



AIRPORT INDUSTRY REVIEW

Media Pack

2022

Powered by VERDICT

Contents

01. The magazine

02. Sponsorship

03. Editorial calendar

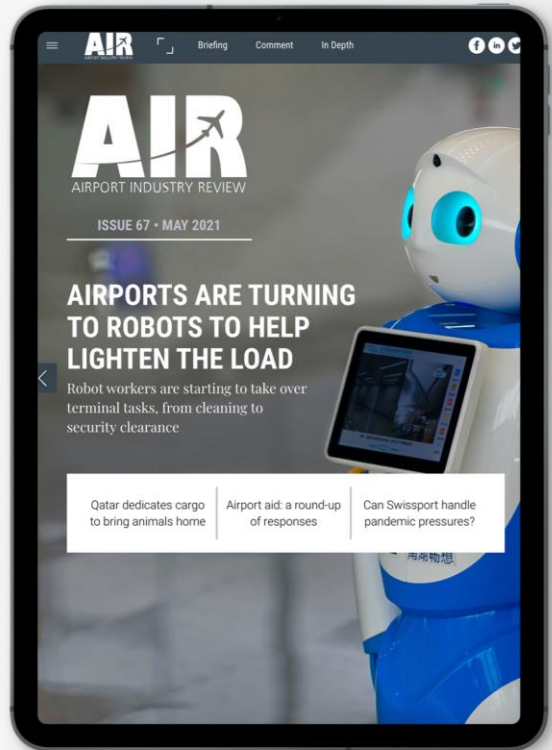
04. Advertising

05. Pricing

The magazine

01





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.

COMPANY INSIGHT

Sponsored by Air Traffic Solutions

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

The latest technology

Over the last decade, our digital magazines have evolved with the latest technological advancements to future-proof the value for our clients

Balancing tradition

We offer a unique blend of traditional advertising with data-driven marketing to drive engagement

Integration

Our digital magazine and content now sit seamlessly within our websites, harnessing the power of our existing network traffic and SEO rankings

Power of data

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

Flexibility

Using new technology, we can now combine our magazine advertising with other types of advertiser content such as: webinars, video interviews and thought leadership

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.

