AIRPORT INDUSTRY REVIEW

Media Pack

2022

Powered by VERDICT
The magazine
At Airport Industry Review (AIR) we supply our readers from the airport industry with all the latest business news and insights in an accessible digital format.
At Airport Industry Review we supply our readers from the airport industry with all the latest business news and insights from around the world.

- We are dedicated to providing unique editorial content that reacts to the ever-changing industry landscape.
- Our coverage is informed by the needs of our audience whilst covering global trends and themes central to our clients’ business growth.
- With access to multiple intelligence centres and millions of data points from GlobalData, we get ahead of trends before any other provider.
- Content is fully optimised through SEO to drive engagement and unlock new audiences.

Air Traffic Management Without Compromise

Our priority is to help you reach your goals. Excelling in air traffic management means going beyond industry standards, and we’re here to make that happen.

Welcome to uncompromised air traffic management

You’re continually striving to expand and enhance your capabilities beyond the standard set by the industry, and we’re here to help.

Air traffic management is a goal-oriented endeavour. Transforming a system? Developing an entirely new operation? Making minor but critical adjustments to an existing framework? Safety and security are fundamentals, but there’s more to it than that.

Whatever your goals are, a diversity of knowledge, skill, and perspective is not just a luxury. It’s a necessary inclusion to ensure a high-performing enterprise. And ATS is a key partnering...
Airport Industry Review put us in contact with many prospects and in multiple cases this has led to new customers”.

Managing Director
Eezeetags B.V
Building on years of experience, our digital magazines have been at the forefront of digital change and have constantly evolved with the needs of our readers.

### Tech-driven publishing

<table>
<thead>
<tr>
<th>The latest technology</th>
<th>Over the last decade, our digital magazines have evolved with the latest technological advancements to future-proof the value for our clients.</th>
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<tbody>
<tr>
<td>Balancing tradition</td>
<td>We offer a unique blend of traditional advertising with data-driven marketing to drive engagement.</td>
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<tr>
<td>Integration</td>
<td>Our digital magazine and content now sit seamlessly within our websites, harnessing the power of our existing network traffic and SEO rankings.</td>
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<tr>
<td>Power of data</td>
<td>With access to millions of data points from GlobalData’s intelligence centres, we have access to more data than ever before, informing our data-driven content and enhancing our audience targeting.</td>
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<tr>
<td>Flexibility</td>
<td>Using new technology, we can now combine our magazine advertising with other types of advertiser content such as: webinars, video interviews and thought leadership.</td>
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Enhanced distribution

EXTENDED NETWORK

1. TRADE SHOWS AND EVENTS
   We have grown our network in building official partnerships with leading trade shows, events and associations. Through our enhanced partner network we reach over 110,000 professionals throughout the year.

2. IN-HOUSE EVENTS
   Through our in-house industry events, we have an established network of industry readers, dedicated to building relationships, creating content and continually providing feedback on our products.

3. GLOBALDATA
   As part of GlobalData, one of the major data houses globally, we have distinguished relationships with key players within the industry enabling us to extend our distribution channels and reach more readers than ever before.
Owned network

Targeted database
Sent directly to the inboxes of over 13,000 airport professionals including direct subscribers as well as our industry specific database across GlobalData’s wider product portfolio.

Owned network
- Magazine featured weekly in newsletters sent to over 7,600 contacts
- The magazine is promoted throughout our sister site airport-technology.com, a leading website in the industry with a global audience of over 33,000 unique users per month

13,000
airport professionals

33,000
unique users a month
We can help you communicate directly with the global pharmaceutical industry: Our loyal readership is made up of executives, senior managers and buyers from across the globe.
NEW OPPORTUNITIES

Align your brand with key topics within the industry to demonstrate leadership and innovation.

Our sponsorship and advertising options extend beyond the world of traditional adverts.

You can now position your brand as industry leader within a specific topic or theme.

