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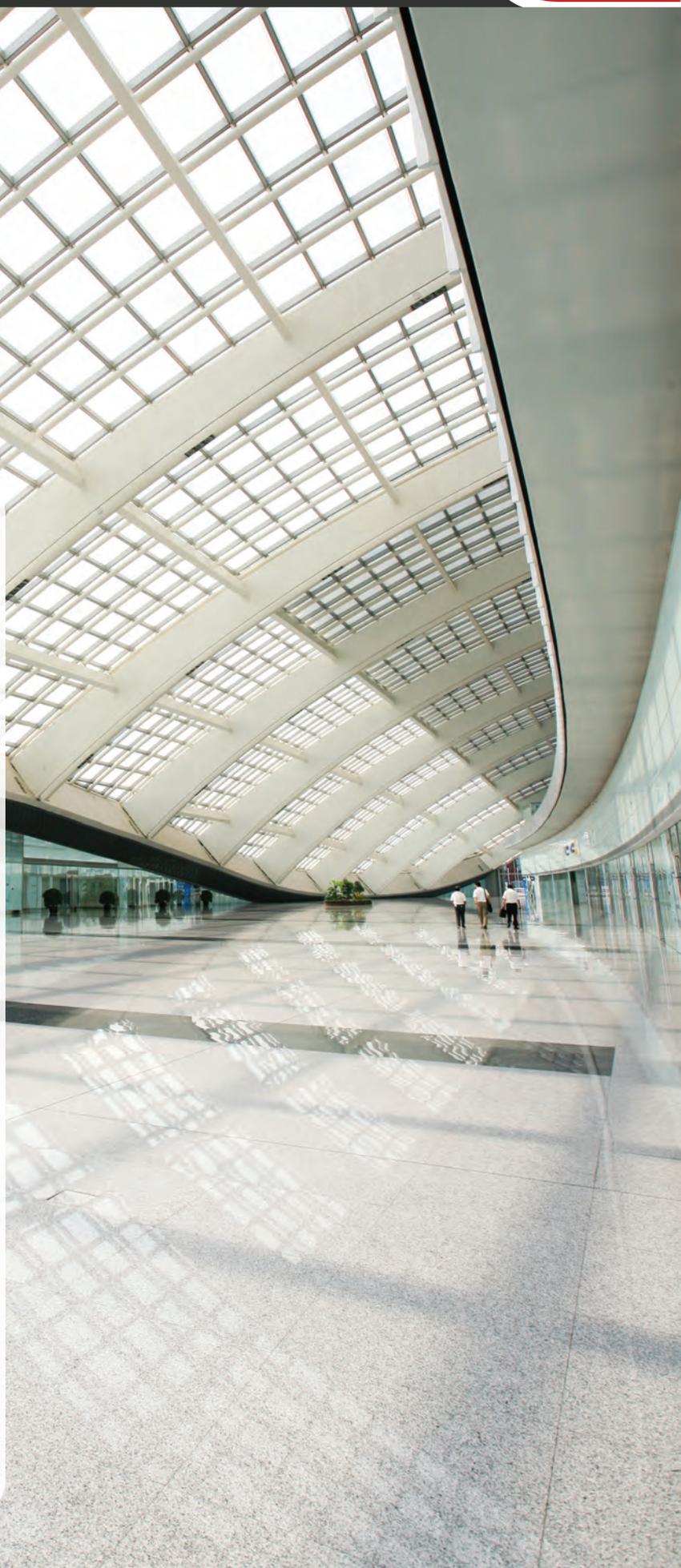
➤ Overview

Demand for air travel in Asia continues to rise at record rates. Airport owners and operators are rapidly expanding terminal infrastructure and airside facilities in order to keep capacity ahead of current and forecast requirements with unprecedented levels of investment. Economic growth and prosperity means the region is predicted to be the fastest-growing aviation market for the next two decades, making a strategy for tapping into this market essential.

The rapid development of new airports together with the upgrade plans of existing hubs and regional terminals have created opportunities for all suppliers in the market. Government, political and regulatory issues, such as security, noise management and safety, mean that budget-holders need to be well informed of the latest developments in this exciting sector.

