

Media Kit | 2024



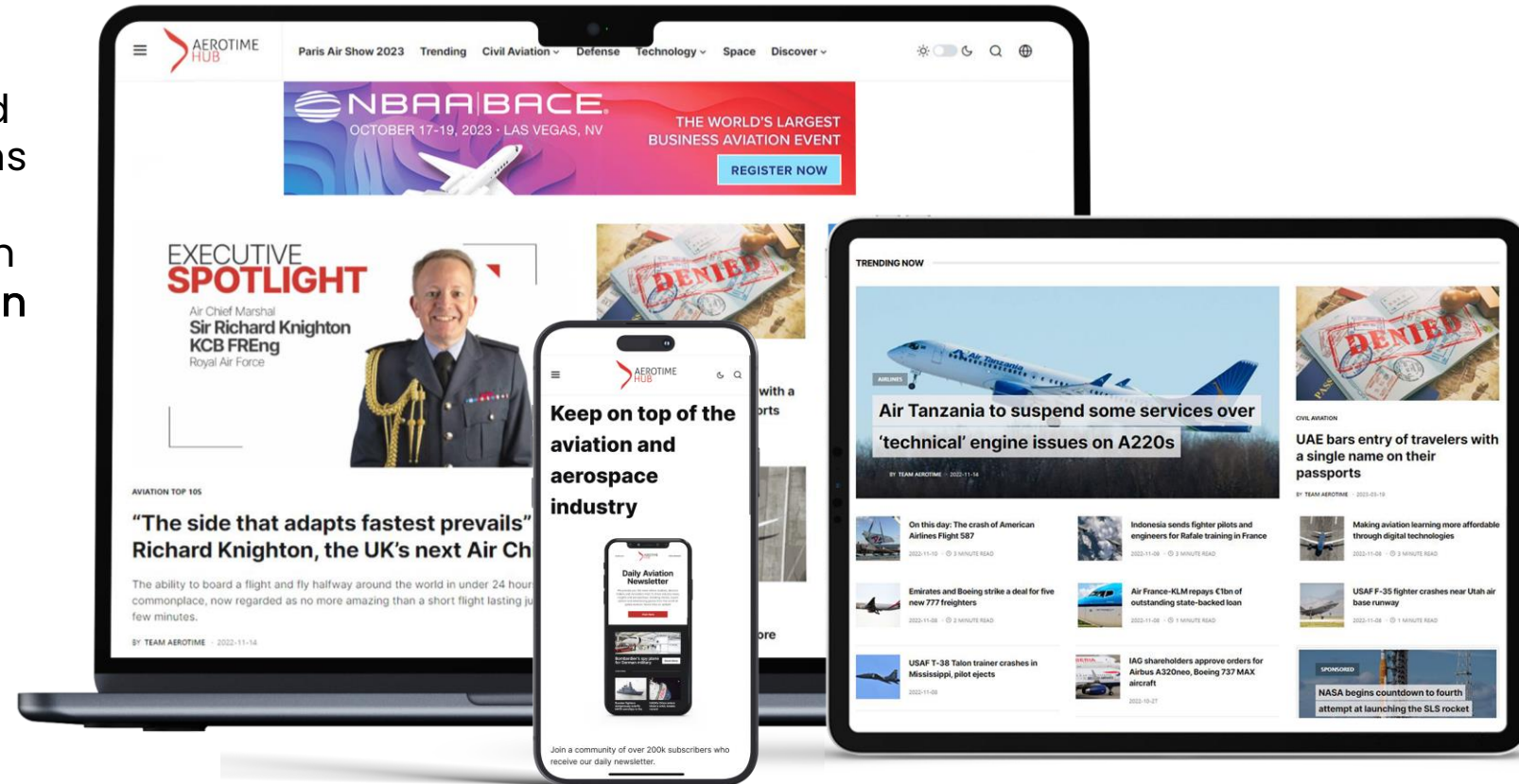
About AeroTime



Being in the TOP 3 of the most read aviation news and media platforms globally, we hold and develop a unique position by combining both aviation professionals and aviation enthusiasts' audiences.

