

MEDIA KIT 2025

# BUSINESS AIR NEWS



77,300  
business aircraft  
122,000  
professionals  
**ONE**  
trusted source

MAGAZINE

ONLINE

BULLETIN

HANDBOOK

## MAGAZINE

### High impact display advertising

Our bi-monthly magazine has large-format tabloid newspaper pages – the perfect canvas for stunning advertising. Each edition reaches owners and operators of business aircraft around the world directly, and also through FBO lounges and air show distribution. The industry's most comprehensive and detailed circulation statements reveal the unmatched market penetration that your advertising could achieve. *See page 6.*

## ONLINE

### Impression-based for immediate results

Choose standard page-top web banners or monster billboards, select a frequency and buy the number of impressions you want to deliver. It could not be simpler, not more immediately effective. We can have banners in place within hours and over 1.3 million page impressions a year to offer, subject to availability.

To ensure the highest visibility, this is a solus advertising booking, with no other banners on the page. *See page 10.*

## BULLETIN

### Email banners target your customers

So you want to reach only Dassault Falcon owners in the US. No problem, this or any other combination of audience profile by aircraft, business type and location can be available for your advertising.

You only pay for delivered emails, through our email-tracking system. Just tell us who you need to reach and we will do the rest. *See page 12.*

## HANDBOOK

### Put your business in front of buyers worldwide

Spanning print and the web, Business Air News Handbooks are the leading source of accurate, cross-referenced data in the industry. Flight ops professionals and aircraft owners worldwide refer to our printed editions or take subscriptions to our online, simply-searchable data. *See page 16.*



# Highlights for 2025

Business aviation is booming, and there are exciting times ahead. Here at Business Air News we are constantly innovating – and have exciting developments for 2025.

## The magazine with the worldwide audience

Our flagship product, *Business Air News* magazine, is in its 36th year as the leading news source throughout Europe, the Middle East and Africa, and more recently for North America.

Now, in 2025, it is time for *Business Air News* to complete its evolution into a leading business aviation magazine for the whole world. There will be six editions, each with unprecedented digital distribution globally, backed up with printed copy circulation to requesters, subscribers and through FBO lounges.

With a total estimated readership well in excess of 100,000, the circulation includes owners and operators of the world's fleet of business jets, turboprops, cabin-class twins and turbine helicopters.

## Bulletin options expanded

You know that the demographic targeting with banner advertising on our weekly email Bulletin is already unparalleled in the business aviation world – but now there are even more options.

For example, you can target your campaign exclusively on those responsible for the operation of every aircraft within range of your home base. Yes, really. For every airport in the world, we know exactly which individual aircraft are within normal operating range, and can offer this to you as a highly cost-effective selection for promoting your services. *See page 12.*

## Welcome to the zero-inflation zone

This year we are delighted to ease your budget stress with a raft of price freeze offers. Display advertising in our flagship magazine, prominent video online, show daily email Bulletin banners and printed advertising in our Handbook editions – all these are available at last year's rates.

## New for 2025

### Special deals for our key clients

Business Air News' primary goal is to bring interesting, relevant and essential news and data to professionals responsible for business aircraft of all types, all over the world. To do this we need the support of our advertisers.

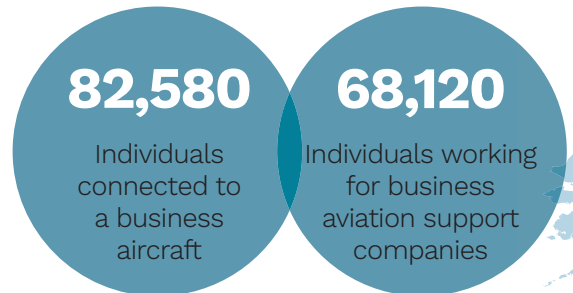
That's why we work so hard to develop advertising options that can deliver hard and fast results, and why we work closely with our clients to build bespoke multimedia campaigns. Now these campaigns are greater value than ever.

Take a look at the amazing Partnership package on page 21 and prepare for a super-charged year in 2025.

# More people - the right people

Effective advertising delivers its message to all the right people, and that's why Business Air News has been making a mission of circulation research for over 35 years. We track every business aircraft, and every business serving those aircraft, worldwide – to make sure that the chief pilots, ops managers, post holders and management are all on board and analysed in our subscriber universe. Then we tailor our news and data to precisely meet their needs, every single one of them, individually.

No other business aviation publisher can do this, and so no other magazines, handbooks or news emails can deliver the same targeted and cost-effective advertising options.



Our universe = **122,050** people



## The worldwide fleet is now over 77,000

We consider the business aviation fleet to include all turbine-powered or twin-engined fixed-wing aircraft and helicopters that are used for private and corporate transport, passenger or small cargo ad hoc charter, air ambulance or utility all over the world. This now numbers more than 77,000 aircraft. We track the ownership and operation of every last one of them.

