

BI-MONTHLY E MAGAZINE ON AVIATION INDUSTRY

Air  **&** **Sea** **Middle East**
AVIATION SHIPPING



MEDIA PACK 2024

Introduction - Air & Sea

Air & Sea : AVIATION'S INFORMATION BASE

Air & Sea is a bi-monthly magazine which is a creative endeavour towards bridging the information gap between aviation industry and aviation enthusiasts. The magazine has readership as diversified as top notch industry professionals to collegiate it provides a common information base for its diversified readers covering latest international news on aviation industry, the technological advancement in the field of aviation, the crucial updates of defence aviation international air cargo updates and other interesting information to engage its readers. The magazine not only covers latest information on aviation comprehensively but also provides analytical insights on the burning issues of aviation world.



Air & Sea
Middle East
AVIATION SHIPPING

contains information related to following aspects of aviation

Civil Aviation

Business Aviation

Regional Aviation

Aviation Industry events

Accidents & Investigations

Defence and Military

Cargo

Careers in Aviation

Aviation Experts Interviews

The value it creates for its readers is as follows

Industry players : Update on the business aspect of aviation sector

Job seekers : Update on the job opportunities existing in aviation

Industry professionals : Update on the aviation industry trends and reforms

Collegiate : Update on the insider's view of seasoned industry professionals.

ADVERTISING RATES

Card Rates are as follows : All rates are in US \$

COVER	1 ISSUE (AED)	1 ISSUE (US\$)	FREQUENCY DISCOUNT
Back Outside Cover (BOC)	27000	7200	2 - 4 - Inserts - 6%
Front Inside Cover (FIC)	27000	7200	
Back Inside Cover (BIC)	27000	7200	4 - 6 - Inserts - 10%
Double Spread DS	47250	2600	
Full Page (Inside) FP	20625	5500	4 - 6 - Inserts - 10%
Half Page HP	13500	3600	
Quarter Page QP	10125	2700	9 - 12 - Inserts - 20%
Banner Ad/ Strip AD	10125	2700	

MECHANICAL DATA

Page	Width (Inches)	Height (Inches)
Magazine Size	8.5	X 11
Full Page (Trimmed size)	8.5	X 11
Full Page (Bleed size)	8.7362	X 11.2362
Double Page (Trimmed size)	17	X 11
Double Page (Bleed size)	17.2362	X 11.2362
Half Page	7.5	X 5
Quarter Page	3.75	X 5
Strip Ad (Horizontal)	7.5	X 2.5
Strip Ad (Vertical)	2.3889	X 10

ARTWORK REQUIREMENTS

Colour : CMYK colours only. No SPOT colours. Colour quality is not guaranteed if SPOT colour used.

Fonts : Outline or Embedded all fonts in the PDF File

Format : High-Resolution EPS, PS, TIFF & PDF

Resolution : Advertising materials must be at least 300 dpi and submitted at 100% size.

Aviation Update magazine does not accept responsibility for the reproduction of materials when they do not meet these specifications.



WHY YOU SHOULD ADVERTISE WITH US?

Following are the reasons you can count on us with accomplishing any of your marketing goals.

- 1) We have the highest reach with UAE/Middle East subscribers.
- 2) If your goal is to attract the right talent for your organization, Air & Sea reaches the right audience at their doorstep like experienced industry professionals comprising of CEC's, Pilots, cabin crew, Maintenance professionals and college students planning to enter aviation.
- 3) Air & Sea also reaches doorstep of big and small organizations which are anyway related to aviation sector. If you are looking for a vendor or a business partner or a paying customer, Air & Sea will help your message get delivered to the right audience at the right time.
- 4) Air & Sea has aggressive plans for expansion to reach out to promising emerging markets of Asia Pacific region
- 5) Air & Sea offers reasonable advertising rates and looks at a long term association with advertisers to add value to their business.

CONTACT INFORMATION

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