The platform consists of:

- A website
- A daily newsletter
- A social media network



Our numbers



3+ Million

Unique website users per month



5+ Million

Website pageviews per month



100+ Thousand

Active subscribers to our daily newsletter



240+ Thousand

Registered users



300+ Thousand

Followers across our social media accounts

Active user breakdown*

*B2B readers, based on latest user survey

Seniority

41%

CEO, SVP, VP

13%

Business ownership & Board-level

26%

Management

20%

Other

Aviation sectors ▾

27% Passenger airlines

19% Aircraft Manufacture & OEM

10% Consulting and software

10% Business aviation

7% Airports

6% MRO

6% Defense

6% Cargo

9% Other

Our website users



26%

Americas

19%

Europe

12%

Africa

40%

Asia

3%

Australasia



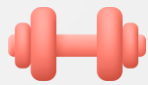
Partner with AeroTime



AeroTime provides media and content, recruitment, events, and advisory services to the aviation world. Through our content and media, we inform and engage in regular dialogue with the aviation and aerospace industry and its followers.

Align your brand and message with our expert content and global reach, designing campaigns that resonate with your target audience across all sectors.

Our partners choose to collaborate with us when they want to:



Strengthen their image



Execute communication or content campaigns



Introduce new products, services, or business development plans



Increase or reinforce brand awareness



Make an impact in the market



Implement employer branding campaigns



Unique content opportunities

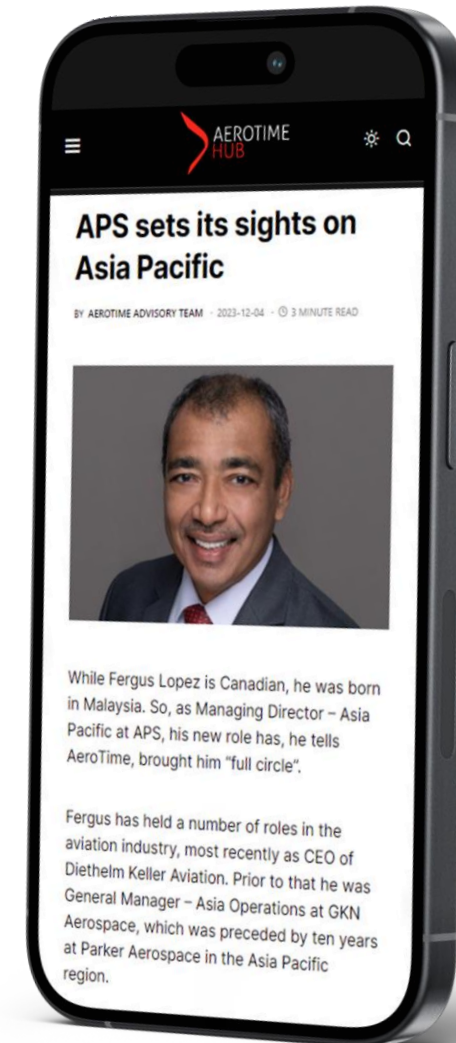


Articles are an effective way to introduce your company and products in your own words. The focus of the article is up to you. Our team of journalists and content creators collaborate with you and your team to plan and focus the coverage on the topics, narratives and objectives you want realized. Written or filmed, these interviews are hosted hosted by journalists with a range of experience, including CNN, BBC, and The Guardian.

C-Suite interviews:

- Establish your company's executives as **thought leaders** in the industry.
- Share insights, expertise, and industry trends perspectives.
- **Strengthen your brand** by presenting the people behind the company or by introducing new management team members to the industry.
- **Feature key employees**, their expertise, and contributions to the industry.
- **Humanize** the company and build connections with the audience.

The content we provide is strengthened with **SEO-friendly keywords** to improve organic search rankings and can include **backlinks** to drive traffic to your own sites and improve their own search rankings.