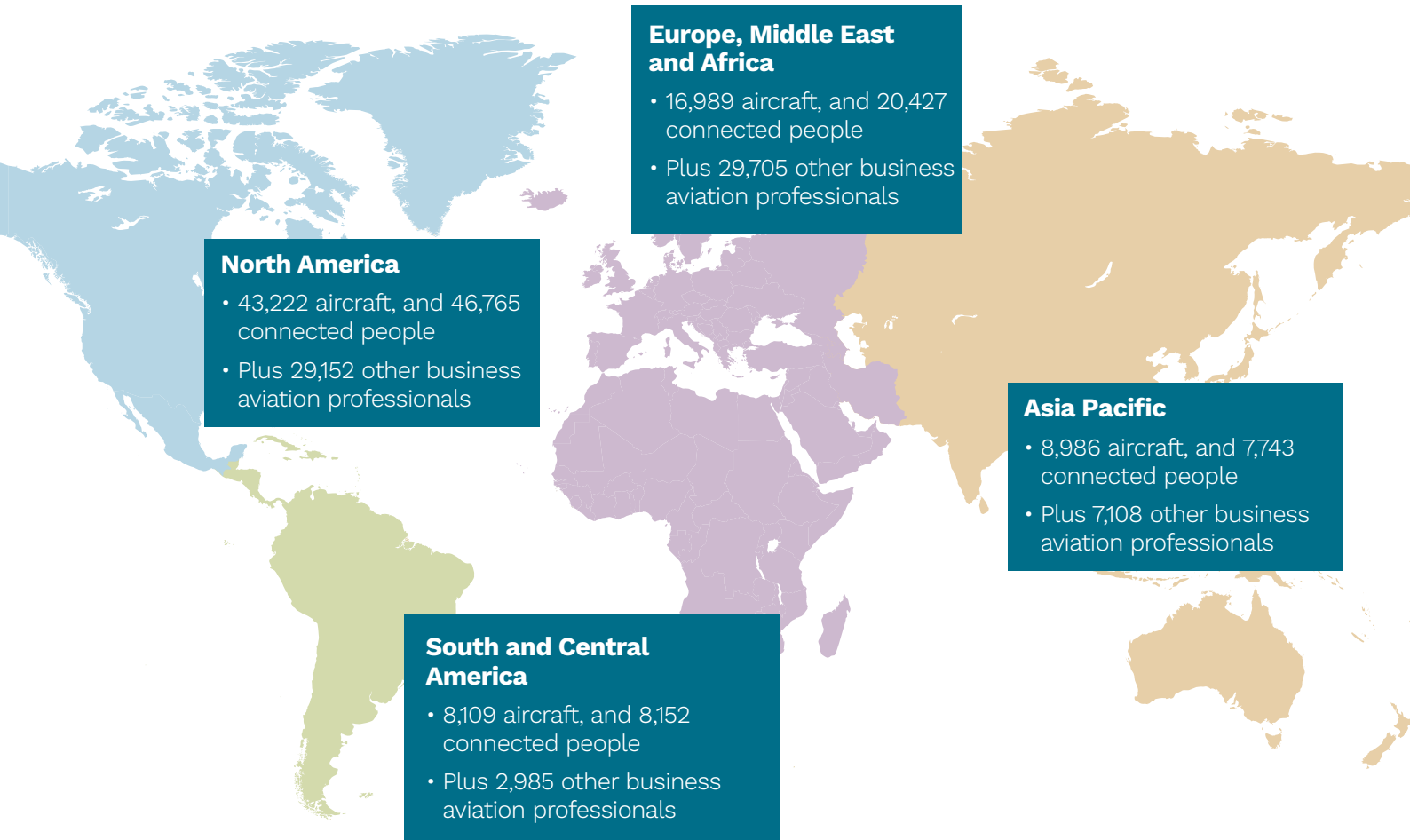


The ten largest business aircraft manufacturers by number of aircraft in service



## Rooted in Europe, effective worldwide

Business Air News is based near London, UK, but our subscribers and advertisers are global. In fact, we have more readers in North America than in the rest of the world combined. All of our products have worldwide coverage.



Countries with largest business aircraft fleets

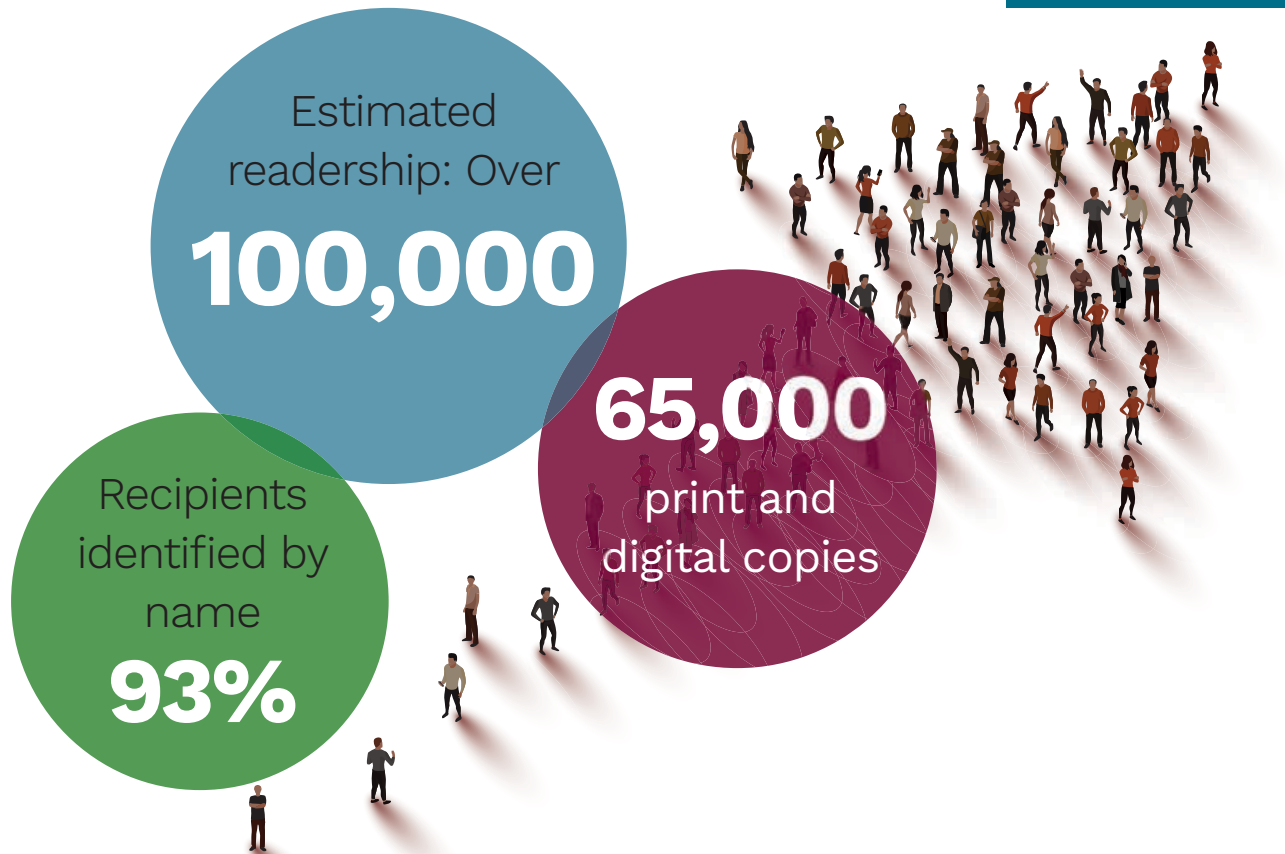
# The world-leading magazine for business aviation

In 2025 our flagship product, the Business Air News magazine, completes its transition into a leading business aviation magazine for the whole world. There will be six editions, each with unprecedented digital distribution globally, backed up with printed copy circulation to subscriber and through FBO lounges. With a total estimated readership well in excess of 120,000, the circulation includes owners and operators of the world's fleet of business jets, turboprops, cabin-class twins and turbine helicopters. We track every aircraft, its ownership and the responsible individuals.



