



AeroTime

Media Kit

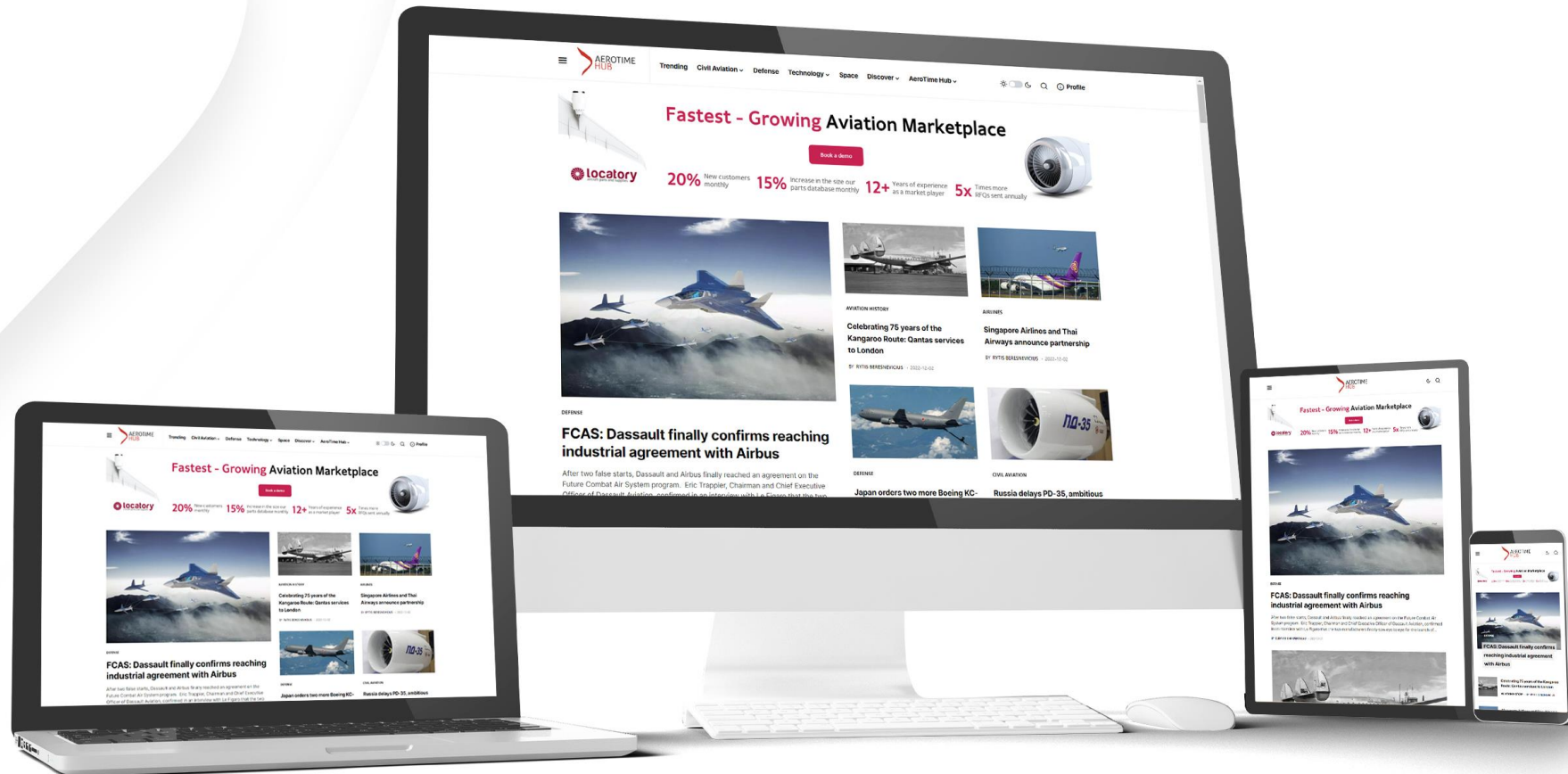
www.aerotime.aero



AeroTime

AeroTime is a digital and professional hub for the worldwide aviation industry, providing media and content, recruitment, events and advisory services to the aviation world. Through our content and media, we inform, equip and dialogue with the aviation and aerospace industry and its followers.