We have multiple content options and formats available to allow you to receive brand recognition and tell your story in a way that works for you.
Sponsorship
Our full issue sponsorship positions your company throughout our digital magazine using interactive adverts, content and branding.

FULL ISSUE SPONSORSHIP INCLUDES

- Front cover wrap around
- Logo on front cover, contents page and mailers
- Interactive lead page or company insight
Comply & excel

Strict compliance with industry safety and security requirements underpins an exceptional service. It also forms the foundation of an effective, creative, and efficient enterprise that has an intimate understanding of industry standards for operation.

Advocacy and lobbying are two critical activities that support your efforts to comply and excel. Without these, you risk access to resources, expert knowledge, and legal support. Our integrated service framework provides this and more, with military and defence organisation and legal experts to aid your negotiations. Discover how to comply with mandated requirements AND grow your business.

Showcase: left: Company Insight; right: Issue Sponsor
## Editorial calendar 2022

<table>
<thead>
<tr>
<th>Edition</th>
<th>Thematic</th>
<th>Lead article</th>
<th>Data article</th>
<th>Intent topic</th>
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</table>
| Jan     | Social   | Forecasts for aviation  
After a troubling year for aviation, we look ahead at what the future brings. | Q4 2021 Hiring trends in airport | Air Traffic Management and Control Systems (ATM / ATC) |
| Feb     | Cloud    | Air traffic control  
The latest developments in air traffic control, covering aspects such as safety, communications and remote ATC. | ESG investment trends | Consultancy, Project Management and Business Solutions |
| Mar     | IoT      | Terminal operations  
AIR looks at the fundamental aspects of keeping terminals moving, from accessibility to wayfinding and streamlining check-in operations. | Cybersecurity hiring and investment trends | Asset Management |
| Apr     | AI       | Baggage handling  
Examining a future in which technology may make baggage handling processes easier – but what will this mean for staff? | Q1 2022 Deals & M&A activity | Ground Support Equipment |
| May     | Cybersecurity | Safety & security  
In this issue, we explore how airports are striving to keep passengers safe. | Robotics investment trends | Baggage and Cargo Handling Systems and Equipment |
| Jun     | Environment | Environmental initiatives  
We look at what airports and the aviation industry are doing to cut its carbon output and pursue greener energy sources. | Cloud hiring and investment trends | Airport Security |
Company insight
Our Company Insight option allows you to present a full article beautifully designed in a template that fits with the editorial content of the magazine.

Interactive lead page
Full-page advert with interactive elements and optional video content, linked to your website.
Display advertising

AIRPORT INDUSTRY REVIEW ATTRACTS OVER 33,000 UNIQUE USERS A MONTH

Display ads
Display advertising includes billboards, leaderboards and MPUs that can be run of site or displayed on specific pages within our network for ultimate targeting.

Our intelligent display advertising is included with all our packages

As well as sponsoring leading content and articles, you can now benefit from enhanced engagement with our display advertising.

We can run online adverts linked to your sponsorship across our network, reaching a wider audience and driving them to your content. Display ads can be targeted to highly engaged audience segments using our powerful AI-driven marketing technology.
Our advertisers

Indra

Deutsche Flugsicherung

VANDERLANDE

ASSA ABLOY
# Pricing

<table>
<thead>
<tr>
<th>Magazine Issues#</th>
<th>ONE</th>
<th>THREE</th>
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<tr>
<td>INTERACTIVE ADVERTS</td>
<td>Full-page advert including animations and videos plus display banner advertising</td>
<td>£4,750</td>
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<tr>
<td>COMPANY INSIGHT</td>
<td>800 words of advertorial &amp; display banner advertising</td>
<td>£3,000</td>
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<tr>
<td>ISSUE SPONSOR</td>
<td>Logo on front Cover, contents page and Mailers, an interactive advert and a company insight (with display banner advertising)</td>
<td>£8,000</td>
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<tr>
<td>FRONT COVER WRAP</td>
<td>£4,700</td>
<td>£12,000</td>
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Let’s talk

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