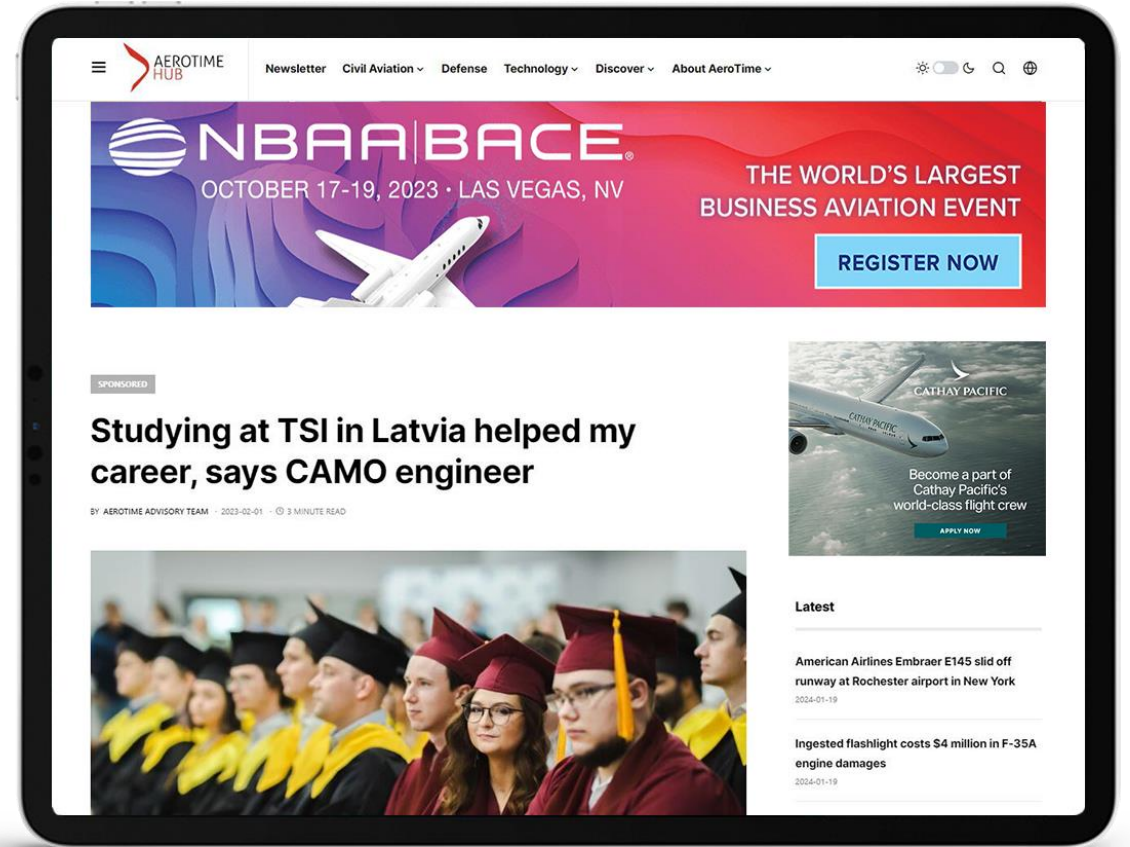


Unique content opportunities



Advertorial articles

- Highlight your products or services in a compelling and **engaging** editorial format
- Share case studies and **success** stories that showcase how the company's products or services have solved real problems for B2B clients.
- Announce partnerships, industry events, conferences, or trade shows where the company will participate.
- Position your company as an **industry authority** by presenting unique selling propositions (USPs) that set you apart from competitors.
- Craft narratives that not only promote your brand but also provide valuable insights, solutions, and benefits to your **target audience**
- Blend informative content with promotional messaging, encouraging powerful **lead generation** to sign up for webinars, whitepapers, or other resources.



Current campaigns for industry leaders



Our 'Executive Spotlight' campaign focuses on delivering key insight and opinion directly from leaders in the aviation industry. We deliver this through written coverage, filmed coverage or a hybrid package that encompasses both written and video media.