Future Airport Asia is designed and edited specifically for key decision-makers engaged in the process of research, planning, and implementing major airport projects and upgrades. This unique and powerful audience has the authority to make and influence the procurement choices relating to all aspects of airport design and management.

Published in print and digital formats, this multiplatform publication provides an engaging blend of in-depth commentary and analysis of the key issues shaping the market, while offering a valuable and effective way of reaching and influencing a community of high-spending industry leaders.





➤ Readership

Communicate directly with the airport and aviation community

The readers of **Future Airport Asia** are the budget-holders with the power to make purchasing decisions at airports and airlines, together with key individuals within government and leading regulatory bodies. Representative job titles include:

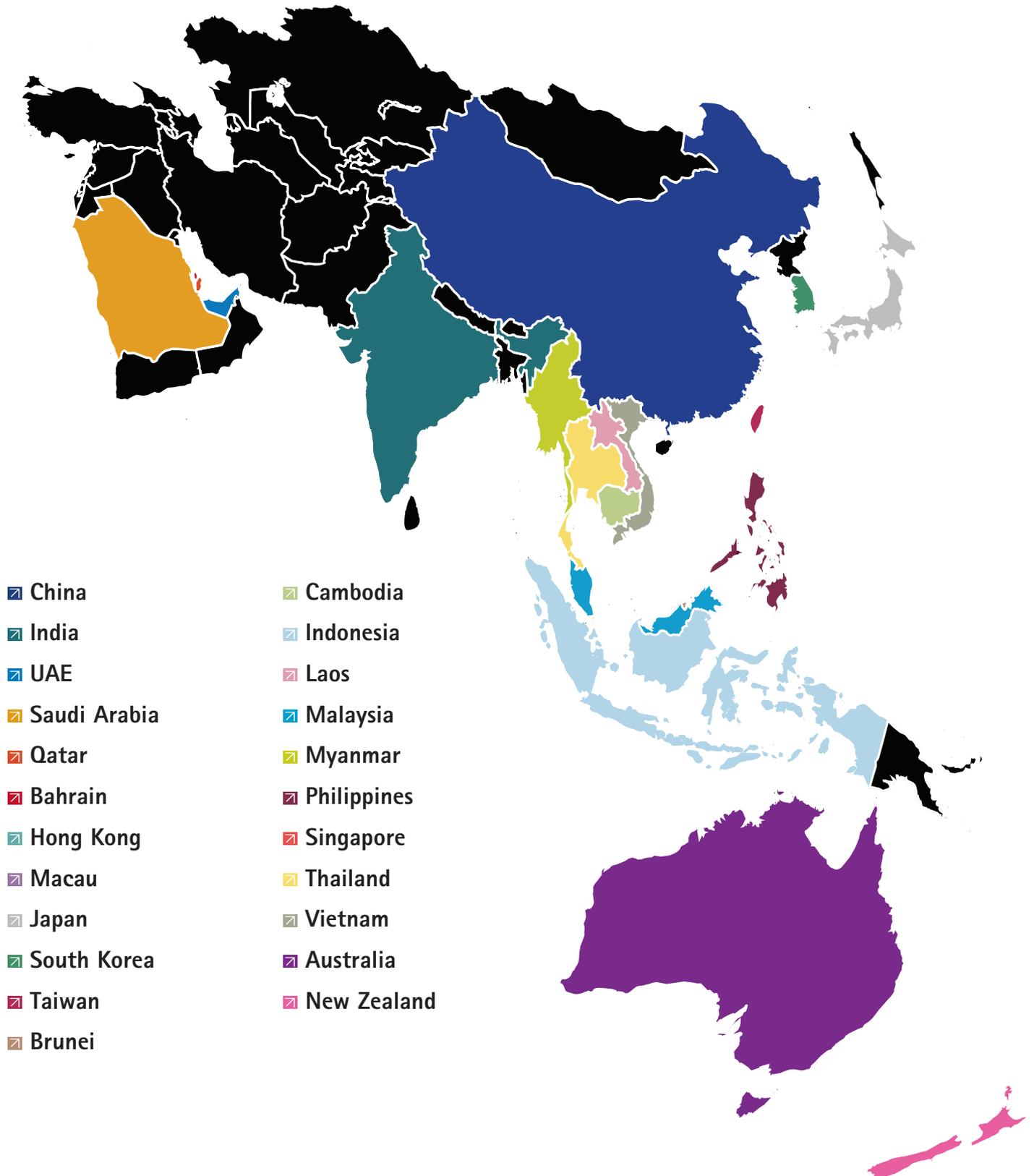
- ✘ Airport director
- ✘ Baggage director
- ✘ Cargo director
- ✘ CEO
- ✘ CFO
- ✘ CIO
- ✘ Engineering director
- ✘ Facilitation director
- ✘ Head of ground operations
- ✘ Head of ground services
- ✘ Head of MRO
- ✘ Head of route planning
- ✘ IT director
- ✘ Maintenance director
- ✘ Managing director
- ✘ Operations director
- ✘ President
- ✘ Purchasing director
- ✘ R&D director
- ✘ Retail director
- ✘ Sales and Marketing director
- ✘ Technical director
- ✘ VP security

