**Aircraft Cabin Management** is a unique business-to-business publication that takes an in-depth look at every aspect of the design, manufacture and operation of modern airliner cabins – from economy to first class.

Published quarterly and delivered to a global audience, **Aircraft Cabin Management** looks at the bigger picture, while also going beneath the surface of the latest products, materials and design concepts to understand how they contribute to a successful cabin.

We use the best aviation journalists with a wide network of contacts to ensure that every feature delivers the objective, high-quality editorial that our readers expect.

Advertisers in **Aircraft Cabin Management** will also benefit from a long shelf life and a high pass-on readership rate – with 65% of readers keeping their copies for at least a year and 72% of readers sharing their copy of the magazine with two or more individuals.*

**Aircraft Cabin Management** is always at the forefront of market trends, attending key industry events to ensure our magazines, along with our clients’ campaigns, have a strong industry presence.

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**EDITORIAL PROGRAMME 2018**

*ian Harbison | Editor | ian@airtransportpubs.com

<table>
<thead>
<tr>
<th>FEATURES (ALL TBC)**</th>
<th>JANUARY 2018</th>
<th>APRIL 2018</th>
<th>JULY 2018</th>
<th>OCTOBER 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>SEATING</td>
<td>First, Business, Premium Economy and Economy will be covered in each issue</td>
<td></td>
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<tr>
<td>IFEC</td>
<td>IFE, wifi and SATCOMS will be covered in each issue</td>
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<tr>
<td>INTERIORS</td>
<td>Galleys</td>
<td>Cabin service</td>
<td>Cabin safety</td>
<td>Waste/water</td>
</tr>
<tr>
<td>SYSTEMS</td>
<td>Lighting</td>
<td>Electrics</td>
<td>Cabin air</td>
<td>Cabin management</td>
</tr>
<tr>
<td>MATERIALS</td>
<td>Furnishings</td>
<td>Textiles and leather</td>
<td>Paints and coating</td>
<td>Composites</td>
</tr>
</tbody>
</table>

* Results taken from a survey in June 2017
** The editorial calendar is subject to change
**CIRCULATION**

- Europe: 51%
- North America: 28%
- Asia: 11%
- South/Central America / Caribbean: 5%
- Middle East: 2%
- Africa: 1%

**ORGANISATION TYPE**

- Corporate Management
- Engineering
- Maintenance
- Sales/Marketing
- Leasing/Financial/Legal
- Interiors Manufacturer/Supplier/Service Provider
- Consultancy
- Component Manufacturer/Supplier
- IFE/In-flight Communications Provider
- Other

**JOB DESCRIPTION**

- Airline
- Aircraft/Engine Manufacturer
- Sales/Marketing
- Finance/Banking/Legal/Leasing
- Maintenance/Overhaul/Modification Service Provider
- Leasing/Financial/Legal Institution
- Manufacturer/Supplier/Service Provider
- Others

**STATISTICS**

- **12,000** print & digital readership worldwide
- **4** issues a year
- **2-3** pass-along rate*
- **98** countries
- **5,747** app installs a year
- **19** years
- **5** conferences

*Results taken from a survey in June 2017
PRINT ADVERTISING OPPORTUNITIES 2018

| OUTSIDE BACK COVER | £* |
| INSIDE FRONT COVER  | £* |
| INSIDE BACK COVER   | £* |
| DOUBLE-PAGE SPREAD  | £* |
| HALF PAGE DPS       | £* |
| FULL PAGE           | £* |
| HALF PAGE           | £* |
| THIRD PAGE          | £* |
| QUARTER             | £* |

Inserts: prices available on request
Terms & conditions: available on request

* Prices available on request

ADVERTISING SPECIFICATIONS

Adverts can only be accepted if they meet the following print specifications:

MEDIA: All advertising material should be supplied electronically via email

FORMAT: Material should be supplied as an Adobe Acrobat PDF, optimised for high quality printing.

