

2023 MEDIA KIT



ASIAN
AIRLINES & AEROSPACE
EDITORIAL CALENDAR



AIRLINES / AIRCRAFT / ENGINES / MRO
AIRPORTS / SIMULATION & PILOT TRAINING / IFE

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ISSUE

JANUARY/FEBRUARY

Publication Date: February 15

Orders: January 10, 2023

Material: January 15, 2023

BONUS DISTRIBUTION

N/A

EDITORIAL FEATURES

Sustainable Aviation: As the aviation industry hardens its focus on sustainability, the use of sustainable aviation fuel (SAF) by carriers increases considerably.

Urban Air Mobility: What was a mere concept a few years ago is now a reality as companies all over the world compete to get the early mover advantage in the sector.

MRO: The MRO industry wears a new, leaner look in the post-pandemic era. We look at the changes that are taking place.

Aircraft OEM Focus: Airbus.

Air Cargo: P2F conversions gain momentum as the demand for air cargo shows no signs of letting up.

Remote Towers: The need for better airspace management systems grows and cost-effective air traffic control solutions has grown, acting as a catalyst for the global remote towers market.

ISSUE

MARCH/APRIL

Publication Date: April 15

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N/A

EDITORIAL FEATURES

Business Aviation: Business aviation, which recovered faster than other segments from the pandemic, looks set to boom further in the coming days.

Air Cargo: Regional aircraft makers see huge potential for converted freighters on shorter routes on which widebodies or narrow bodies are uneconomical.

Sustainability: As the aviation industry focuses on reducing CO₂ emissions, MRO companies do their bit by taking steps to increase efficiency and reduce waste.

Aircraft OEM Focus: Embraer.

IFE Trends: With customer satisfaction high on the agenda for airlines after the pandemic, carriers around the globe are working overtime to ensure that their in-flight entertainment systems are updated with the current customer requirements.

Airport Handling: A look into happenings in the sector, with a focus on new technologies that help improve efficiency.

2023 EDITORIAL CALENDAR

ISSUE

MAY/JUNE

Publication Date: June 15
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BONUS DISTRIBUTION

PARIS AIRSHOW

Paris Le Bourget,
June 19 - 25, 2023

EDITORIAL FEATURES

Aviation: The pandemic accelerated the demand for narrowbody aircraft, but the demand for widebodies is picking up as demand for international travel returns.

Air Cargo: As aviation recovery from the pandemic gains momentum, belly hold capacity improves but scarce air cargo capacity still remains a concern.

MRO: With the pandemic accelerating digitization of the MRO industry, the possibilities of predictive maintenance grow.

Aircraft OEM Focus: Boeing.

Sustainability: Hybrid electric and fuel aircraft has the potential to green air travel.

ISSUE

JULY/AUGUST

Publication Date: August 15
Orders: July 10
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BONUS DISTRIBUTION

N/A

EDITORIAL FEATURES

Regional Air Mobility: Although much of the discussion centers around urban air mobility, a few companies are quietly working on concrete plans for regional air mobility.

Aviation and Sustainability: A mid-year look at the industry's focus on sustainability as it moves towards a complete recovery from the pandemic.

Air Cargo: As the market remains strong for new-built freighters, aircraft OEMs contemplate new offerings.

Regional Jets: With the demand for aircraft on shorter routes growing in the post-pandemic scenario, makers of regional jets see possibilities that did not exist previously.

Aircraft OEM Focus: ATR.

2023 EDITORIAL CALENDAR

ISSUE

SEPTEMBER/OCTOBER

Publication Date: October 15

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N/A

EDITORIAL FEATURES

Aviation: The shortage of qualified pilots and maintenance technicians has held back aviation's recovery from the pandemic.

Air Cargo: The passenger to freighter (P2F) market is likely to see hectic activity throughout the decade.

MRO: As the use of drones for aviation maintenance increases, a number of drone-based maintenance solutions have entered the market. Expect the trend to continue.

Sustainable, Smart Airports: New airport technologies have improved customer experience and made traveling touchless and safer. The next big challenge is integrating sustainability into operations and infrastructure to improve efficiency.

Supersonic Travel: How close is the industry to once again embracing supersonic commercial air travel?

ISSUE

NOVEMBER/DECEMBER

Publication Date: December 15

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Material: November 15

BONUS DISTRIBUTION

N/A

EDITORIAL FEATURES

Aviation: 2023 is the year when commercial aviation is scheduled to make a full recovery from the pandemic. Did the year go as expected?

MRO: As carriers get busy and aircraft parked for months resume flying, the demand for engine MRO returns.

Counter-UAS Technology: The application of counter-UAS technologies in commercial aviation grows as drones cause safety concerns near airports.

Air Cargo: Air cargo did not perform as strongly in 2022 as in the previous year, but volumes remain robust. What awaits the sector in 2023?

Urban Air Mobility: How close are we to seeing air taxis flying over cities?

2023 RATE CARD

ADVERTISING DIMENSIONS

CENTRE / DOUBLE PAGE SPREAD

Trim Size: 275mm (H) x 420mm (W)
With Bleed: 281mm (H) x 426mm (W)

FULL PAGE

Trim Size: 275mm (H) x 210mm (W)
With Bleed: 281mm (H) x 216mm (W)

HALF PAGE HORIZONTAL

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HALF PAGE VERTICAL

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Prices are gross of Agency Commission (15%)

CIRCULATION BY REGION

ASIA-PACIFIC 9,355

AUSTRALIA	2,098	INDONESIA	446	PAPUA NEW GUINEA	741
BANGLADESH	60	JAPAN	251	PHILIPPINES	272
BRUNEI	102	KOREA	282	SINGAPORE	1,388
CAMBODIA	41	MALAYSIA	1,097	SRI LANKA	145
CHINA	747	MYANMAR	61	TAIWAN	200
FIJI	14	NEPAL	72	THAILAND	515
HONGKONG	55	NEW ZEALAND	347	UNITED ARAB EMIRATES	222
INDIA	1,050	PAKISTAN	752	VIETNAM	98

AFRICA 733 | AMERICAS 3587 | EUROPE 4153 | MIDDLE EAST 619