## 2025 publication schedule *Turn to page 9 for rates and data*

| Issue                 | Booking/materials | Publication       | Special issue  |
|-----------------------|-------------------|-------------------|--|
| January/<br>February  | December 31, 2024 | January 13, 2025  | NBAA IOC conference   |
| March/<br>April       | February 25, 2025 | March 10, 2025    | Verticon,<br>NBAA-S&D      |
| May/<br>June          | April 29, 2025    | May 12, 2025      | EBACE,<br>Paris Air Show   |
| July/<br>August       | June 24, 2025     | July 7, 2025      |  |
| September/<br>October | August 26, 2025   | September 8, 2025 | ACE25,<br>NBAA-BACE        |
| November/<br>December | October 28, 2025  | November 10, 2025 | Dubai   |



>> Unique editorial: Reporting on the operators themselves

## FBO Feedback survey – a unique sponsorship opportunity

BUSINESS AIR NEWS  
**fbofeedback25**

For more than 30 years Business Air News has asked its pilot, owner and operator readership to rank their favourite FBO and airport facilities. Thousands of votes are cast, and the winners are presented with our coveted FBO trophy alongside publication of results in Business Air News Magazine. The results are announced in the September/October magazine, and one lucky voter receives a fantastic prize.

Sponsorship of the award is available exclusively to one sponsor. As a sponsor you get substantial visibility and coverage throughout the voting and results period, including:

- > Website banner on the FBO survey 'Vote' page
- > Logo on all call for vote emails sent for at least two months
- > Logo on all promotional adverts in BAN magazine
- > Logo on all promotional Business Air News Bulletin banners
- > Logo on Business Air News web banners
- > Front page logo on the announcement issue of BAN Magazine
- > Logo on the FBO Survey trophy

*Over one million logo impressions, and reaching more than 70,000 readers in print.*

**FBO Feedback sponsorship** £4,995.00



Optimised  
for mobile



# Harnessing the full power of digital

Every edition of Business Air News is published in print and also in high resolution page-turner format on the web. As well as providing a great platform for your artwork this also enables direct click-throughs to your site and extends our readership beyond subscribers to all-comers.

All advertisers are also included throughout the news pages of [www.businessairnews.com](http://www.businessairnews.com) with logo, headline and direct links.

## Circulation statements

We publish circulation statements for every edition published, detailing the printed and digital copies distributed and providing breakdowns of the qualifications of our readers and the overall size and composition of the business aircraft fleet in countries covered. No other publisher provides more comprehensive detail.

| BUSINESS AIR NEWS   |         |          |            |
|---|---------|----------|------------|
| Magazine readership and circulation statement   |         |          |            |
| JANUARY / FEBRUARY 2025   |         |          |            |
| <p>Business Air News is the world's leading magazine for business aircraft owners, and is published bi-monthly in printed and digital formats.</p> <p>Each issue is distributed to our own proprietary and exclusive database of owners and operators of business jets, turboprops, ultra-low cost and new turbine helicopters throughout the world, as well as other leading business aviation professionals.</p> <p>The magazine can be read online, and these statements downloaded at <a href="http://www.businessairnews.com">www.businessairnews.com</a>.</p> <p>Our circulation statement is aimed at ensuring that we research owners and operators of every aircraft means market leading insight and value for money for our advertisers.</p> |         |          |            |
| <b>SUMMARY</b>  |         |          |            |
| Printed copies  | 1,250   |          |            |
| Digital copies  | 1,250   |          |            |
| Total circulation   | 2,500   |          |            |
| Printed copies  | 1,250   | 100%     | 100%       |
| Digital copies  | 1,250   | 100%     | 100%       |
| Total circulation   | 2,500   | 100%     | 100%       |
| <b>BUSINESS OCCUPATION BREAKOUT</b>   |         |          |            |
|   | Country | Quantity | Percentage |
| Printed copies  | USA     | 1,000    | 80%        |
|   | UK      | 100      | 8%         |
|   | Canada  | 100      | 8%         |
|   | Other   | 50       | 4%         |
|   | Total   | 1,250    | 100%       |
| Digital copies  | USA     | 1,250    | 100%       |
|   | UK      | 0        | 0%         |
|   | Canada  | 0        | 0%         |
|   | Other   | 0        | 0%         |
|   | Total   | 1,250    | 100%       |
| <p>Printed by: [Name]</p> <p>Digital by: [Name]</p> <p>Advertising manager: [Name]</p> <p>Circulation/Subscription: [Name]</p>  |         |          |            |



## Rates and data

| Space booked                  |                |                | Artwork sizes in mm - width x depth |                 |            |           |
|-------------------------------|----------------|----------------|-------------------------------------|-----------------|------------|-----------|
| Full colour (price per issue) |                |                | Type area                           | Trim area       | Bleed area |           |
|                               | 1-2 insertions | 3-6 insertions |                                     |                 |            |           |
| Double page                   | \$19,950       | \$17,955       | Double page                         | 569 x 380       | 594 x 420  | 600 x 426 |
| Double magazine page          | \$14,950       | \$13,455       | Double mag page                     | 457 x 270       |            |           |
| Page                          | \$11,950       | \$10,755       | Page                                | 273 x 380       | 297 x 420  | 303 x 426 |
| Magazine page                 | \$8,700        | \$7,830        | Magazine page                       | 217 x 270       |            |           |
| Half page                     | \$6,700        | \$6,030        | Half page                           | 273 x 187       |            |           |
| Junior magazine page          | \$5,200        | \$4,680        | Junior mag page                     | 161 x 210       |            |           |
| Quarter page                  | \$3,750        | \$3,375        | Quarter page                        |                 |            |           |
| Front cover strips            | POA            | POA            | - portrait                          | 106 x 232       |            |           |
| Column centimetre             | \$100          | \$90           | - landscape                         | 273 x 93        |            |           |
|                               |                |                | - square                            | 161 x 150       |            |           |
|                               |                |                | Front page strip                    | Various         |            |           |
|                               |                |                | Single column                       | Minimum 51 x 50 |            |           |



### Front cover positions

Premium positions. Bespoke options are available. Call for details.