Readers of **Future Airport Asia** are responsible for more than 85% of purchasing decisions throughout the region





Geographical coverage





↗ Editorial features & contributors

Quality editorial, analysis and data are central to **Future Airport Asia**.

The breadth of content allows decision-makers to stay up to date with perspectives, requirements and developments in their field.

Future Airport Asia is the resource to which these executives turn for valuable insight and intelligence. Over successive editions, this approach will form an invaluable long-term reference series.

THE INTELLIGENCE

- Vital Stats
- Hot topic

SHOW PREVIEW

- ATC Global 2014
 - We find out what exhibitors and delegates can expect ahead of this year's highly anticipated move to Beijing.

FUTURE ATC

- Yap Ong Heng, Director General, CAAS
 - ICAO estimates that air traffic in the Asia Pacific region will triple by 2030, but what moves are being made to harmonise ATM in the region, as is the case in Europe and North America? To achieve this, the Civil Aviation Authority of Singapore (CAAS) has set up a Centre of Excellence for ATM Programme Fund (CEPF) of S\$200 million to be spent over the next decade. We find out what R&D activities are currently underway and what barriers the region faces before harmonisation can be achieved.

PASSENGER EXPERIENCE

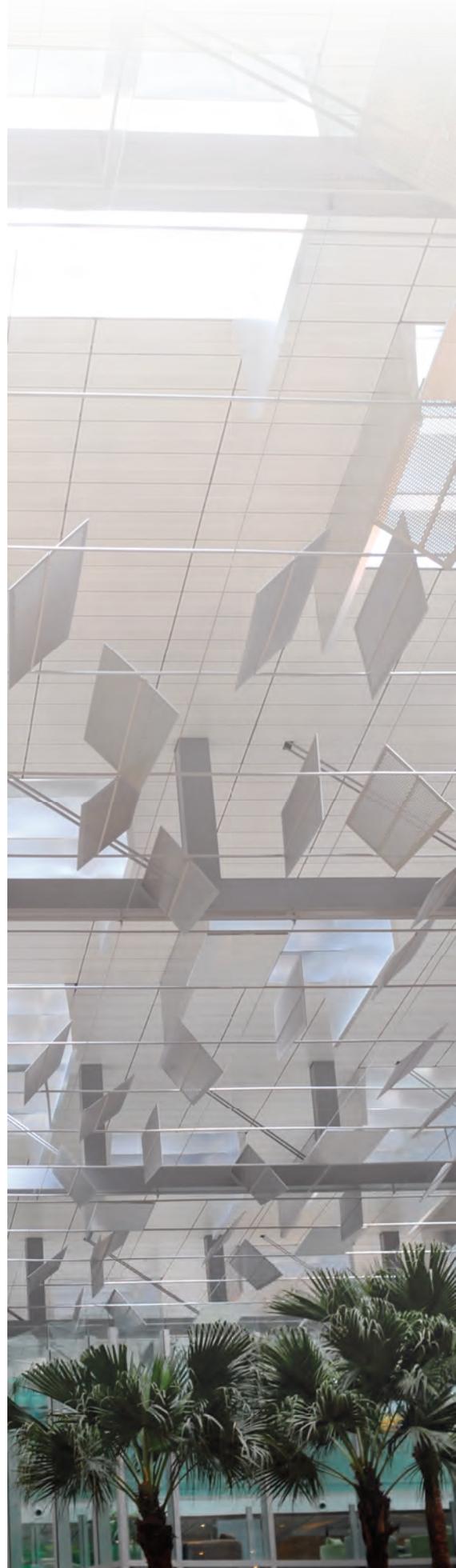
- Mazhar Butt, Head of Service Development, Dubai Airports, United Arab Emirates
 - Although self-service technology has done a great deal to enhance the passenger experience at airports, face-to-face contact between customers and airport staff still plays a crucial role.