We have many different brand raising opportunities available through our digital news platform, **aerotime.aero**, and daily newsletter.



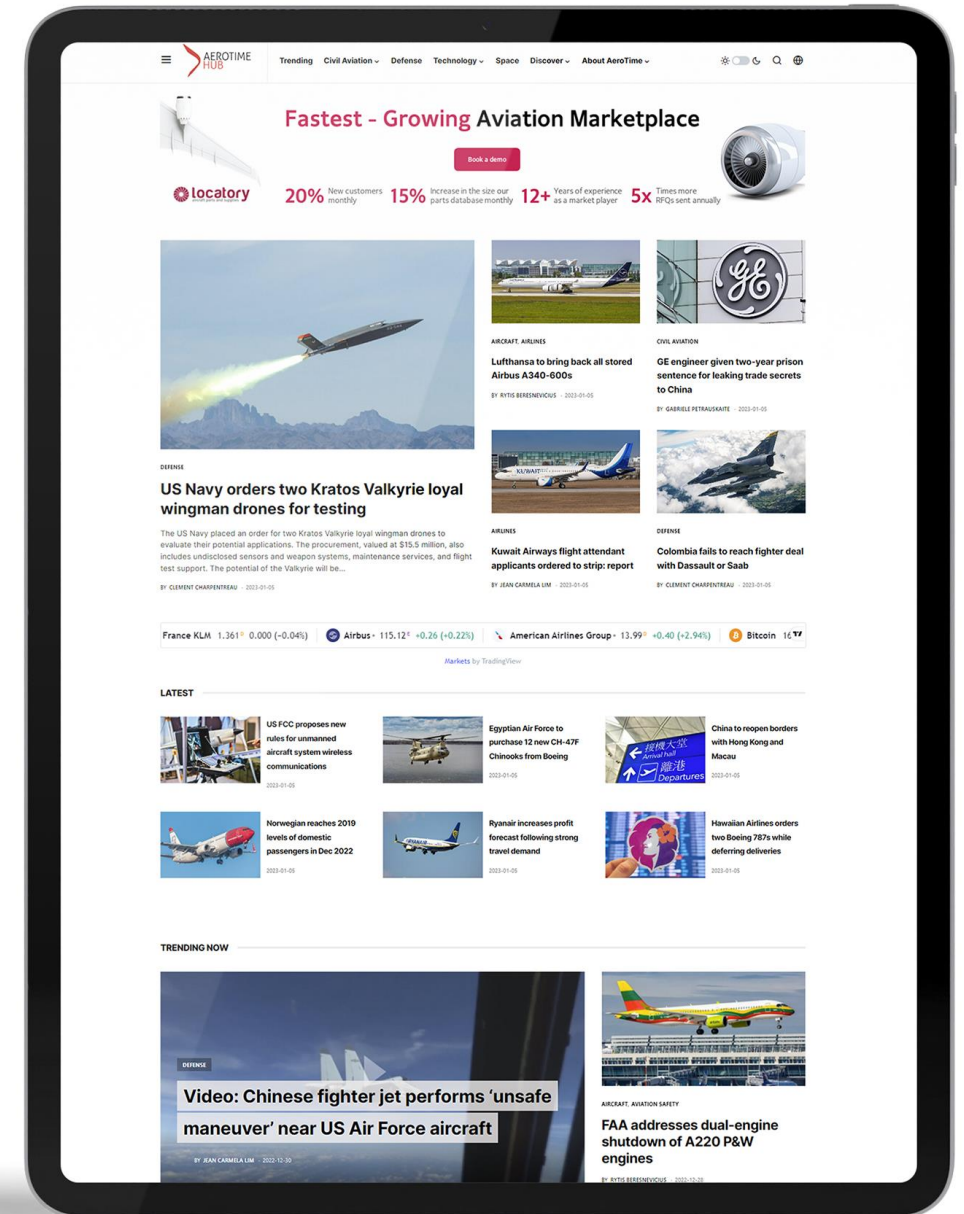
Focus on growth and users' experience

Introduction of a newly designed **www.aerotime.aero** website end of 2022 is our continued step increasing users' experience, with focus on mobile users.