Junior magazine page

Magazine page

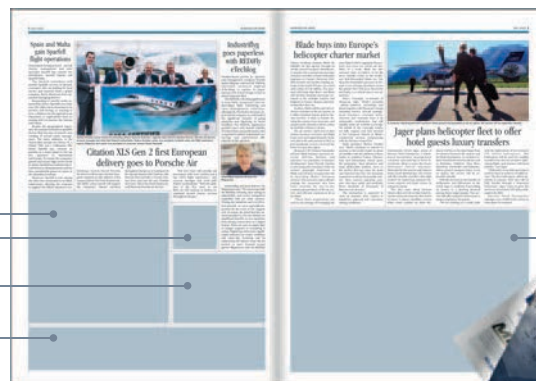
Square quarter

Custom size display ads, for example:

1 col x 5cm

2 cols x 8cm

5 cols x 5cm



Half page

### Loose and stitched inserts

Business Air News offers loose inserts, stitched inserts, wraparounds, gatefolds and other special formats. Rates on request from Brad Wright, [brad@businessairnews.com](mailto:brad@businessairnews.com)

# Local news and data, worldwide

The Business Air News website is a hive of activity. Publishing up to the minute news and home to our online Handbook containing data from across the industry, it offers market intelligence like no other source. It has handy exhibitor guides and free job postings, offering a wealth of information at your fingertips.



**70,000**  
pages of data and news

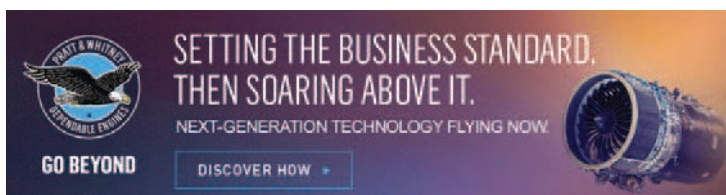
**665,000**  
unique visitors a year

## Web banners

Flexibility is king at Business Air News. We have two choices of web banner size, plus an MPU-sized version for mobile devices. You can choose the frequency the banner appears and set your impression quantity. It really is as easy as one, two, three.



Mobile:  
300x250 pixels



Billboard:  
970x250 pixels

Leaderboard:  
728x90 pixels



## Rates and data

| Frequency   | Coverage | 25k     | 50k      | 100k     | 200k     |                                    |
|-------------|----------|---------|----------|----------|----------|------------------------------------|
| Standard    | 15%      | 5 weeks | 10 weeks | 19 weeks | 38 weeks |                                    |
| Premium     | 30%      | 3 weeks | 6 weeks  | 10 weeks | 19 weeks |                                    |
| High        | 45%      | 2 weeks | 4 weeks  | 8 weeks  | 12 weeks |                                    |
| Prices      |          |         |          |          |          | Dimensions (pixels, width x depth) |
| Leaderboard |          | £725    | £1,450   | £2,415   | £4,610   | 728 x 90 (+ mobile 300 x 250)      |
| Billboard   |          | £1,075  | £2,150   | £3,635   | £6,900   | 970 x 250 (+ mobile 300 x 250)     |

# Targeted video

The power of audio visual storytelling site-wide



Audio visual messaging is a fantastic way to quickly and comprehensively communicate your brand identity and services in an engaging way.

At Business Air News flexibility is key, and positioning your video correctly is as important as its content.

This is why we offer flexible positioning across the Business Air News website. You can choose between different website positions including homepage, news pages or specific Handbook pages; ensuring your video is seen by the right audience. With one click your video will play in the preview window, and can be expanded to full screen size.

## Rates and data

| Position       | Estimated monthly impressions | Cost per calendar month |
|----------------|-------------------------------|-------------------------|
| News pages     | 20,000                        | £2,450                  |
| Airport pages  | 12,500                        | £2,050                  |
| Aircraft pages | 5,500                         | £1,750                  |
| Home page      | 5,500                         | £2,050                  |



# Customised twice, every email is different

We know our audience well; where they are and what they do. This enables us to provide a tailored news bulletin to every reader with local news relevant to their area of business. We even time each email to arrive at the start of the working day no matter where they are in the world, every Tuesday/Wednesday.

**Customised news:** Every one of over 50,000 professional subscribers worldwide receives news that has been identified as most directly relevant, based on their own country or US State, relationships to different aircraft types and their business aviation activities.

**Selective advertising:** Every email also features targeted advertising, with just six high profile rectangular banners.

As an advertiser you can select recipients in specific regions, individual countries or even US States. You can narrow down your focus onto broad aircraft categories or specified types, or select only recipients involved with particular supplies and activities.

Our years of intensive research for Business Air News magazine and our Handbooks ensure the accuracy of your targeting.

## Who's in range of your airport, FBO or Part 145?

Based on make and model, home airport and performance of every business jet, turboprop and turbine helicopter worldwide, our customisation can calculate the whole fleet of aircraft which are based close enough to visit your facility.

Target your email banner advertising exclusively to those people for the most exceptional value for money.

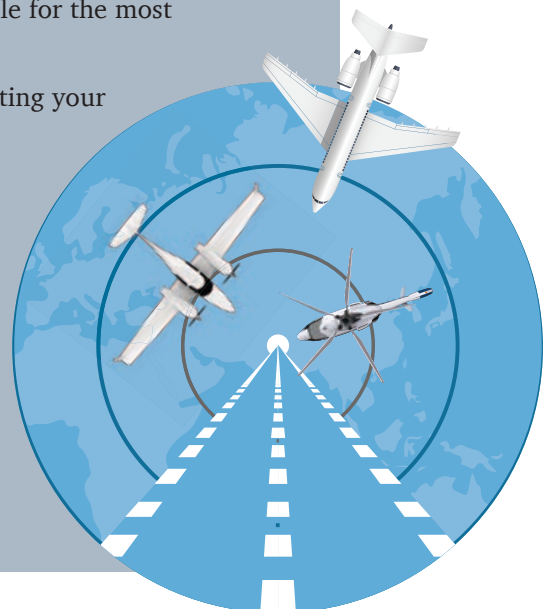
Why not double down on your key potential customers by limiting your ads only to individuals with operations or maintenance responsibility, or by specific aircraft types or categories? You simply can not do this with any other advertising medium in business aviation. Direct advertising is now affordable to all.

