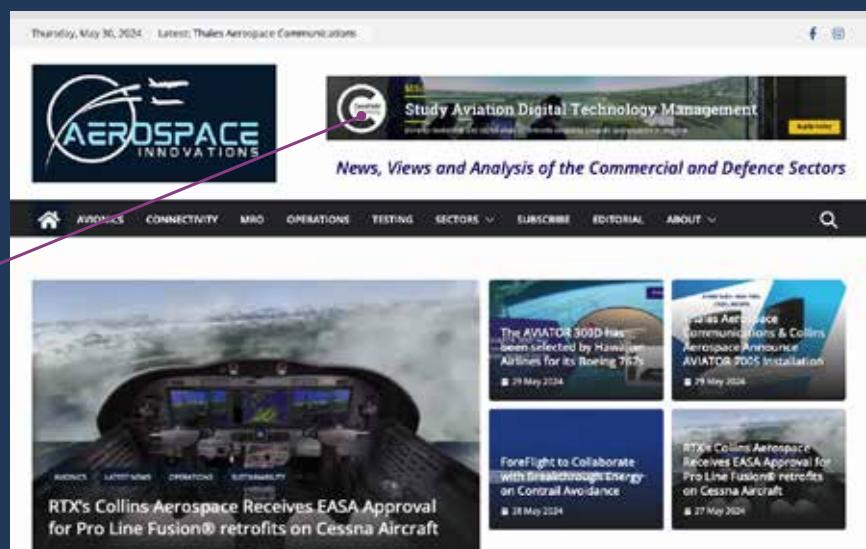
88.2% Desktop

11.6% Mobile

0.2% 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

Square Block Banner (Mini) 125 x 125 Pixels

€1,229 EUR
£1,050 GBP
\$1,335 USD

Horizontal Strip Banner 728 x 90 Pixels

€2,802 EUR
£2,410 GBP
\$2,868 USD

The screenshot displays the Avionics website layout. At the top, there's a navigation bar with 'AVIONICS' and a 'Place your advert here' banner. Below this, the main content area is divided into sections: 'AVIONICS', 'COMMERCIAL', 'CONNECTIVITY', and 'LATEST NEWS'. The 'AVIONICS' section features a large article titled 'The AVIATOR 300D has been selected by Hawaiian Airlines for its Boeing 767s' with a sub-headline 'A lot of things have happened since Hawaiian Airlines took off with the first 767 aircraft equipped with Cobham's AVIATOR 300D system'. To the right, there are smaller articles: 'Thales Aerospace Communications & Collins Aerospace Announce AVIATOR 700S Installation', 'WDC's Collins Aerospace Receives EASA Approval for Pro Line Fusion II retrofits on Cessna Aircraft', 'Innovative AVLink Receives FAA Approval, Unleashes a New Era for the Connected Cockpit in Certified Aircraft', and 'Avionix Achieves ANS Certification of World's First Mode S Micro-ATC Combined Transponder Receiver (CTR)'. A 'HISC 2024' banner is also visible. The 'CONNECTIVITY' section features a large article titled 'The AVIATOR 300D has been selected by Hawaiian Airlines for its Boeing 767s' and a smaller article titled 'AJW Group Announces Promotion of Louis Philippe Mallette to President of AJW'. The 'MRO' section features a large article titled 'The AVIATOR 300D has been selected by Hawaiian Airlines for its Boeing 767s' and a smaller article titled 'AJW Group Announces Promotion of Louis Philippe Mallette to President of AJW'. The 'LATEST NEWS' section features a large article titled 'The AVIATOR 300D has been selected by Hawaiian Airlines for its Boeing 767s' and a smaller article titled 'AJW Group Announces Promotion of Louis Philippe Mallette to President of AJW'. A 'Contact Us' button is located in the top right corner.



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

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.

