

# GreenSky<sup>®</sup>

Aviation and the Environment

**The first international publication exclusively dedicated to aviation and the environment**

Published for the first time in 2007, *GreenSky - Aviation and the Environment* has rapidly established itself as the leading publication covering the growing pressure on the aviation industry to reduce its carbon footprint.

Our experienced editorial team and a portfolio of freelance aviation journalists provide authoritative analysis of how airlines, manufacturers and airports are trying to control and reduce their emissions and noise levels.

Our expertise is being recognised through media partnerships with conferences and events held by a number of prestigious

organisations as they realise that *GreenSky* is the only publication to provide leadership coverage on this increasingly important subject.



Air Transport Publications has a distinguished track record in commercial aviation magazines. Our established editorial team has a broad knowledge from their involvement with our other major publications: *MRO Management*, *low cost & regional airline business* and *Airline Cargo Management*.

Our aim is to provide the most thorough and accurate coverage available in this fast changing scene. Given ATP's pedigree in aviation, it might be thought that *Green Sky* will always be in favour of flying, but it is our firm intention to ask all the questions that need to be answered and we will report those answers honestly and in as much detail as possible. Where there are difficulties and contradictions, we seek explanations.



## E-book edition

Our digital edition of *GreenSky* offers added value to the printed version for both advertisers and readers. The e-book is an extra marketing tool that creates a complete package for print and digital media. Digital advertising options are: sponsorship, audio, video clips, flash files and ad links.

## Why advertise?

*GreenSky* is one of the only magazines offering an objective, unbiased look at the challenges ahead.

If you are highlighting and promoting your green activities and environmentally conscious products and developments, then *GreenSky* is the only magazine that can get your message to key decision makers in every sector of the aviation industry, from manufacturers and airlines to airports and service providers.

While our readership also includes organisations and agencies, *GreenSky's*

distribution list makes extensive use of companies on the Air Transport Publications database, targeting senior management responsible for business development and thus with an interest in making sure that the environment is at the top of the agenda.



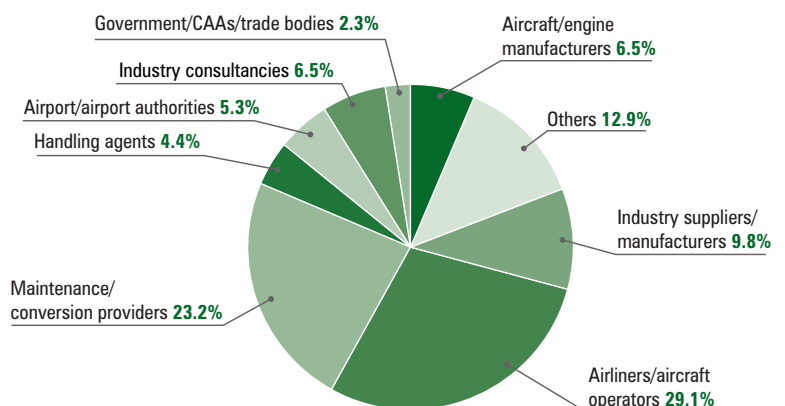
## Distribution and circulation breakdown

*GreenSky* is published both online as an e-book at [www.greenskyaviation.com](http://www.greenskyaviation.com) and in print. The magazine targets a readership of 15,000 to 20,000 senior executives, including those working for:

- Airport/airport authorities
- Airlines/aircraft operators
- Aircraft/engine manufacturers
- Air Traffic Control
- Government/CAAs/trade bodies
- Handling agents
- Industry consultancies
- Industry suppliers/manufacturers
- Maintenance/conversion providers

*GreenSky* is published quarterly in April, July, October and December. Copy deadlines are always in the month prior to publication; please contact the editorial department for details.







*Green Sky* is being supported by key industry bodies, organisations and companies.



“It is good to see your organisation leading the industry and making everyone in the aviation industry aware of the environment”

Zaheer Faruqi, President  
Aventure International Aviation Services

## Advertising opportunities

	<b>DPS</b>	Type Area (margins) Trim (page size) Bleed (3mm)	256 x 382 mm 280 x 406 mm 286 x 412 mm	<b>£6,175</b>	<b>€10,810</b>	<b>\$12,050</b>
	<b>Half page DPS</b>	Type Area (margins) Trim (page size) Bleed (3mm) (Note: no bleed on top edge)	121 x 382 mm 145 x 406 mm 148 x 412 mm	<b>£3,400</b>	<b>€5,900</b>	<b>\$6,600</b>
	<b>Full page</b>	Type Area (margins) Trim (page size) Bleed (3mm)	256 x 179 mm 280 x 203 mm 286 x 209 mm	<b>£3,250</b>	<b>€5,700</b>	<b>\$6,350</b>
	<b>Two-thirds page</b>		231 x 115mm (v) 170 x 175mm (h)	<b>£2,650</b>	<b>€4,650</b>	<b>\$5,170</b>
	<b>Half-page</b>		123 x 175mm (h) 170 x 116mm (i)	<b>£2,150</b>	<b>€3,410</b>	<b>\$3,800</b>
	<b>Third page</b>		231 x 55mm (v) 79 x 175mm (h)	<b>£1,900</b>	<b>€3,350</b>	<b>\$3,710</b>

**Client designed adverts** can only be accepted in one of the following formats:

- **Media:** all advertising material should be supplied electronically via CD-Rom, email or FTP. All media must be readable by both Windows and Macintosh systems. We cannot accept film, cromalins, zip disks or any other format.
- **Format:** material should be supplied in any of the following formats:
  1. **Adobe Acrobat PDF** copy submitted in PDF format must be supplied optimised for high quality printing. All colours (inc. pictures) must be CMYK, no RGB or Pantones may be used. They must include high resolution graphics (300dpi) and **embedded fonts**. Bleed adverts must include registration markings and bleed. **We are unable to make amendments to adverts.**
  2. **Adobe Illustrator CS2** images and graphics must be embedded. All fonts should be converted to outline.
- **Colour/resolution:** all artwork must be supplied in CMYK with all elements at a resolution of at least 300dpi.
- **Quality of reproduction:** quality of reproduction cannot be guaranteed if copy is not supplied in the correct format or size, or with proofs.
- **PDFs:** pre-flightchecked PDFs can be supplied but no responsibility will be accepted if reproduction is incorrect due to faulty set-up by the advertiser or agency. If in doubt, please contact our production department.
- **Colour proofs:** colour proofs of the file submitted must be supplied. A PDF will not be considered a colour proof.
- **FTP Host:** ftp.airtransportpubs.com **User:** production **Password:** production

### Note

All print adverts should be supplied with a colour copy of the advert. 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**

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