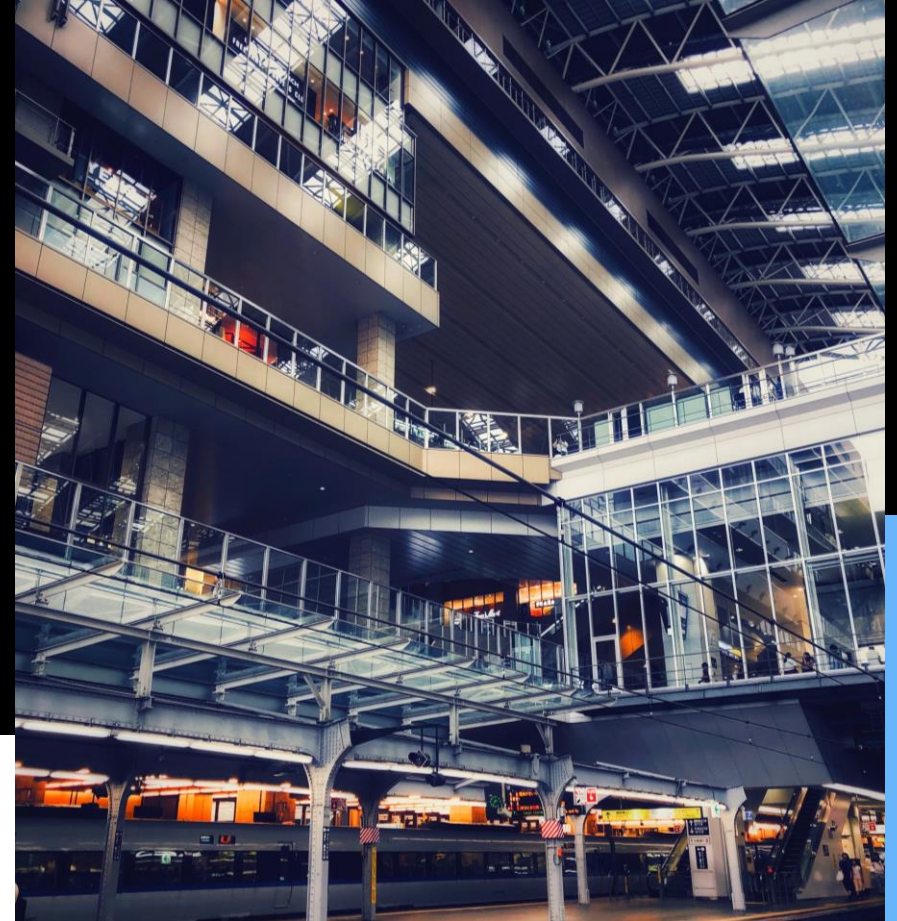
Owned network

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



Worldwide reach

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.

A SELECTION OF SOME OF OUR READERS

BRITISH AIRWAYS 

BAE SYSTEMS

 **Raytheon**
UK

American Airlines   **QANTAS**

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

02



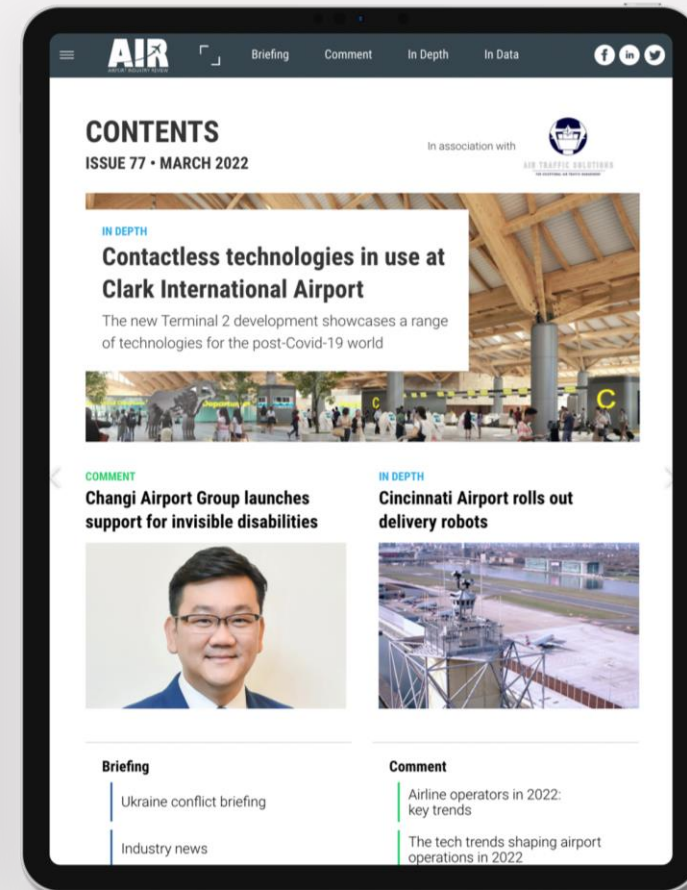
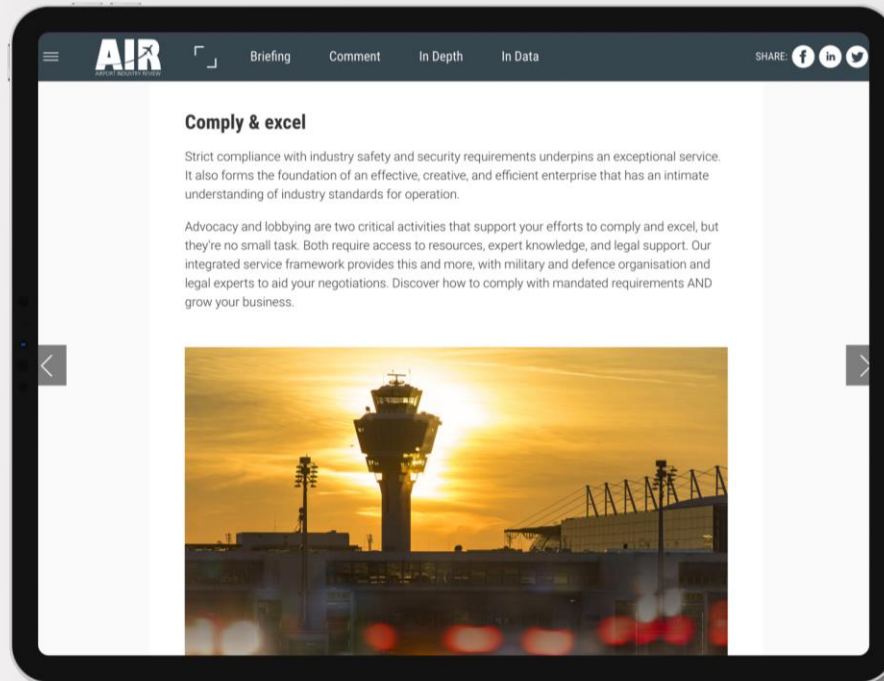