EXECUTIVE
SPOTLIGHT

József Váradi
CEO
Wizz Air



EXECUTIVE
SPOTLIGHT

Leona Qi
President
VistaJet US



EXECUTIVE
SPOTLIGHT

David Neeleman
Founder and CEO
Breeze Airways

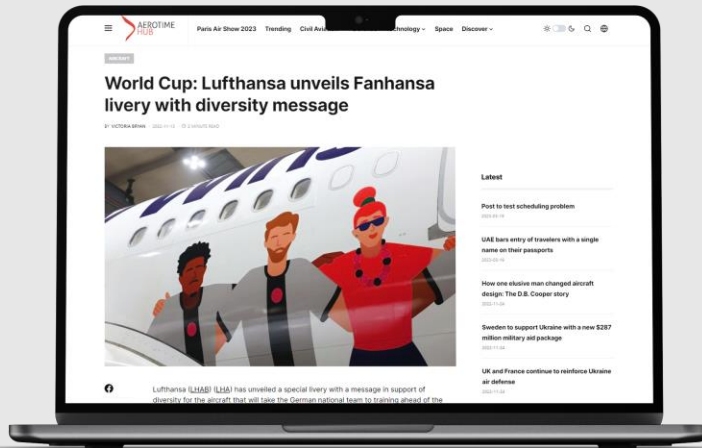


Sponsored content



C-suite interview or advertorial with native placement in our newsletter

Distribute your carefully curated content across our website and newsletter subscribers.

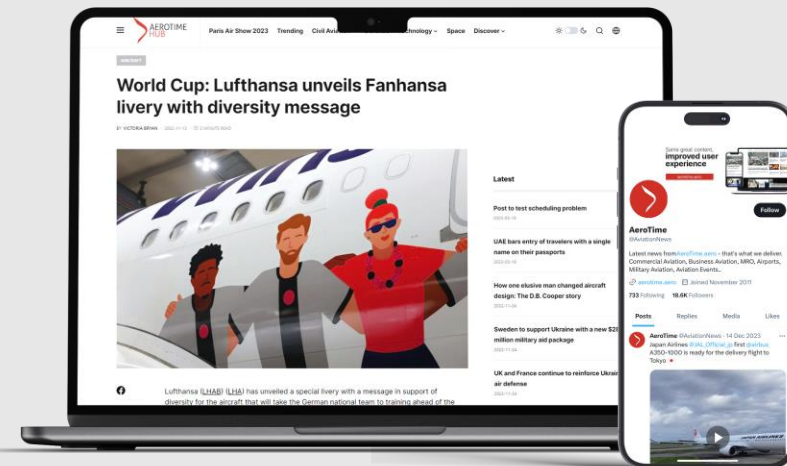


€ 6 500

C-suite interview or advertorial with native placement in our newsletter and social media promotion

Take advantage of the full capabilities of the AeroTime platform, distributing your content across our website, newsletter subscribers and social media communities.

Extended distribution with our full media provides even more exposure to your target audience.



€ 8 000

Banner placements



AeroTime implements campaigns with up to **3M+ impressions per month**, our average **CTR – 0.67%**



Reach decision-makers in the aviation industry



Promote your products or services effectively



Enhance brand visibility, awareness, and recognition



Generate leads by directing traffic to your website



Event promotion: Boost attendance, and increase business meeting opportunities

Mobile & Desktop environments	Billboard	In-article	Side column	Tall side column	Sticky
CPM*	€7	€6	€5	€6	€10

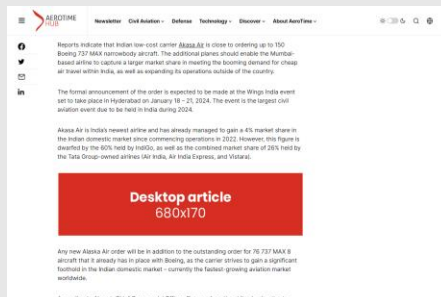
- * CPM for AeroTime, one of aviation's most cost-effective media outlets, is priced per 1000 impressions.
- Retargeting and geo-targeted ads available on request.
- For geo-targeted campaigns, a 50% mark-up is applied.

