



## 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](http://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](http://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](http://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](http://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](mailto:alexandra.davies@eraa.org)

## Editorial Features List 2019

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

## Contact Details

**Advertising Enquiries**  
 Alexandra Davies  
 Sales Executive  
[alexandra.davies@eraa.org](mailto:alexandra.davies@eraa.org)  
 Tel: +44 1276 485565

**Editorial Enquiries**  
 Satu Dahl  
 Editor  
[satu.dahl@eraa.org](mailto: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](http://www.eraa.org)  
[www.twitter.com/eraaorg](https://www.twitter.com/eraaorg)  
[www.facebook.com/eraaorg](https://www.facebook.com/eraaorg)

