

REGIONAL
INTERNATIONAL
THE OFFICIAL MAGAZINE

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ERA Advertising Information

2021



Regional International

Regional International is the official association magazine of European Regions Airline Association (ERA), reporting on the latest industry news and political intelligence from across the entire aviation sector.

The magazine provides reviews and informative reporting on topical legislative and regulatory subjects, updates on ERA's members' activities and initiatives and the many challenges facing aviation in Europe, as well as outlining ERA's broad work schedule and key industry campaigns. Distributed to ERA's 200+ diverse membership base of airlines, airports, manufacturers, suppliers and aviation service providers, together with key air transport stakeholders and industry regulators, your advertising campaign will be seen by senior executives and key decision makers from Europe's entire aviation ecosystem.

At this present time, as our industry fights the effects of the Coronavirus, the magazine will remain digital only. It will return to print distribution should circumstances permit, however our digital distribution does provide new opportunities for advertisers.

Issue sponsorship

Each issue of *Regional International* and our annual *Yearbook* is available for exclusive individual sponsorship. This is the ultimate profile-raising campaign for your business. Taking one of these limited advertising opportunities will provide any business with maximum exposure and will enhance and strengthen brand identities.

Issue sponsorship includes:

- magazine front cover image and logo, back cover full page advert;
- double page spread advertorial within the centre pages of the magazine;
- digital top and bottom banner advertising as part of the magazine's electronic distribution;
- banner adverts on the Regional International web pages for the duration of the issue; and
- free sponsorship of two issues of our bi-weekly e-newsletter Members' Update.



As well as being distributed electronically to our industry's most influential decision makers, the magazine is also available on ERA's website eraa.org/publications/regional-international. In conjunction with this, our high-profile magazine, as well as its content, is promoted via ERA's various social media channels.

Please take a look at the advertising rate information below.

Advertising rates

Issue sponsorship	£4,500.00
Inside front cover	£2,250.00
Double page spread (advertorial)	£2,000.00
Full page	£1,750.00
Half page	£1,250.00
Quarter page	£875.00

All prices are applicable for digital advertising and exclude VAT at the UK rate of 20%. All invoices are issued in GBP.

Packages

To make the most of your advertising campaign, we can create a bespoke package that will give you maximum exposure together with rate discounts to save you money.

ERA Yearbook



ERA's annual *Yearbook* is more than just a detailed directory of ERA's diverse membership – it also reports on the association's work and achievements during the last year as well as its strategy and priorities for the future, with updates from ERA's Director General and President. With expert analysis and comment on the state of the industry and the regulatory climate, it is an important and valuable reference guide to the European aviation sector and its key players.

This is shared with representatives from all ERA member companies as well as industry stakeholders. The *Yearbook* is also available for members to view online for free at www.eraa.org and is extensively promoted by ERA.

Advertising rates

Full page Inside front cover is available for an additional cost of £500	£2,750.00
Half page	£1,500.00
Quarter page	£1,000.00
Logo in the directory section (ERA members only)	£299.00
Yearbook sponsorship (ERA members only)	POA

All prices are applicable for digital advertising and exclude VAT at the UK rate of 20%. All invoices are issued in GBP.

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, CMYK (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

ERA website www.eraa.org

In addition to our magazine and *Yearbook* advertising opportunities, we also offer a selection of advertising spaces on the ERA website at www.eraa.org. Make an impact and be seen by the right people by advertising on one of our high-traffic pages.

We work with our members 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. Advertising on our website can be incorporated into a package or can be booked as a standalone option.

Prices start from £395.00 per month per section



ERA Members' Update

ERA keeps its members updated with exclusive news via the fortnightly Members' Update e-newsletter, distributed to all ERA member company personnel. This key benefit of membership sees high levels of engagement on a variety of important issues. The e-newsletter is available for all 200+ ERA members to sponsor and advertise products and services to fellow members. This is a highly visible way to promote your brand and drive traffic to your website via a direct banner link.

Prices start from £150.00 per issue

Regional International editorial features list 2021

Publication	Content	Advert artwork deadline	Publication date
January/February	Technology and innovation focus <ul style="list-style-type: none"> • Current and future industry technology, IT and innovation • European political landscape • Market trends and statistics 	20 Jan 2021	1 Feb 2021
ERA Yearbook	ERA's annual Yearbook <ul style="list-style-type: none"> • ERA strategy and priorities for the forthcoming year • Reflection on ERA's work and achievements on behalf of its members • ERA member directory 	1 Feb 2021	15 Feb 2021
March/April	Environmental focus <ul style="list-style-type: none"> • Green and sustainable aviation • European infrastructure and ATM • Aircraft avionics • ERA's spring event 	8 Mar 2021	17 Mar 2021
May/June	Market focus <ul style="list-style-type: none"> • Aircraft market conditions • Spotlight on new passenger challenges • Airline business models review and forecasts • Finance and asset management 	17 May 2021	26 May 2021
July/August	Industry talent and training focus <ul style="list-style-type: none"> • Industry talent • Training, simulation and recruitment • Community commitment • Diversity and inclusion 	8 Jul 2021	19 Jul 2021
September/ October	Membership and industry review 2021 <ul style="list-style-type: none"> • Industry review 2021 • Member successes, partnerships, collaborations and alliances • ERA General Assembly overview 	6 Sep 2021	16 Sep 2021
November/December	MRO and safety focus <ul style="list-style-type: none"> • MRO overview and review • Safety and security reporting • Winter operations • Forthcoming industry and seasonality trends 	15 Nov 2021	25 Nov 2021

Contact details

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