### >> Teterboro, NJ, FBO seeks traffic of all types.

We suggest – a banner limited to the individuals responsible for operations for all business aircraft within range of Teterboro from their home base.

**Weekly audience: 6,810. Weekly cost: £59 to £132.**

New  
for 2025



# Fine tune the perfect advertising campaign

Using combinations of the geographical, aircraft and activity criteria, it is simple to create a highly accurate, targeted campaign. Here are just a few examples:

>> **Aircraft management company in southern Germany seeks new clients.**

We suggest – a German language banner, limited to fixed wing aircraft owners in Germany, Austria and Switzerland.

Weekly audience: 1,443. Weekly cost: £28 to £38.

>> **STC holder seeks Gulfstream jet decision makers.**

We suggest – a worldwide banner, limited to owner/operators of Gulfstream jets, and maintenance providers to those types.

Weekly audience: 6,916. Weekly cost: £135 to £179.

>> **Helicopter manufacturer seeks sales leads for twin helicopters.**

We suggest – a worldwide banner, limited to current owners of all turbine helicopters.

Weekly audience: 10,092. Weekly cost: £88 to £194.

>> **European charter operator seeks more business from European brokers.**

We suggest – a banner, limited to charter brokers in Europe and Middle East.

Weekly audience: 2,934. Weekly cost: £57 to £75.

>> **FBO seeks more long-range business jet visitors.**

We suggest – a worldwide banner, limited to owner/operators of super-midsize and long-range aircraft types.

Weekly audience: 13,815. Weekly cost: £120 to £269.

## CUSTOMISE YOUR CAMPAIGN

Select geography



Select aircraft type, business activity



Select the recipient responsibilities



Select frequency and budget



Your message is delivered, timed to arrive at the perfect moment



Drill  
down  
further

Select recipients by responsibility:  
aircraft owner/maintenance/operations

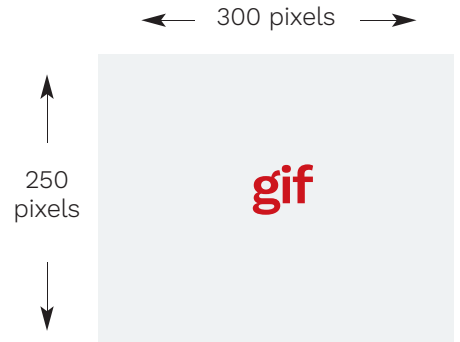
# Totally Flexible

Every audience is different, and for that reason we sell banners by the thousand. This gives you total flexibility on campaign length. The more specific you can be the better. You can deliver different messages to separate audiences, safe in the knowledge that each recipient receives only the message you want them to. A zero waste approach, every recipient will be your prospect!

## Rates and data

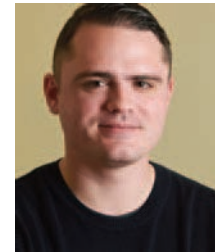
| Quantity          | Cost                         |
|-------------------|------------------------------|
| 10,000 banners    | £260 (£26.00 per thousand)   |
| 100,000 banners   | £1,940 (£19.40 per thousand) |
| 1 million banners | £8,660 (£8.66 per thousand)  |

100kb maximum size  
Animation 10 seconds or less,  
looping with five second delay



## Challenge Brad!

Drop Brad Wright a line, giving an idea of the audience you need to reach. He'll do the research and fire back the numbers and costs. No obligation. It couldn't be simpler. [brad@businessairnews.com](mailto:brad@businessairnews.com)





No artwork?  
No problem!



Our in-house designers can produce a banner for you at a flat rate of £120. Alternatively, we now offer the option of a simple and impactful logo plus 150 characters of text instead – simple and fast to set up.



# Breaking expo news, as it happens



Our show daily email Bulletins are a fantastic way to support your conference attendance. Each daily Bulletin has six news stories covering major events and developments to come out of the event. With six exclusive banner spaces per email, booked on a day by day basis, you can showcase your brand and ensure you are first in mind.



|  | <b>Audience: Rotary owners and operators worldwide</b> |                 |             |
|---|--|-----------------|-------------|
|  | Readership   | Show Daily      | Banner cost |
|   | 13,000   | 10/03 Day One   | £320.00     |
|   | 13,000   | 11/03 Day Two   | £320.00     |
|   | 13,000   | 12/03 Day Three | £320.00     |