PASSENGER HANDLING

- John Holland-Kaye, commercial director, Heathrow
 - The Heathrow Pod personal transit system received much press attention when unveiled alongside Terminal 5, but now it has been up and running for two years, we found out how the system has helped to reduce congestion on Heathrow's roads, waiting times, and what scope there is for expansion of the network in future. Plus, we look at which over Asian hubs would benefit from the introduction of a similar system.

BAGGAGE HANDLING

- Andrew Price, Head of Baggage Services, International Air Transport Association (IATA)
 - RFID tracking of trolleys was introduced by IATA in 2007 as a means of better understanding flows of trolleys, encouraging their more efficient use and maintenance. We find out how successful this programme has been, plus what buy-in IATA has received from airlines, caterers and airport operators.





Multi-platform

Future Airport Asia is a highly effective tool for improving customer loyalty, building brand awareness and generating new business enquiries.

By combining the transparency of the web with the visual engagement of print advertising, you profit from the best of both worlds.

ADVANTAGES OF PRINT

- Glossy advertisement
- Highly targeted
- Loyal readership of primary decision-makers
- Specified positioning
- Editorial advertisement

ADVANTAGES OF WEB

- Advanced analytics
- Making ROI easier
- Rich media and video
- Explain complex product/service
- Embedded links
- Traffic generation
- Tailored advertising solutions
- Generate new sales leads
- Interactive content and features
- Engage with your audience





➤ Online

The proposal for the premium online package which provides a strong opportunity to engage, persuade and educate the Airport sectors.

Increase exposure: maximise visibility and communication through editorial and press releases, to the 52,561 senior engineering/executive community that have registered to receive information, which enables us to drive more traffic to your site and more importantly communicate with you directly.

Traffic Generation: Drive traffic and clients to a given page on your website through the ROS Banner.

Branding: Reinforce Raise brand awareness and build new relationships by illustrating your expertise through the editorial and press release service.

Actionable Intelligence: Release articles, case studies and company brochures through the Features button on the home page, the most viewed part of the site, and an effective way for you to have real time communication and response.

PR Reach: Through the press release service, increase the awareness of the latest news.

PACKAGE INCLUDES:

- ROS MPU Banner 100,000 impressions
- Six Company Insights or case studies
- Press release service for 12 months
- Rich media content
- Two email sponsorship of the digital magazine
- Company profile
- Site section sponsorship (your banner advert is visible on every single page throughout the site)

Cost £750 per month (min 12 months) PER WEBSITE





↗ Audience engagement

direct ◆

Sent directly to the in boxes of airport executives throughout the Middle East and Asia

Featured weekly in the Future Airport Asia e-Newsletter

Promoted directly to members of our established social media groups

We **interact with our subscribers** to deliver the content they want

Our archive encourages readers to browse past issues

Promoted throughout a extensive portfolio of magazines and web sites

Partnerships with leading events and associations enable us to take the magazine to the reader

◆ **indirect**

Regular press releases enable us to raise awareness of the magazine or a particular issue