Sponsorship

Our full issue sponsorship positions your company throughout our digital magazine using interactive adverts, content and branding.

FULL ISSUE SPONSORSHIP INCLUDES

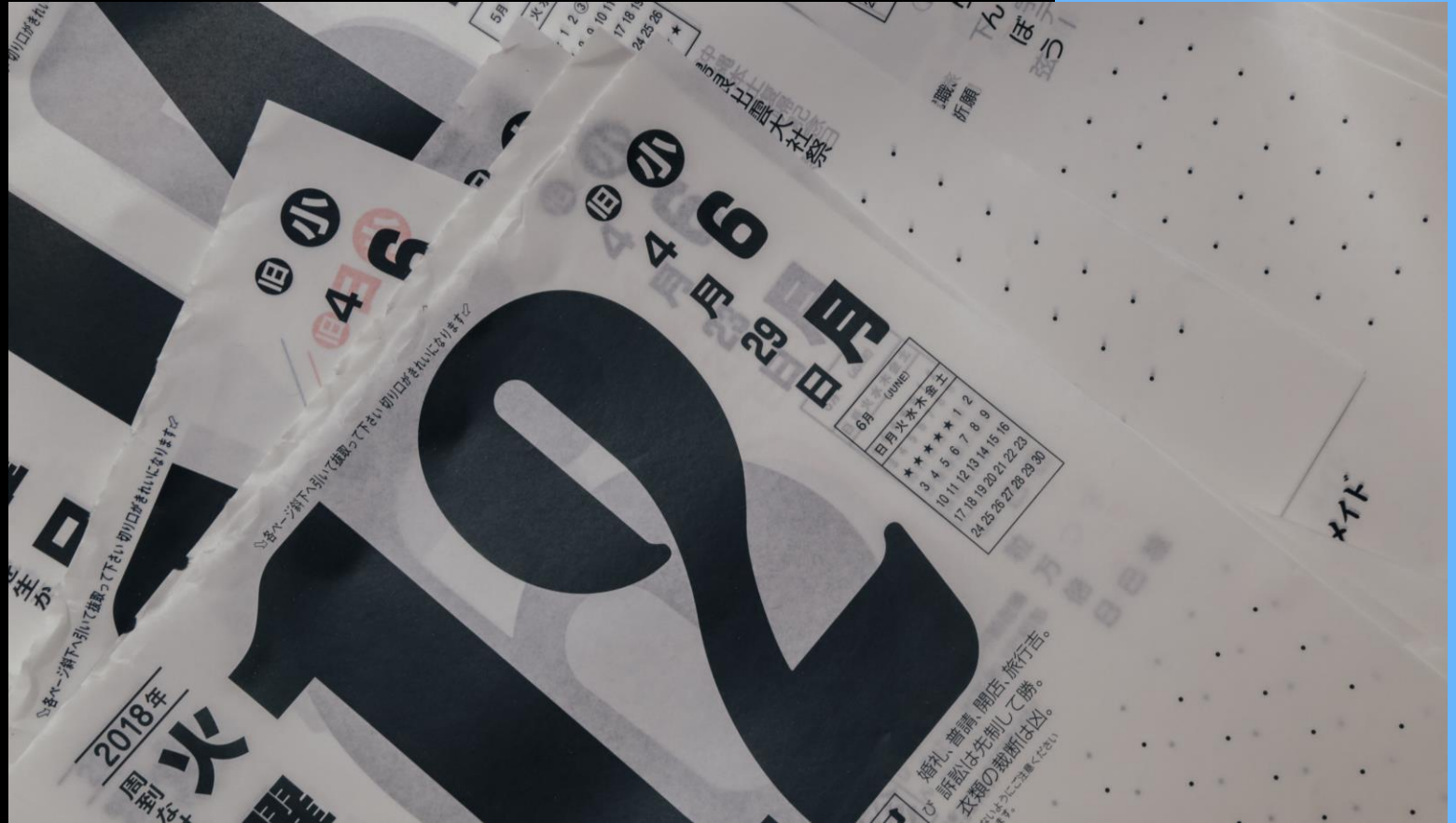
- Front cover wrap around
- Logo on front cover, contents page and mailers
- Interactive lead page or company insight