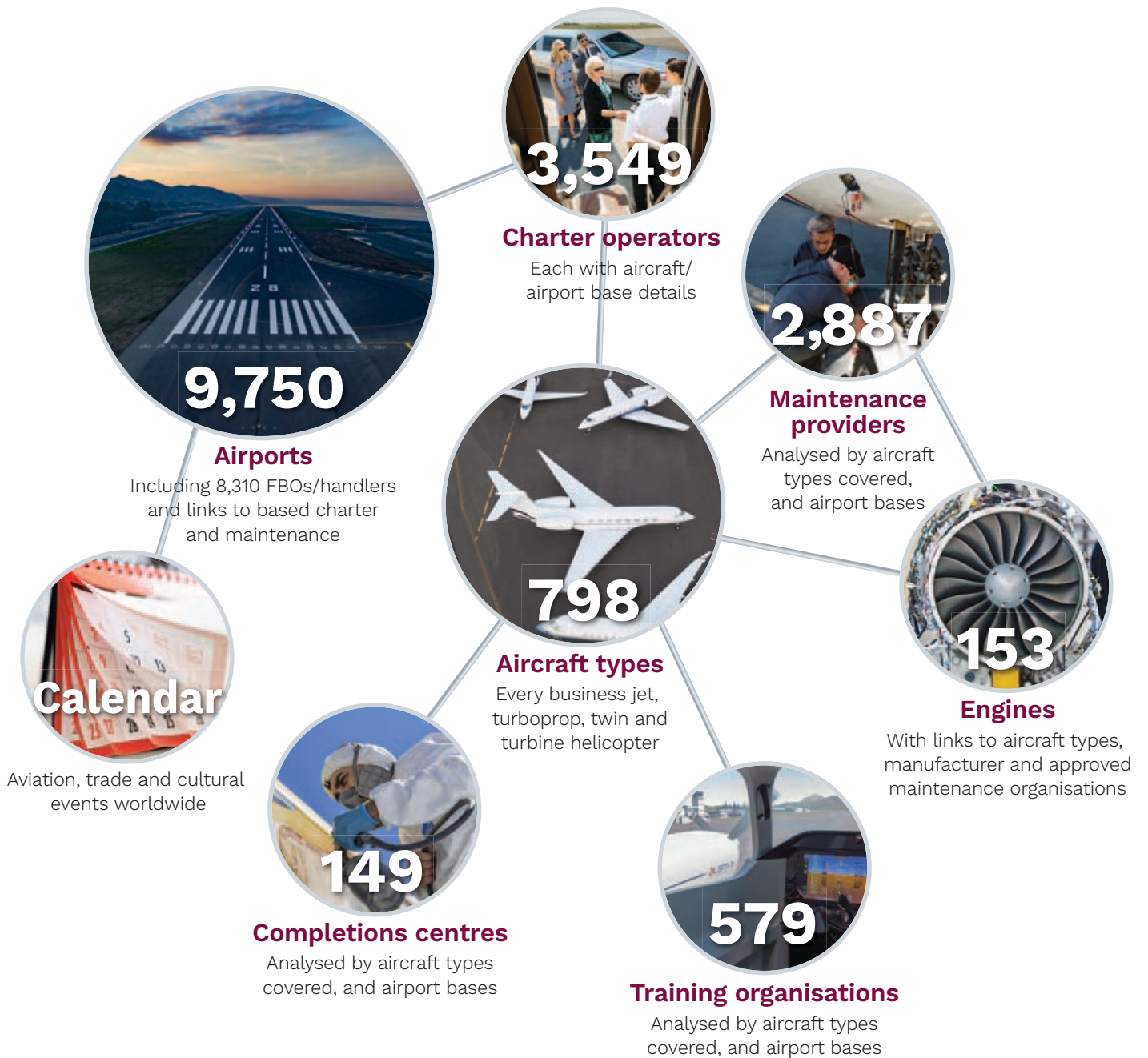
|  | <b>Audience: Owners and operators of all business use aircraft EMEA</b> |                   |             |
|---|---|-------------------|-------------|
|  | Readership  | Show Daily        | Banner cost |
|   | 22,000  | 19/05 Eve of Show | £540.00     |
|   | 22,000  | 20/05 Day One     | £540.00     |
|   | 22,000  | 21/05 Day Two     | £540.00     |
|   | 22,000  | 22/05 Day Three   | £540.00     |

|  | <b>Audience: Owners and operators of all business use aircraft EMEA</b> |                   |             |
|---|---|-------------------|-------------|
|  | Readership  | Show Daily        | Banner cost |
|   | 22,000  | 08/09 Eve of Show | £540.00     |

|  | <b>Audience: Owners and operators of all business use aircraft North America</b> |                   |             |
|---|--|-------------------|-------------|
|  | Readership   | Show Daily        | Banner cost |
|   | 27,000   | 13/10 Eve of Show | £660.00     |
|   | 27,000   | 14/10 Day One     | £660.00     |
|   | 27,000   | 15/10 Day Two     | £660.00     |
|   | 27,000   | 16/10 Day Three   | £660.00     |

# Essential data for business aircraft operators

The Business Air News Handbook is the most comprehensive, fully cross-referenced source of information for business aircraft owners and operators worldwide – available in print and online.



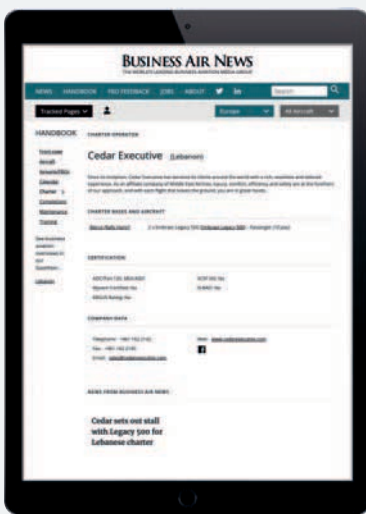


## Online

The [www.businessairnews.com](http://www.businessairnews.com) web site welcomes over 665,000 unique visitors per year, and many of the 70,000 unique pages feature regularly in the top ten of internet searches. Aircraft operators, trip planning organisations and many other business aviation professionals buy annual subscriptions for unfettered access every year.

Online advertising can be booked for a whole year at any time and will begin working for you straight away.

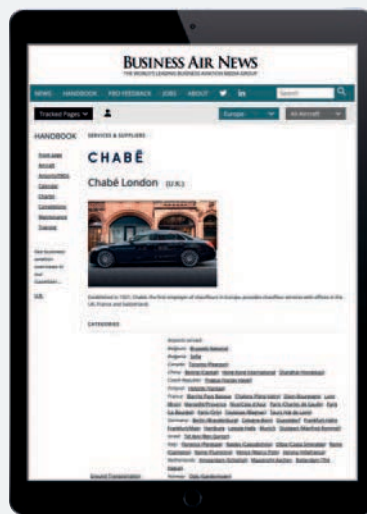
There are three options to choose from:



### Regular

Your directory entry highlighted and brought to the top of search results

20 word sales message added to your own page and search result listings



### Enhanced

Your directory entry highlighted and brought to the top of search results

Photograph and logo added to your own page

20 word sales message added to your own page

Logo and 20 word sales message in search result listings



### Premium

Your directory entry highlighted, brought to the top of search results and featured on section home pages

Gallery of photographs and logo added to your own page

75 word sales message added to your own page

Logo and 75 word sales message in search result listings

## Free bonus!

All options include repeats of your entry at your linked airport, aircraft, engine and activity pages.

### Optional positions available with Enhanced and Premium main listings

Logo and 20 word sales message added to as many specific aircraft, airport and engine pages as you choose

Printed



Long Range Worldwide

Sent to owners of long-range and large business jets (the high value, biggest spenders) worldwide.

**Published January 2025**



Europe, Middle East and Africa

Sent to owners of business aircraft (jets, turboprops/ twins and turbine helicopters) for the whole EMEA region.