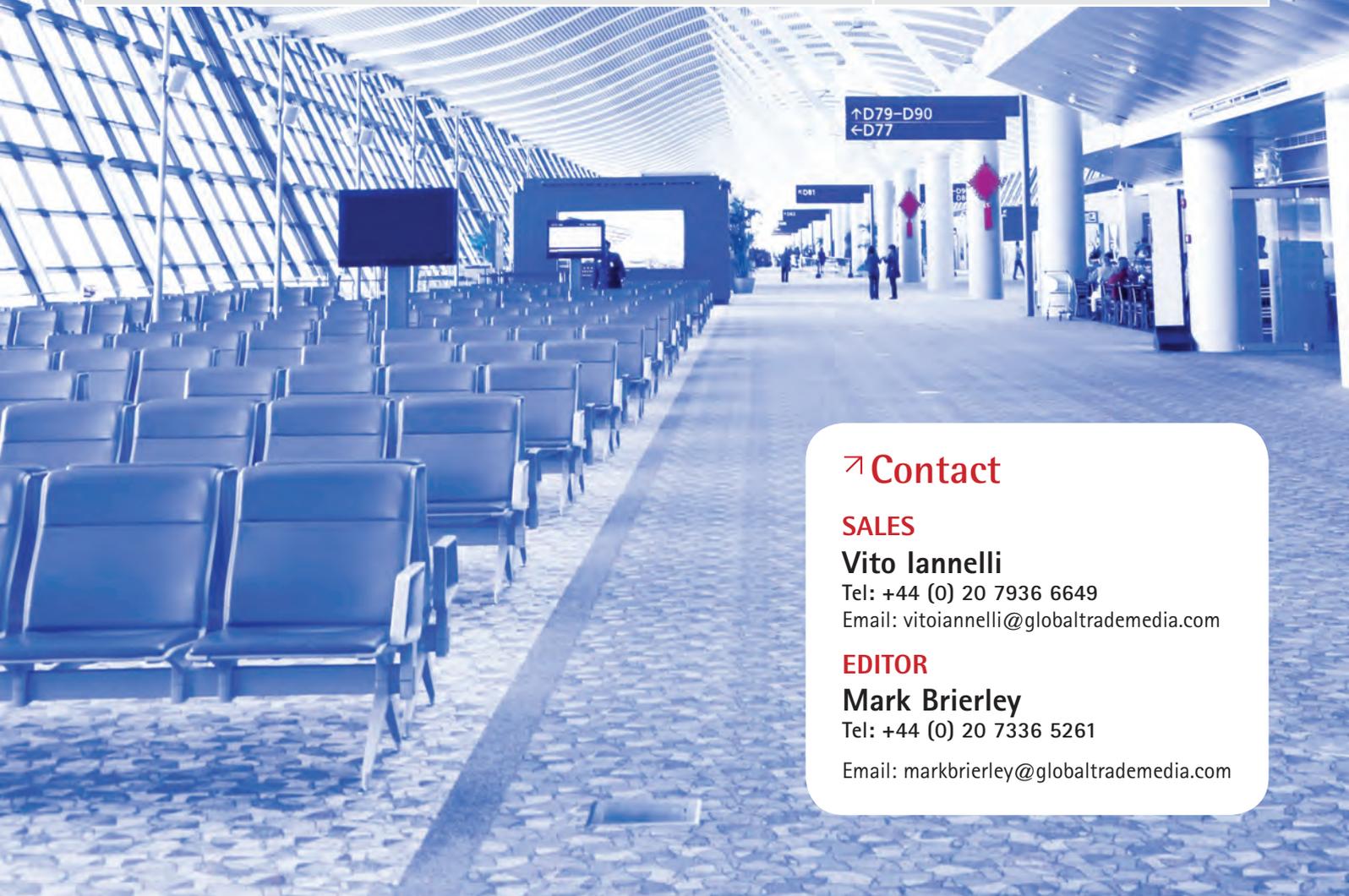
Advertising

Quality content combined with a first-class approach to circulation will ensure that advertisers are able to reach and impress the business leaders they need to influence.

Future Airport Asia offers readers numerous options to respond to advertisements. Each edition will feature a reader response system.

Sponsorship opportunities and rates

	Colour	Mono
Double-page spread	£9,900	£8,700
Single page	£5,900	£5,100
Half page	£3,950	£3,250
Outsert		£9,950
Belly band		£6,250
Interview one page		£6,490
Interview two pages		£10,890



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