- For high-engagement (HTML / Animated / Rich media) campaigns a 50% mark-up is applied.
- Performance results are also highly impacted by the creative message.
- The AeroTime team is more than happy to consult and assist in determining the optimal approach for achieving your desired results.

Banner placements

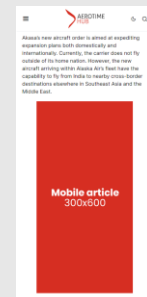


Desktop



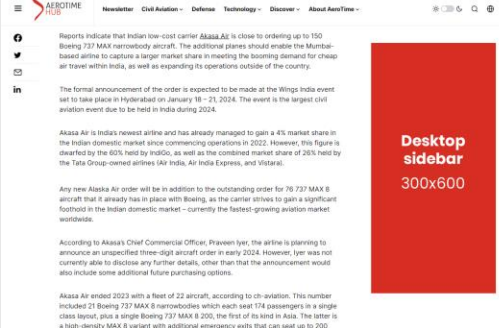
Desktop article
680x170

Mobile



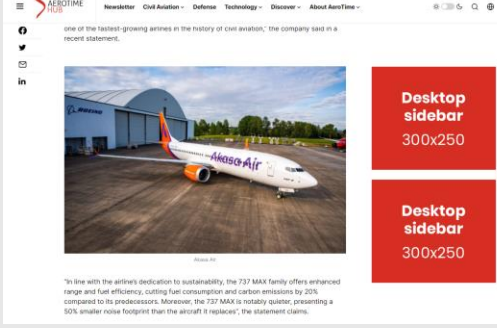
Mobile article
300x600

Desktop



Desktop sidebar
300x600

Desktop



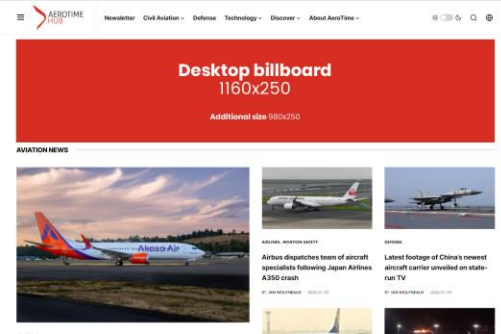
Desktop sidebar
300x250

Mobile



Mobile rectangle
300x250

Desktop



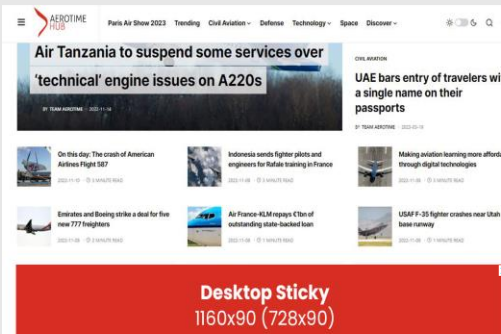
Desktop billboard
1160x250

Mobile



Mobile billboard
320x100

Desktop



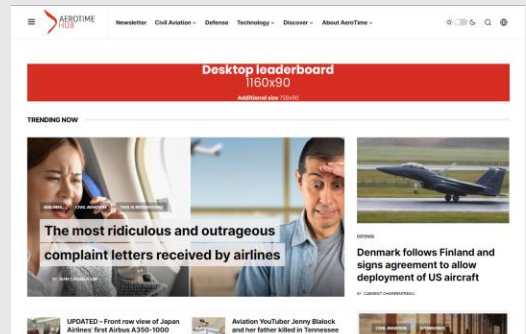
Desktop sticky
1160x90

Mobile



Mobile sticky
320x50

Desktop



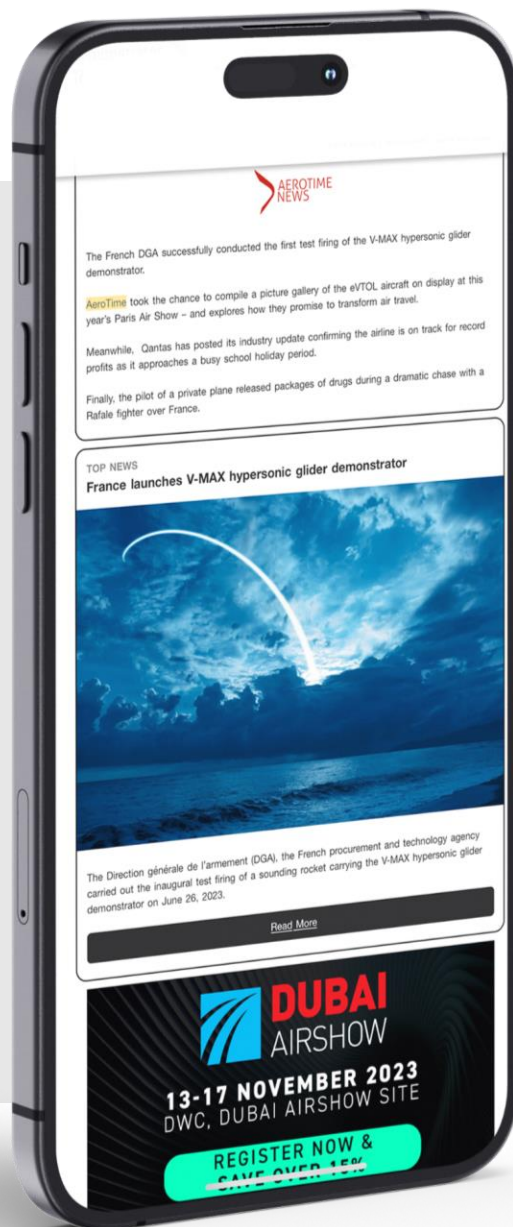
Desktop leaderboard
1160x90

Newsletter

1 week | 4 editions

Reach an engaged audience who turn to us for daily updates and weekly insights about the aviation industry.

Whether you're targeting industry professionals or aviation enthusiasts, our banner advertising options strategically positioned within our newsletters provide the perfect platform to showcase your brand or product in the world of aviation.



Newsletter

Open rate: 37%

Click rate: 4.7%

CSAT: 92%

Newsletter Banner

CTR: 0.51%

CPM: € 21.2

AeroTime Studio



Elevate your brand with AeroTime Studio, your one-stop-shop for comprehensive video media and production services. We provide a seamless video infrastructure for producing and managing both live and non-broadcast media productions.