COLOUR/RESOLUTION: All colours (including pictures) must be CMYK, no RGB or Pantones may be used. They must include high resolution graphics (300dpi) and embedded fonts with all live transparency effects flattened at output

BLEED: DPS, half page DPS and FP must all be supplied with a 3mm bleed on all edges plus crop marks and registration marks

TYPE AREA: DPS, half page DPS and FP must all be supplied with all readable content, including logos and text within the type area specified above

NOTE: We are unable to make amendments to adverts. Quality of reproduction cannot be guaranteed if copy is not supplied to our specifications. PDFs are supplied entirely at the client’s own risk and the publisher accepts no responsibility for any errors in printing. Powerpoint, CorelDraw and Microsoft Word files are not acceptable.

If you have any questions, please contact helga@airtransportpubs.com

OUTSIDE BACK COVER £*
INSIDE FRONT COVER £*
INSIDE BACK COVER £*
DOUBLE-PAGE SPREAD £*
HALF PAGE DPS £*
FULL PAGE £*
HALF PAGE £*
THIRD PAGE £*
QUARTER £*

Half page DPS (requires 3mm bleed)
Trim size (w x h): 420 x 297mm
(426 x 303 with 3mm bleed)
Type area: 400 x 277mm

FULL PAGE (requires 3mm bleed)
Trim size (w x h): 210 x 297mm
(216 x 303 with 3mm bleed)
Type area: 190 x 277mm

Half page horizontal
Advert size (w x h): 190 x 128mm

Half page vertical
Advert size (w x h): 85 x 277mm

Third page horizontal
Advert size (w x h): 190 x 79mm

Half page island
Advert size (w x h): 120 x 182mm

Quarter page horizontal
Advert size (w x h): 190 x 54mm

Quarter page vertical
Advert size (w x h): 89 x 120mm

* Prices available on request
DIGITAL ADVERTISING OPPORTUNITIES 2018

We also offer a variety of digital advertising opportunities. Industry professionals worldwide visit www.aircraftcabinmanagement.com and www.airtransportpubs.com for our high-quality analysis. Our website allows advertisers to be seen alongside a wealth of features, industry news, events and insider blogs. Channel homepages provide a great opportunity to showcase pertinent features from all ATP titles, providing a comprehensive platform for your message.

EMAIL OPPORTUNITIES
Email blast banner slots
Alongside the launch of each print issue of our magazines, we contact our full subscriber list to inform them of the edition’s availability online. Digital advertising on our quarterly email notifications enables advertisers to reach both our print and digital subscribers with just one placement.

Third-party marketing emails
By providing access to our full subscriber list, Air Transport Publications can allow you to extend the reach of your business. Send your latest e-marketing campaigns to the senior decision-makers who subscribe to our magazine on a one-time basis, providing a cost-effective way to reach your target audience.

HOME SCREEN BANNER AD
At the bottom of the homescreen and each magazine’s title page, this premium position appears to your audience as well as readers of all the magazines.

VIDEO UPGRADE OF PRINT AD WITHIN APP
Taking advantage of the iPad/iPhone’s interactive capabilities, an embedded video over your advert allows you to make more of an impression on your reader.

OPTIMISED AD IN APP EDITION
All print ads are viewable in the app and to make them stand out further, you can link your logo to a URL of your choice.

SPASH SCREEN AD
Display your message to readers as they are waiting for a publication to load, typically for up to 10 seconds.

RATES

**Prices available on request**

ATP CORPORATE WEBSITE
As our main corporate domain, the Air Transport Publications homepage is the landing page for all of our aviation titles combined.

CABIN MAGAZINE WEBSITE
Aircraft Cabin Management has its own dedicated website, for those who want to ensure their campaign is seen by the relevant professionals.

AIRLINE CHANNEL HOMEPAGE
The main ATP website features an Airlines Channel, with content from Aircraft Cabin Management and relevant articles from our other titles with industry news and a dedicated blog.

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