



2019 Media Information

Regional International

Regional International is the official magazine of the European Regions Airline Association (ERA). 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.

Key Content

- Industry News
- Safety
- Finance & Leasing
- Avionics Updates
- ATM
- MRO
- Legal Updates
- EU Regulations
- Latest Technology and Innovations
- Industry Interviews
- Company Profiles
- Environmental Issues

Advertising Rates

Issue Sponsorship	POA
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

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

Why Advertise?

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 Europe's aviation industry. Copies are posted out to all ERA members and the digital version is available online at www.eraa.org, allowing readers access across all media channels. The magazine is also extensively promoted via email and on all social media platforms. To make the most of your advertising campaign, we will work through the various options available to give you maximum exposure.

Sponsorship Opportunities

This is the ultimate publicity campaign for your business. Taking this great opportunity will give you the front and back cover, a double page spread and a spread marker band. It is the package to make you stand out from the crowd.

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. Booking one of our six or 12-month packages can also save you money.



ERA Yearbook

Established as THE essential reference guide to Europe's expanding 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 ERA Yearbook 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 featuring interviews with ERA's Director General, President and details of ERA's achievements, activities and strategies. Airline and airport performance statistics are also provided and supported by expert comment 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)	£495.00

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

Digital Banner 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 at www.eraa.org.

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 reach the right target audience. Online advertising can be incorporated into a package (to also include print media) or can be booked as a stand-alone option.

Banner advert size: 728 x 90 pixels

Prices start from £450.00 per month

ERA Members' Update

This bi-weekly newsletter, distributed to all ERA members and their personnel, is a well-respected and much read source of industry news and information. This exclusive offer allows an ERA member to advertise/sponsor Members' Update, one month at a time. So, if you have something important to promote or say, as well as providing a direct link to your website, this is an excellent way to gain maximum exposure within the industry.

Banner advert size: 600 x 42 pixels (top)
600 x 74 pixels (bottom)

Prices start from £450.00 for one month and £800.00 for a two-month booking.

Advertisement Sizes (Height x Width)

DOUBLE PAGE SPREAD

Bleed: 303 x 426mm
Trim: 297 x 420mm
Type area: 287 x 410mm

FULL PAGE

Bleed: 303 x 216mm
Trim: 297 x 210mm
Type area: 287 x 200mm

HALF PAGE HORIZONTAL

Bleed: 151.5 x 216mm
Trim: 148.5 x 210mm
Type area: 138.5 x 200mm

HALF PAGE VERTICAL

Bleed: 303 x 108mm
Trim: 297 x 102mm
Type area: 287 x 92mm

QUARTER PAGE HORIZONTAL

Bleed: 77 x 216mm
Trim: 74 x 210mm
Type area: 64 x 200mm

QUARTER PAGE VERTICAL

Bleed: 140 x 108mm
Trim: 134 x 102mm
Type area: 120 x 87mm

Artwork Specification

Adobe Acrobat PDF preferred with press ready settings, CMYK (four colour) to include bleed, crop and trim marks. Images supplied must be min 300 dpi/1MB. Files over 5MB should be sent by ftp file transfer or a large transfer system like Wetransfer to alexandra.davies@eraa.org

Editorial Features List 2019

Cover Date	Content	Copy Deadline	Publication Date
January/ February	Leasing Special <ul style="list-style-type: none"> • Leasing • Finance • Market trends and outlook 2019 • Asset management 	17 Jan	7 Feb
March	ERA YEARBOOK 2018	28 Jan	1 Mar
March/April	ERA Regional Airline Conference Special <ul style="list-style-type: none"> • Environment • ATM • Avionics 	25 Feb	18 Mar
May/June	ACMI Special <ul style="list-style-type: none"> • ACMI • Paris Air Show overview • Security • IT 	30 Apr	21 May
July/August	Training and Safety Special <ul style="list-style-type: none"> • Safety and crisis management • Training and recruitment • Simulation 	21 Jun	12 Jul
September/ October	ERA General Assembly Special <ul style="list-style-type: none"> • Full event programme • Exhibition profiles • ERA General Assembly features 	4 Sep	25 Sep
November/ December	MRO Special <ul style="list-style-type: none"> • MRO • Airport of the Year winner • Ground handling • Winter operations • Cargo • ERA General Assembly report 	6 Nov	27 Nov

Contact Details

Advertising Enquiries
 Alexandra Davies
 Sales Executive
alexandra.davies@eraa.org
 Tel: +44 1276 485565

Editorial Enquiries
 Satu Dahl
 Editor
satu.dahl@eraa.org
 Tel: +44 1276 485582

European Regions Airline
 Association (ERA)
 Park House, 127 Guildford Road
 Lightwater, Surrey GU18 5RA
 United Kingdom
 Tel: +44 (0)1276 856495
www.eraa.org
www.twitter.com/eraaorg
www.facebook.com/eraaorg