Showcase: left: Company Insight; right: Issue Sponsor

Editorial calendar 2022

03



Editorial calendar 2022

Sponsorship
options



Edition	Thematic	Lead article	Data article	Intent topic
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

Advertising

04



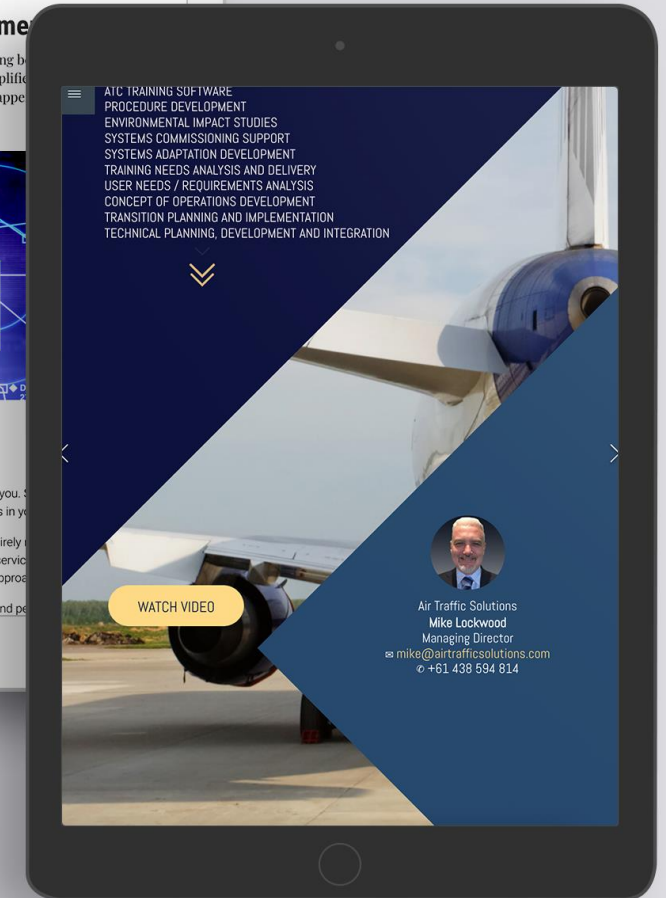
Adverts

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



*Left: Company insight
Right: Interactive lead page*

Display advertising

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.