We are proud May 2023 was record month in all time aerotime.aero history with more than **3.500.000** unique monthly users and daily readership peaks up to **750.000** unique users per day

AeroTime is one of fastest growing aviation news platform in the industry:

- Year-on-year average monthly users increased **+119%**
- Year-on-year average pageviews increased **+60%**



Our numbers



3+ Million

Unique website users per month



5+ Million

Website pageviews per month



200+ Thousand

Subscribers to our daily newsletter



300+ Thousand

Followers across our social media accounts



25+ Million

Monthly reach across our social media

Active user breakdown*

*Most engaged newsletter readers



Seniority

41%

CEO, SVP, VP

13%

Business ownership
& Board-level

26%

Management

20%

Other

Aviation sectors ▾

22% Aircraft MRO and service

21% Aircraft management, sales and leasing

14% Consulting and software

11% Passenger airlines

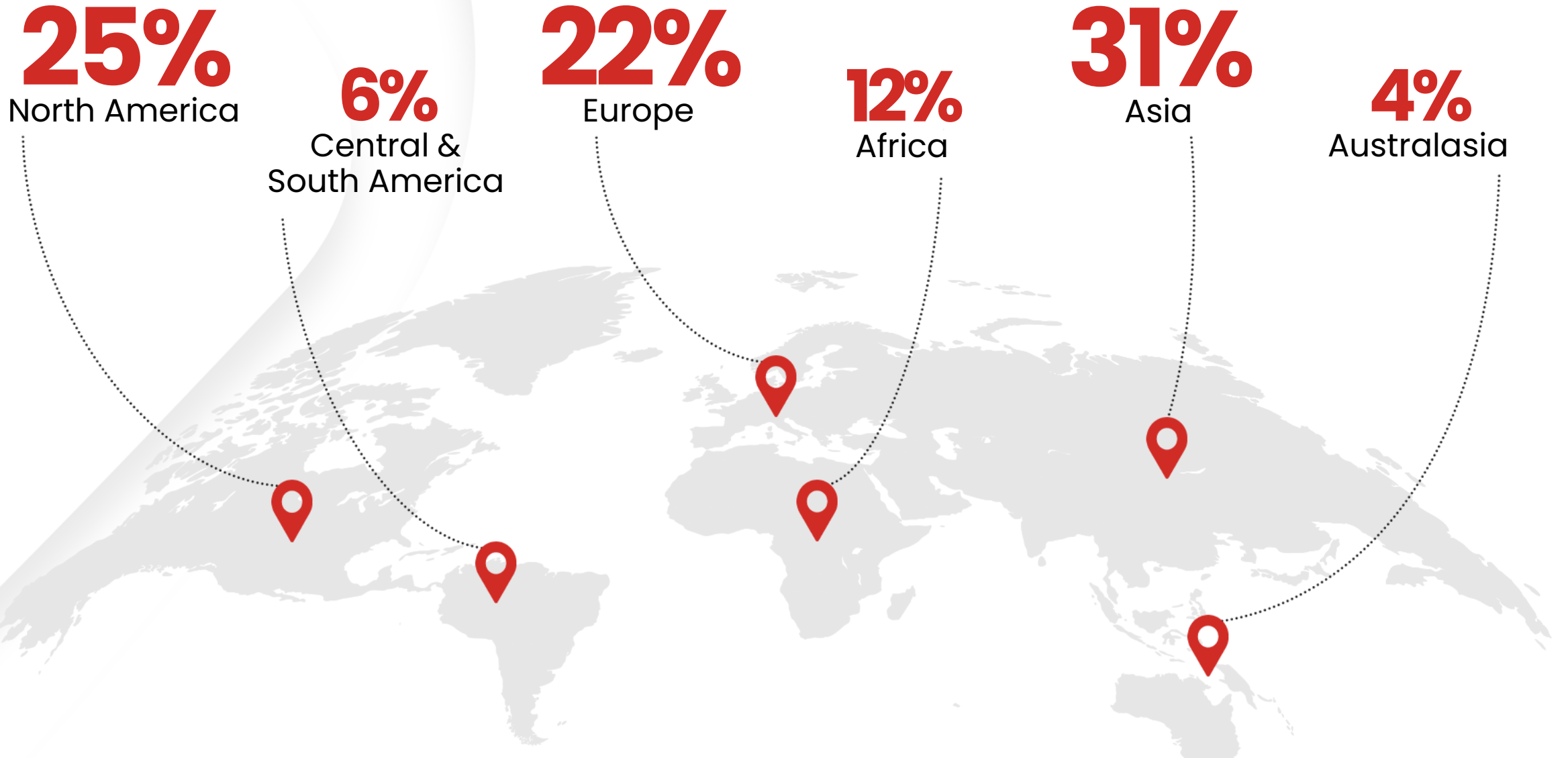
10% Airports

9% Aircraft manufacture

7% Cargo

6% Other aviation

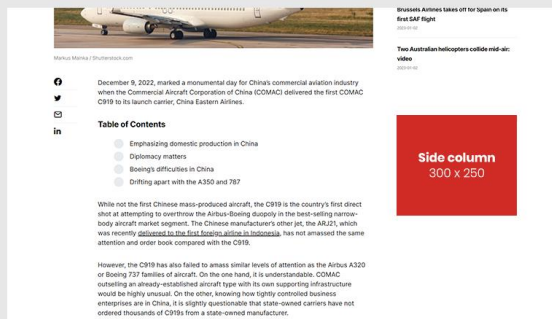
Our website users (July 2023)



Banner Placements

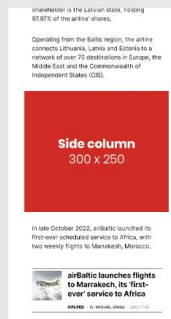
Banners are a straightforward, visually prominent way to draw attention to your company and drive traffic to your site. We can position banners in various locations across the AeroTime.aero platform. These advertisements work best with eye-catching graphics and powerful, concise wording. Various banner positions are available, and we can also support clients with design services.