**Published May 2025**

Categorised into seven sections, our Handbooks cover every service and product those responsible for aircraft ownership and operation could ever need. All our data is available on the Handbook website, and we target specific audiences with our annual printed editions.

Basic entries are free of charge, but aren't guaranteed to make the print editions. Highlighting your services and guaranteeing your inclusion has never been easier. Choose your enhancement online, and this then qualifies you to choose an enhancement in the annual printed Handbook.

Front cover sponsorship

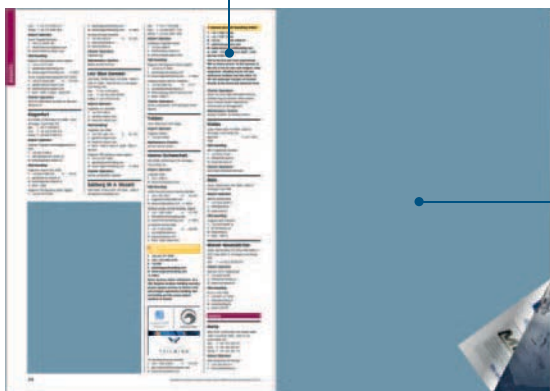
The most prominent position in the Handbook is available at a competitive rate for year-round exposure.

**Bonus:** Free bold listing



Bold listings

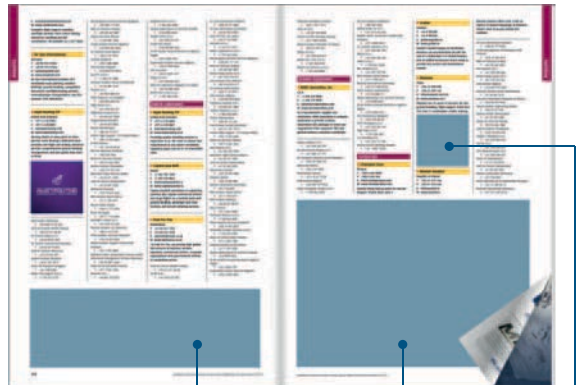
Stand out with your company name highlighted, and your own 20 word sales message.



Full page adverts

Available throughout the Handbooks.

**Bonus:** Free bold listing



Half and quarter page adverts

Full colour half and quarter pages can be located with your entry, or at any strategic location.

**Bonus:** Free bold listing

Box adverts

High impact, full colour box adverts above your listing or at any other location.

**Bonus:** Free bold listing

Double page features

Available at the front of each section as advertorials or adverts.

**Bonus:** Free bold listing

## Rates and data

### Online entry prices

Rates are in UK Pounds Sterling (GBP), per year

|          |                               |      |
|----------|-------------------------------|------|
| Regular  | Bold entry, 20 words          | £255 |
| Enhanced | Bold, logo, photo, 20 words   | £395 |
| Premium  | Bold, logo, gallery, 75 words | £455 |

**Optional positions:**

Positions at specific Airport/Aircraft/Engine pages £30 each

### Multiple insertions

**Substantial discounts are available!**

Contact Adele Pirie on +44 (0)1279 714505 or [adele@businessairnews.com](mailto:adele@businessairnews.com)

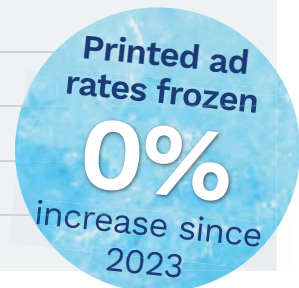


### Printed entry prices

All print advertising bookings include one copy of the Handbook (cover price UK £35.00). See previous pages for what's included in each advertising package. Note that printed advertising is only available in conjunction with online advertising.

|                  | Long Range Worldwide | Europe, Middle East and Africa |
|------------------|----------------------|--------------------------------|
| Booking deadline | November 15, 2024    | April 10, 2025                 |
| Materials date   | November 29, 2024    | April 17, 2025                 |
| Publication date | January 7, 2025      | May 15, 2025                   |

| Prices are per Handbook                      |           | Advertising sizes        |                    |                    |                    |
|--|-----------|--------------------------|--------------------|--------------------|--------------------|
| <i>Rates are in UK Pounds Sterling (GBP)</i> |           | Size                     | Type area          | Trim               | Bleed              |
|  |           | A4 (210mm x 297mm)       | Width x depth (mm) | Width x depth (mm) | Width x depth (mm) |
| Front cover                                  | UK £3,995 | Double page spread       | 386 x 270          | 420 x 297          | 426 x 303          |
| Back cover                                   | UK £1,995 | Full page                | 180 x 270          | 210 x 297          | 216 x 303          |
| Double page spread                           | UK £795   | Front cover sponsorship  |                    | 210 x 83           | 216 x 89           |
| Inside cover                                 | UK £645   | Half page                | 180 x 132          |                    |                    |
| Section front full page                      | UK £645   | Quarter page (portrait)  | 87.5 x 132         |                    |                    |
| Page   | UK £575   | Quarter page (landscape) | 180 x 64           |                    |                    |
| Half page                                    | UK £450   | Box advert               | 40 x 40            |                    |                    |
| Quarter page                                 | UK £335   |                          |                    |                    |                    |
| Box advert                                   | UK £200   |                          |                    |                    |                    |
| Bold listing                                 | UK £90    |                          |                    |                    |                    |



**Print specification:**

Business Air News Handbooks are printed sheetfed offset onto coated stock, perfect bound and trimmed to A4 size. Advertising materials should be supplied as high resolution, CMYK, font embedded pdf files with no transparency. Other digital formats can be accepted, please call before sending materials.

**Agency discount:**

Recognised agencies providing finished digital materials may deduct a commission of 15 per cent from the standard rates.

**Bleed positions:**

Bleed advertising is available for half page insertions or larger at a five per cent supplement to the standard rates.

# Aircraft specific data

For specific aircraft types our data team have compiled our new PDF reports. The Business Air News Handbook Index series covers essential products and services for owners and operators. These reports are a quick and easy way to lay out all the suppliers from maintenance and training through to charter and sales.

Downloadable from the Business Air News website and updated daily the reports provide an excellent way for operators to equip themselves with the latest market place intelligence.

Sponsoring a report brings it out from behind the login and makes it available to all visitors without delay.

