



ERA Advertising Information 2020



Regional International

Regional International is the official magazine of ERA (European Regions Airline Association). Published bi-monthly, it is the authoritative source of information on legislative, regulatory and industry news for any company operating in the European aviation environment.



As the ONLY magazine that reaches the entire membership of ERA, including airlines, airports, manufacturers and suppliers, your advertising campaign will be seen by important senior executives and decision makers from within Europe's aviation industry.

- Magazine copies are posted directly to representatives from all ERA members.
- The digital version is sent to a large distribution list of ERA members and key industry contacts via email.
- The digital version is also available on ERA's website www.eraa.org.
- The publication is promoted extensively via all ERA media channels and newsfeeds.

To make the most of your advertising campaign, we will work through the various options available to give you maximum exposure.

Advertising Rates

All prices exclude VAT and will be invoiced on publication in GB pounds.

Issue Sponsorship	From £7,000.00
Inside Front Cover	£3,250.00
Outside Back Cover	£3,500.00
Inside Back Cover	£3,000.00
Double Page Spread	£4,750.00
Full Page	£2,750.00
Half Page	£1,750.00
Quarter Page	£1,250.00
Inserts	POA

Issue sponsorship

Each issue of Regional International and our annual Yearbook is available for exclusive individual sponsorship. This is the ultimate publicity campaign for your business. Taking one of these limited opportunities will provide you with exposure throughout the publication, including the front and back cover, a double page spread with content of your choice, a spread marker band and a banner on the ERA website. It is the package to make you stand out from the crowd, so if you have something to shout about and promote, or want your brand to be noticed, don't miss this unique opportunity. Prices for this unique offer start from just £7,000.

Packages

To make the most of your advertising campaign, we can work through a variety of options that will give you maximum exposure in this key industry publication. Taking one of our six or 12-month packages can also save you money.



ERA Yearbook

Established as the essential reference guide to Europe's airline and aviation sector, the ERA Yearbook is indispensable as an information, reference and business tool, whether for research or commercial use. The ERA Yearbook is keenly sought after by the aviation industry and grows in popularity year on year.

The publication includes the ERA membership directory including contact details for all ERA members: airlines, airports, airframe and engine manufacturers, suppliers and service providers; as well as interviews with ERA's Director General, President and details of ERA's achievements and activities and its strategy for the year ahead. Data on market performance statistics is also provided and supported with expert commentary and analysis.

Copies are distributed to representatives from all ERA member companies as well as industry regulators and experts. A digital version is available online at www.eraa.org and extensively promoted via email and all social media platforms.



Advertising Rates

Yearbook Sponsorship (ERA members only)	£12,500.00
Double Page Spread (ERA members only)	£7,250.00
Full Page	£3,750.00
Half Page	£2,500.00
Quarter Page	£1,750.00
Outside Back Cover	£7,000.00
Inside Back Cover	£4,500.00
Inside Front Cover	£5,500.00
Logo in the directory section (ERA members only)	£650.00

All prices exclude VAT and will be invoiced on publication in GB Pounds.

Digital Advertising

ERA Website: www.eraa.org

In addition to our print advertising opportunities, we also now offer a selection of digital advertising options on the ERA website: www.eraa.org. High-profile sections of the site include ERA's valued annual events; the ERA Regional Airline Conference and ERA General Assembly.

We work with our digital customers to ensure all their advertising campaigns are in the best and most suitable locations to gain maximum exposure and to reach the right target audience. Online advertising can be incorporated into a package (to also include print media) or can be booked as a standalone option.

Prices start from £500.00 per month



ERA Members' Update

Our bi-weekly e-newsletter, distributed to all ERA members and their personnel, is a well-respected and much read source of industry news and association information. This exclusive offer allows an ERA member to advertise/sponsor Members' Update, one month at a time. If you want the opportunity to drive audiences to your website with a direct link and to promote your brand, this is an excellent way to gain maximum exposure within the industry.

Prices start from £450.00

Advertisement Sizes (Height x Width)

	Bleed	Trim	Type area
Double page spread	H303 x W426mm	H297 x W420mm	H287 x W410mm
Full page	H303 x W216mm	H297 x W210mm	H287 x W200mm
Half page horizontal	H151.5 x W216mm	H148.5 x W210mm	H138.5 x W200mm
Half page vertical	H303 x W108mm	H297 x W102mm	H287 x W92mm
Quarter page horizontal	H77 x W216mm	H74 x W210mm	H64 x W200mm
Quarter page vertical	H140 x W 108mm	H134 x W102mm	H120 x W87mm

Artwork Specification

Adobe Acrobat PDF preferred with press ready settings, CYMK (four colour) to include bleed, crop and trim marks. Images supplied must be minimum 300 dpi/1MB. Files over 5MB should be sent by ftp file transfer or a large transfer system such as WeTransfer to bus.dev@eraa.org

Editorial Features List 2020

Publication	Content	Advert Artwork Deadline	Publication Date
Regional International January/ February	Technology & Innovation Special <ul style="list-style-type: none"> IT and technology Innovation Political and market trends 	6 Jan	27 Jan
ERA Yearbook	ERA YEARBOOK 2020	27 Jan	2 Mar
Regional International March/April	ERA Regional Airline Conference Special <ul style="list-style-type: none"> Full event programme Environment Infrastructure and ATM Avionics 	22 Feb	16 Mar
Regional International May/June	Industry Skills & Training Special <ul style="list-style-type: none"> Industry skills Training, simulation and recruitment Finance and asset management 	28 Apr	22 May
Regional International July/August	Leasing Special <ul style="list-style-type: none"> Leasing & ACMI Farnborough Air Show review Corporate Social Responsibility Customer experience 	22 Jun	13 Jul
Regional International September/ October	ERA General Assembly Special <ul style="list-style-type: none"> Full event programme Exhibitor profiles Member partnership features 40th anniversary special 	1 Sep	25 Sep
Regional International November/ December	MRO & Safety Special <ul style="list-style-type: none"> MRO Safety and security Winter trends and seasonality Cargo ERA General Assembly review and award winners 2020 	5 Nov	27 Nov

Contact Details

Advertising Enquires

bus.dev@eraa.org
Tel: +44(0)1276 856495

Editorial Enquiries

Becky Taylor, Editor Corporate Communications
becky.taylor@eraa.org
Tel: +44 1276 485582

European Regions Airline Association

Head Office: Park House, 127 Guildford Road, Lightwater, Surrey, GU18 5RA, United Kingdom

Main: +44(0)1276 856495

www.eraa.org twitter.com/eraaorg facebook.com/eraaorg

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Brussels Office: ERA (European Regions Airline Association)

Office 50.710, Eurocontrol, Rue de la Fusée, 96, 1130 Brussels, Belgium

