

## EXECUTIVE MARKET BRIEFINGS

# Marketing Opportunities

Reach Commercial Aviation Decision Makers Every Business Day

Target **more than 22,000** commercial aviation decision-makers at airlines, air cargo companies, commercial aviation manufacturers and government agencies around the globe with this cost-effective solution!

Aviation Daily delivers critical business intelligence to keep commercial aviation executives ahead of the competition.

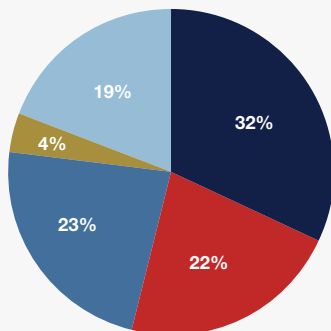
### Frequently reach the most influential Leaders:

- Reach top executives at major airlines and cargo carriers worldwide, including: Air Canada, American Airlines, British Airways, Delta, Ethiad, FedEx, Japan Airlines, JetBlue, Singapore Airlines, Southwest, UPS
- Top manufacturers and suppliers worldwide: Airbus, Boeing, Embraer, GE, Honeywell, UTC, Rolls-Royce
- Plus, reach airport authorities, associations, government agencies, financial services firms, aviation consultants, and many other top professionals!

Aviation Daily has a **100% PAID** circulation!

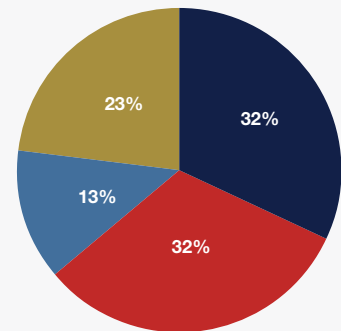
### Industry Sectors

- OEM/Engineering/Tech - 32%
- Operators/MRO Provider/Airport/FBO - 22%
- Consultant/Legal/Financial Services - 23%
- Academic Institutions - 4%
- Associations/Other - 19%



### Titles

- Sr. Exec - 32%
- Director, Dept Head - 32%
- Analyst/Researcher - 13%
- Other Operational Titles - 23%

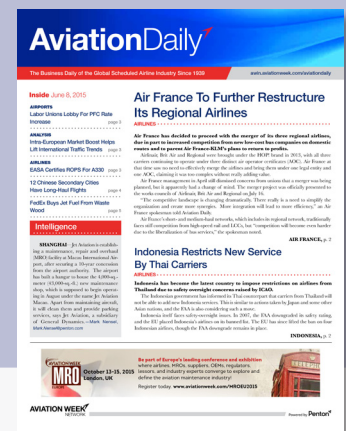


### CONTACT:

For more information, contact your Aviation Week Network Account Manager, or:  
**Tom Davis** | +1 (469) 854-6717 | tom.davis@aviationweek.com

### Must-Read Editorial Features

- New business opportunities
- Top global commercial programs
- Forecasts and data for business development



## EXCLUSIVE ONSITE DISTRIBUTION SPONSORSHIP

### Highlight Your Message at Must-Attend Industry Events

Reach top executives at airlines, air cargo companies, commercial aviation manufacturers and government agencies around the globe and command high profile exposure at industry events.

### Reach **22,000+** Aviation Professionals Onsite and Online

- **Show distribution:** The printed newsletter will be handed out to attendees at upcoming industry related events, with sponsored cover promotion.\*
- **Email distribution** to industry professionals around the world.
  - \* Sponsored cover exposure on show copies only.

### Exclusive Sponsor:

- “Brought to you by” mention with company logo **OR** a special ad unit (5 in. x 6.25 in.) on the front cover of *Aviation Daily* show copies
- Cover 4 ad in *Aviation Daily* with print and digital distribution

### Sponsorship Opportunities:

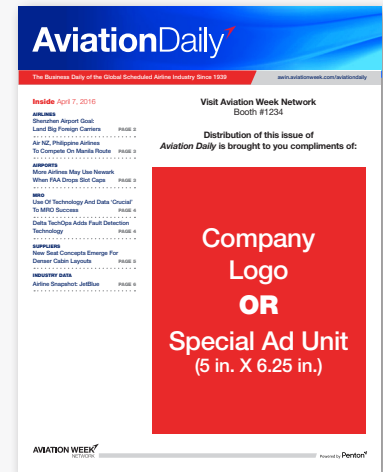
- Up to three sponsors
- Each sponsor shares cover exposure on *Aviation Daily* with “Brought to you by” mention with company logo, on show copies only
- 1/2 page ad in *Aviation Daily* with print and digital distribution

### Additional Opportunities:

- Individual ad units available for global distribution
- Book an ad in *Air Transport World's* related show issue, and receive an **impact discount.**

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### A sample of key events include:

- IATA AGM
- Paris Air Show
- ACPC
- Boyd Conference
- MRO Americas
- MRO Europe
- MRO Asia