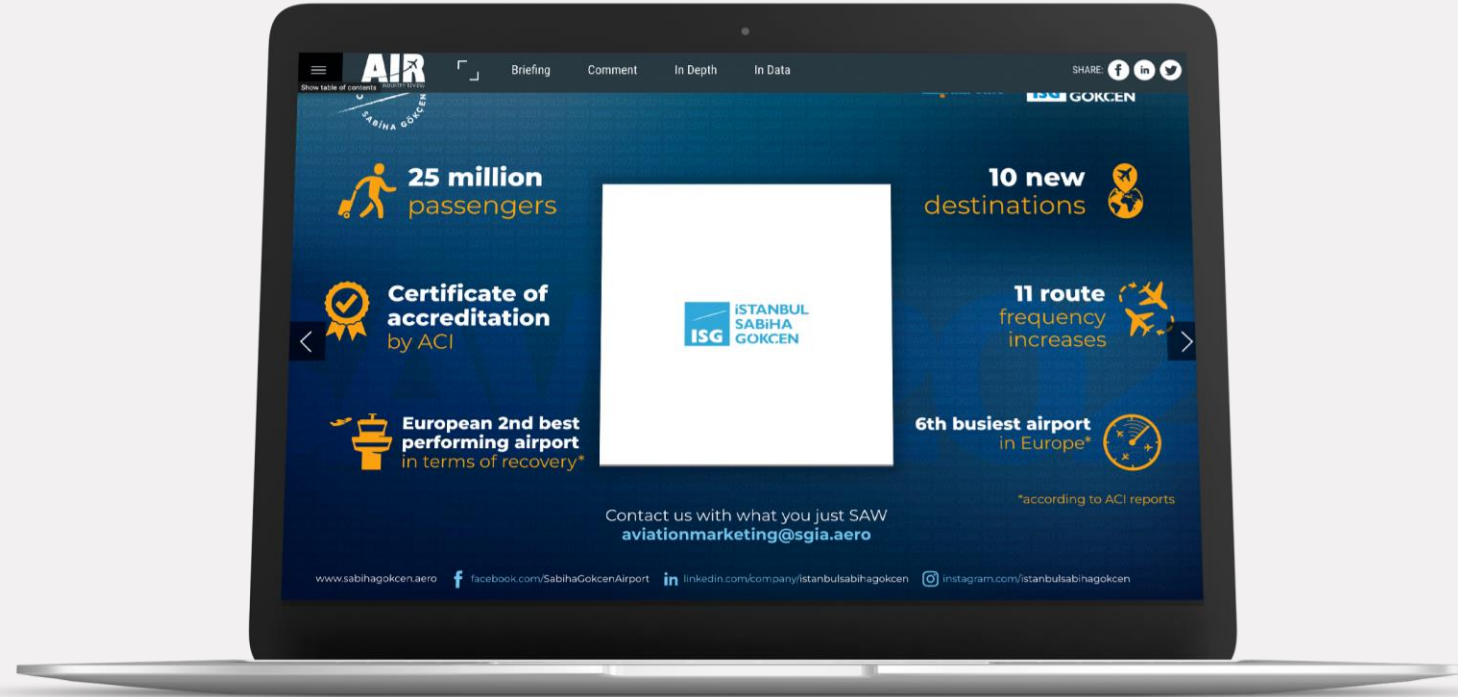


AIRPORT INDUSTRY REVIEW
ATTRACTS OVER 33,000
UNIQUE USERS A MONTH

Display ads

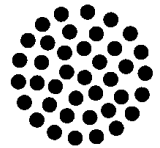
Display advertising includes billboards, leaderboards and MPUs that can be run of site or displayed on specific pages within our network for ultimate targeting.