Horizontal Strip Banner 728 x 90 Pixels

€2,802 EUR
£2,410 GBP
\$2,868 USD



85,000+ Monthly Circulation

17%

Average Click Rate

21% Average Open Rate

82%

Reactivity Rate

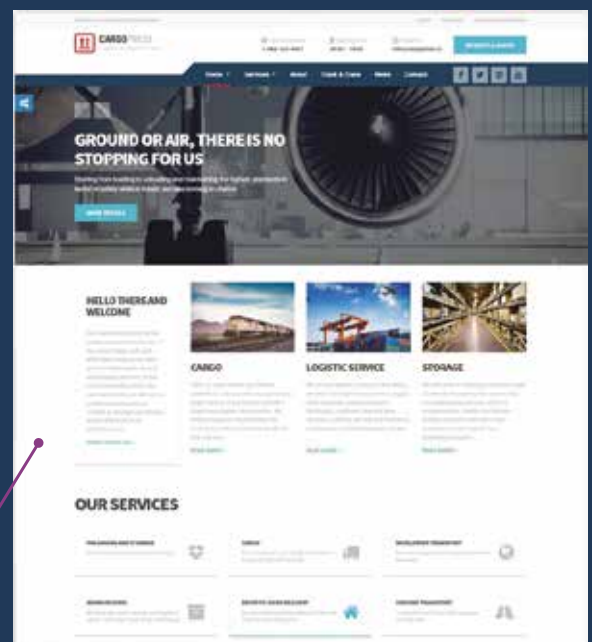
Dedicated Third Party Email Blasts:

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.

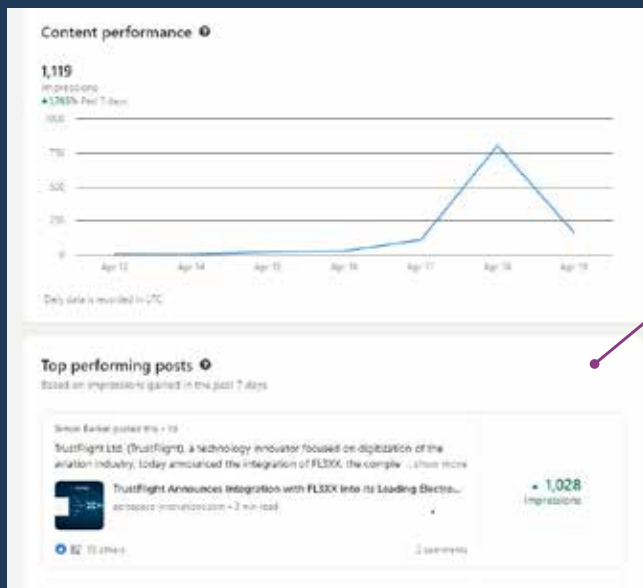
In essence, this means crafting an entire email with one goal: promoting products or services or sharing content that speaks directly to subscribers' interests.

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:



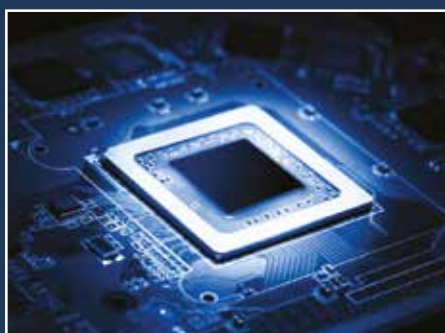
€1,150 EUR
£1,050 GBP
\$1,250 USD



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 50,000 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.)



SPONSORS
LOGO
HERE

WELCOME

► Entry Exit Systems (EES) and their implications for international travel

Wednesday 28th June – 9am EST / 2pm UK / 3pm CET



€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

DISPLAY		SIZE	
		millimetres (W x H)	inches (W x H)
Full Page Standard International A4 ISO 216	Trim Size Bleed Image Area	210mm x 297mm 216mm x 303mm 190mm x 277mm	8.27 x 11.69 8.50 x 11.93 7.48 x 10.90
Half Page	Island	115mm x 190mm	4.52 x 7.48
Half Page	Horizontal	190mm x 133mm	7.48 x 5.24
Half Page	Vertical	92mm x 262mm	3.62 x 10.31
1/3 Page	Island	115mm x 115mm	4.52 x 4.52
1/3 Page	Horizontal	190mm x 90mm	7.48 x 3.54
1/3 Page	Vertical	60mm x 262mm	2.36 x 10.90
1/4 Page	Island	92mm x 138mm	3.62 x 5.43
1/4 Page	Horizontal	190mm x 68mm	7.48 x 2.67
1/4 Page	Vertical	45mm x 262mm	1.77 x 10.31
Double Page Spread A minimum 3mm bleed (on each edge) should be supplied on all pages with crop marks.	Trim Size Bleed Live Area	420mm x 297mm 426mm x 303mm 400mm x 277mm	16.54 x 11.69 16.77 x 11.93 15.74 x 10.90
Half page spread A minimum 3mm bleed (on each edge) should be supplied on all pages with crop marks.	Trim Size Bleed Image Area	420mm x 145mm 426mm x 148mm 400mm x 125mm	16.54 x 5.71 16.77 x 5.82 15.74 x 4.92