Our service scope includes, but is not limited to, webinars, interviews, DIY & explainer videos, event coverage, training course productions, and corporate & product promotion video montages.



Executive Spotlight:
Meet the A350 loving CEO
Guiding Finnair back to growth

[Watch here](#)



Nigeria Air expected to receive
its AOC, but will the new airline
launch in Q1 2023 as promised?

[Watch here](#)



Client testimonials



"We chose AeroTime to enhance our global presence and promote APS's plans. Their team not only attentively understood our goals but also offered valuable suggestions. AeroTime demonstrated remarkable professionalism and expertise throughout our engagement, making it a highly satisfying experience."



Chris Hutchings

Director of Sales & Market Development
Aircraft Propeller Service, LLC

"We selected AviationCV and AeroTime for their unique online roadshow services. Everything went smoothly, and we were satisfied with the result. Communication was clear throughout the process, and we would rate their professionalism and expertise as 8 out of 10. Overall, a positive experience."



Olga Kolesnikova

Pilot Recruitment Manager
airBaltic

"We've been working with AeroTime using their recruitment, media, advertisement and advisory services to help us find the crew we need and to promote our business across the world. We get great advice, a good service and a dedicated team that works hard to help us deliver our business growth."



Monika Ostrauskienė

Marketing & Communications Manager
Avion Express



Contact Us

Please get in touch with our Sales team to discuss working with us:
sales@aerotime.aero