Companies included in the report who have taken out paid advertising on the Business Air News Handbook web site are automatically highlighted in the report.



## Sponsorship, what's included:

- Name on front cover
- Full page advertisement on page two
- Sponsored report made available to all-comers without login
- Prominent name and web links alongside the
- download on the aircraft's main page on the Handbook web site
- Advertising message included in an email to all owners of and suppliers to this aircraft
- Exclusivity: Each report has just one sponsor

Each at **£650 per year**. Contact Brad Wright at [brad@businessairnews.com](mailto:brad@businessairnews.com)

## Available aircraft types:

|                               |                         |                        |                        |
|-------------------------------|-------------------------|------------------------|------------------------|
| Agusta A109                   | Bell 412                | Citation 550/551       | Falcon 900EASy         |
| AgustaWestland AW139          | Challenger 300          | Citation 560           | Embraer Legacy 600/650 |
| Airbus Helicopters H120       | Challenger 601          | Citation 560XL         | Embraer Phenom 300     |
| Airbus Helicopters H125/AS350 | Challenger 604          | Citation 650           | Eurocopter AS355       |
| Airbus Helicopters H130       | Challenger 605          | Cessna Citation CJ2    | Gulfstream G200/Galaxy |
| Airbus Helicopters H135       | Challenger 800 series   | Cessna Citation CJ3    | Gulfstream G400/G450   |
| Beechcraft 1900               | Global 5000             | Cessna Citation CJ4    | Gulfstream G500/G550   |
| Beechjet 400                  | Global 6000/Express/XRS | Citation M2            | Gulfstream G500/G600   |
| Beechcraft King Air 200       | Learjet 35/36           | Citation X             | Gulfstream G650        |
| Beechcraft King Air 300       | Learjet 45              | Cessna CitationJet/CJ1 | Gulfstream GIV         |
| Beechcraft King Air 90        | Learjet 60              | Falcon 2000            | Gulfstream GV          |
| Bell 206B JetRanger           | Cessna Caravan          | Falcon 2000 EASy       | Hawker 750/800/900     |
| Bell 206L LongRanger          | Citation 500/501        | Falcon 50              | MDH 500                |
| Bell 407                      | Citation Mustang        | Falcon 7X              | Pilatus PC-12          |
|                               |                         | Falcon 900             | Robinson R66           |

# New for 2025

## Multi-media deals for our key clients

We work hard to develop advertising options that can deliver hard and fast results, and work closely with our clients to build bespoke multimedia campaigns. Now these campaigns are greater value than ever.

Take a look at this amazing Partnership package and prepare for a super-charged year in 2025.

### The 2025 Partnership package includes:

- >> **Web banners** - 50,000 leaderboards, at a frequency and time of your choosing.  
Value £1,450.
- >> **Email banners** - 100,000 on our weekly bulletin, targeting your customers closely.  
Value: £1,940.
- >> **Show bulletin banners** - on four show daily emails for EBACE or NBAA-BACE.  
Value: £2,640.
- >> **Handbook premium entry** - highlighting your business throughout the year.  
Value £455.

Total value £6,485.

**Partnership package price £4,750 – a discount of £1,735**

**Plus: 50% reduction on all other BAN advertising bookings**

- >> **But that's not the best part** - Partners can also take advantage of a 50% reduction on all other advertising bookings during the year, including display advertising in our printed magazine. For example, a quarter page insertion in all six issues would be reduced from US\$20,250 to US\$10,125 – a saving of over \$10,000 on this booking alone. Partnership packages run for one year, and can start at anytime.



Our recent advertisers have included many of the leading companies in business aviation



## Your contacts

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Business Air News and the Handbooks are published by Stansted News Limited  
[www.stanstednews.com](http://www.stanstednews.com)

## Booking conditions:

1. The Publisher reserves the right to refuse, amend, withdraw or otherwise deal with all advertisements submitted to him at his absolute discretion and without explanation. All advertisements must comply with the The UK Code of Non-broadcast Advertising, Sales Promotion and Direct Marketing.
2. The Publisher will not be liable for any loss or damage consequential or otherwise occasioned by error, late publication or the failure of an advertisement to appear from any cause whatsoever.
3. The Advertiser will indemnify the Publisher against any damage and/or loss and/or expense which the Publisher may incur as a direct or indirect consequence of the Advertiser's announcement.
4. The Publisher reserves the right to increase advertisement rates at any time or to amend the terms of contract as regards space or frequency insertion. In such event the Advertiser has the option of cancelling the balance of the contract without surcharge.
5. The Publisher reserves the right to refuse stop-orders, cancellations or transfers unless they are

received not less than ten weeks before the copy date. The cancellation by the customer of any advertising after the booking deadline will incur a cancellation fee of 100% of the charges that would be payable if the advertising had been published.

6. If the Advertiser cancels the balance of a contract, except in the circumstances stated in paragraph 4, all unearned series discount will be surcharged. The Publisher reserves the right to surcharge in the event of insertions not being completed within the contractual period.

7. Where credit facilities are granted, failure to pay accounts within 30 days nett from the invoice date will make advertising agencies liable to the following reductions in any commission otherwise allowed to agencies:-

(a). 5 per cent on the gross rate where the sum owing has not been paid one month after the due date.

(b). The full 15 per cent where the sum owing remains unpaid two months after due date.

8. Copy must be supplied without application from the Publisher. In the event of copy instructions not being received by the copy date the Publisher

reserves the right to repeat the copy last used.

9. All advertisement orders, amendment and cancellations are acknowledged. Proof of posting advertisement instructions will not be accepted as evidence of receipt.

10. Provided copy is received by the stipulated copy date, except in the case of repeat advertisements, the Publisher will provide proofs if requested and it is practicable to do so.

11. The Advertiser shall be responsible for the insurance of all advertisement material delivered by him to the Publisher and the Publisher cannot accept any responsibility for loss or damage.

12. The Publisher reserves the right to destroy all materials which have been in his custody for 12 months, provided that the Advertiser or his agent has not given instructions to the contrary. The Publisher may exercise this right without notice.

13. All advertisements due to appear in Business Air News will only be accepted on condition that the Advertiser warrants that the advertisement does not in any way contravene the provisions of The Business Protection from Misleading Marketing Regulations, 2008, and its subsequent amendments.