Our intelligent display advertising is included with all our packages



Showcase: Display ad

Our advertisers



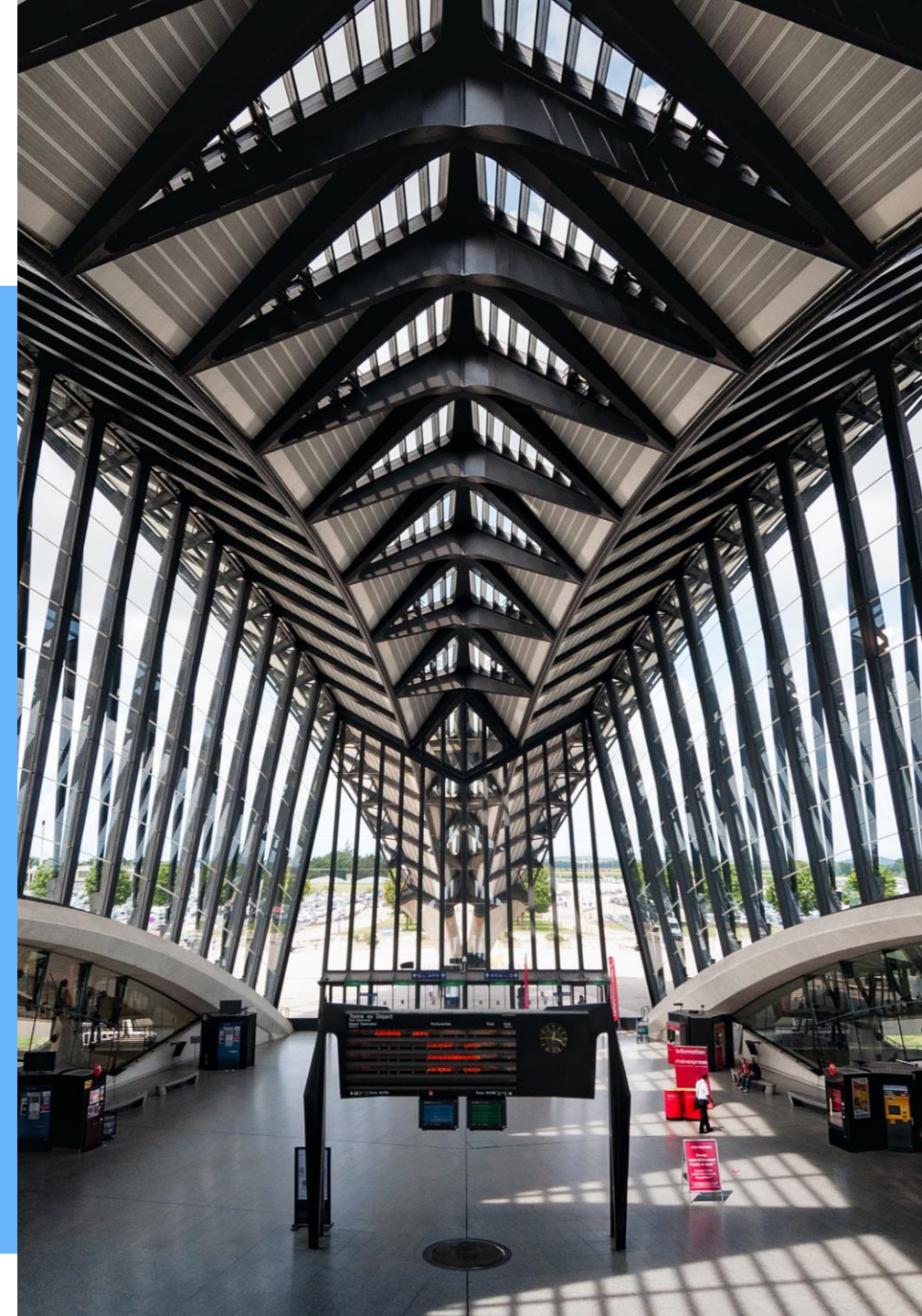
indra



DFS Deutsche Flugsicherung

VANDERLANDE

ASSA ABLOY



Pricing

05



Pricing

	Magazine Issues#	
	ONE	THREE
INTERACTIVE ADVERTS Full-page advert including animations and videos plus display banner advertising	£4,750	£11,985
COMPANY INSIGHT 800 words of advertorial & display banner advertising	£3,000	£7,500
ISSUE SPONSOR Logo on front Cover, contents page and Mailers, an interactive advert and a company insight (with display banner advertising)	£8,000	£18,000
FRONT COVER WRAP	£4,700	£12,000



Let's talk

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