Please submit your completed artwork by the required deadlines to:
simonb@aerospace-innovations.com



FULL PAGE



Full Page:

€ 6,175
£ 5,310
\$ 6,320

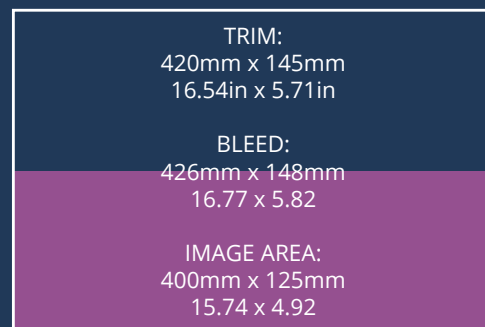
DOUBLE PAGE SPREAD



Double Page Spread:

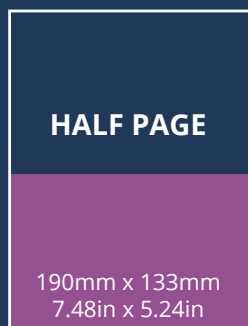
€ 9,975
£ 8,578
\$ 10,208

HALF PAGE SPREAD



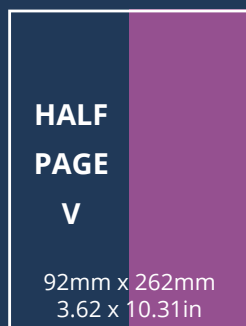
Half Page Spread:

€ 6,175
£ 5,310
\$ 6,320



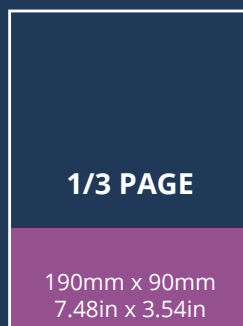
Half Page:

€ 3,325
£ 2,859
\$ 3,402



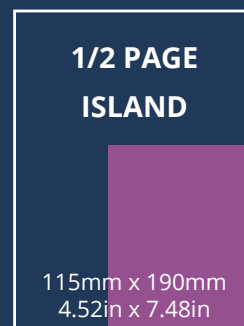
Half Page V:

€ 3,325
£ 2,859
\$ 3,402



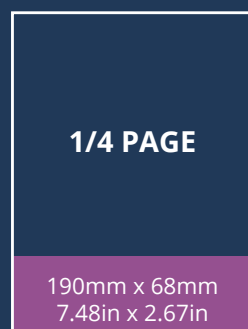
1/3 Page:

€ 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.

EDITORIAL CONTRIBUTORS:



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

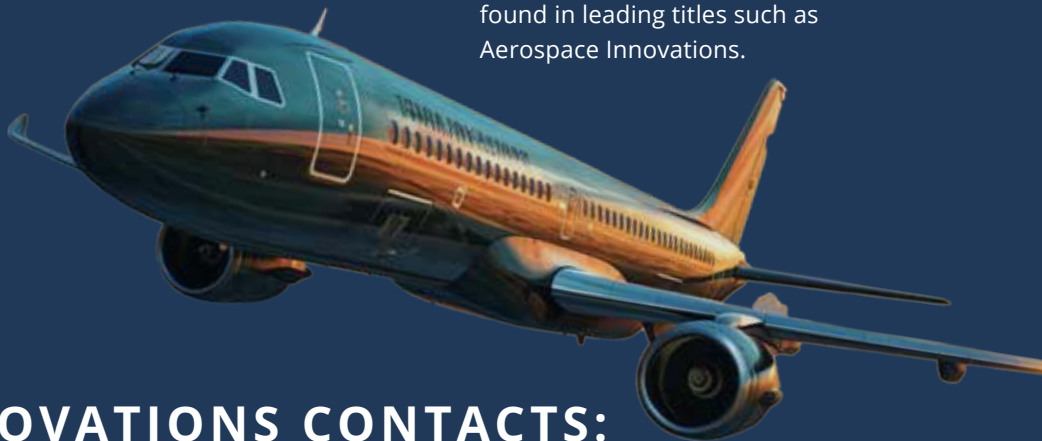
James is a highly experienced aerospace, defence, and aviation industry journalist, with over 25 years of experience. Winner of the 2023 Aerospace Media Award for the 'Best MRO' Submission, His credits include writing for Aerospace Tech Review, Aviation Maintenance, Aviation International News, Canadian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

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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.

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