Desktop

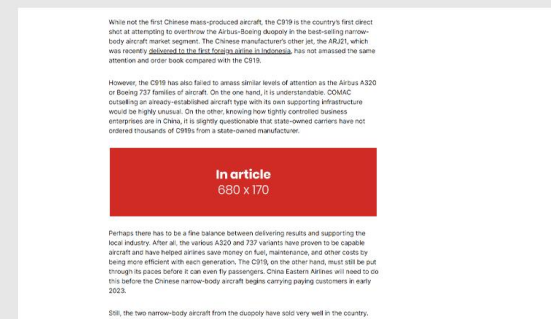


Side column 300 x 250

Mobile



Desktop



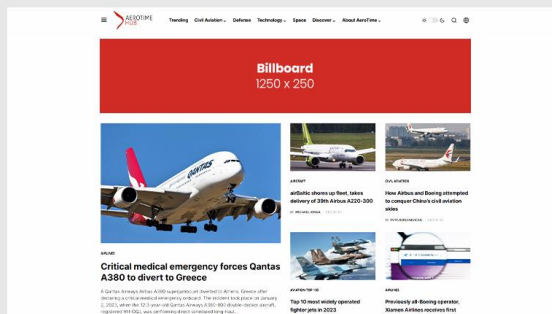
In article 680 x 170

Mobile



300 x 250

Desktop

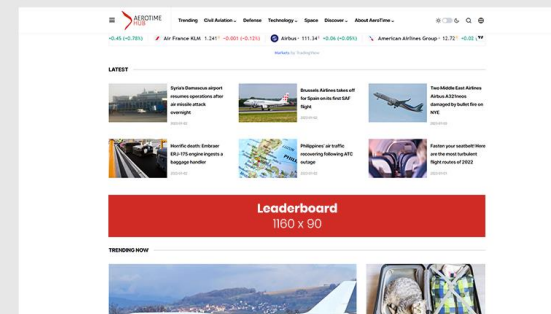


Billboard 1250 x 250

Mobile

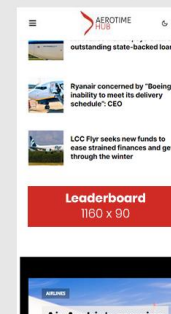


Desktop



Leaderboard 1160 x 90

Mobile



Banner Options

We offer a range of advertisement options across our digital platform, including our website and daily newsletter. Packages covering multiple touchpoints across the user journey achieve maximum impact.

Billboard, 1 month
€ 6 000

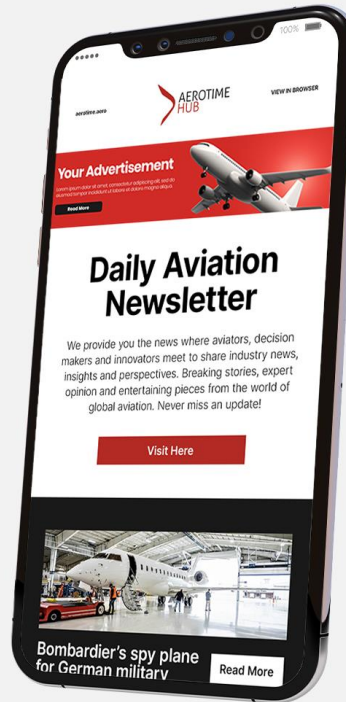
In article, 1 month
€ 4 300

Side column, 1 month
€ 2 000

Leaderboard, 1 month
€ 600

Takeover (all banners), 1 month
€ 13 000

Newsletter billboard
1 week | 4 editions



€ 4 000

Combinations

Billboard + Newsletter
€ 7 500

In article + Newsletter
€ 6 200

Side column + Newsletter
€ 4 500

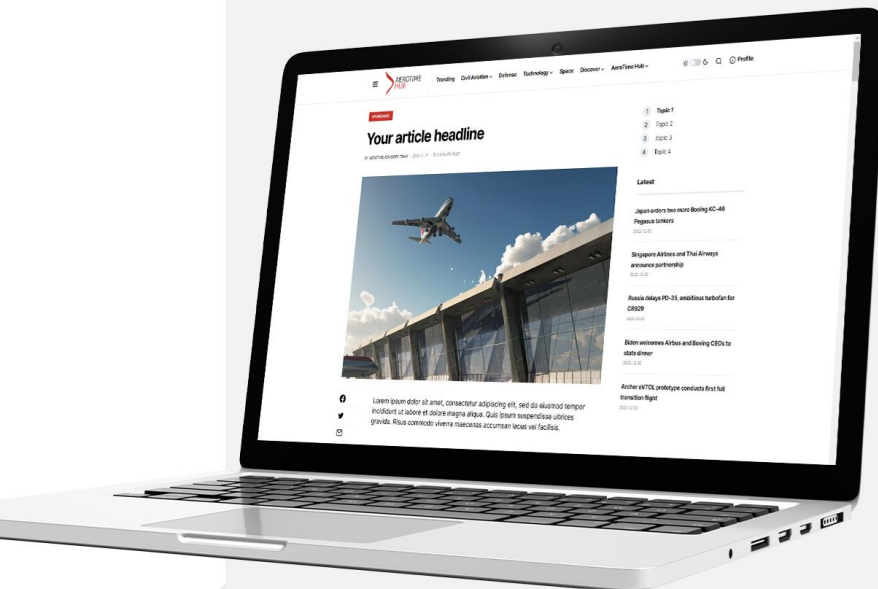
Leaderboard + Newsletter
€ 3 500

Takeover (all banners + newsletter)
€ 13 600

Pro-rata discounts are available for longer commitments.

Sponsored content

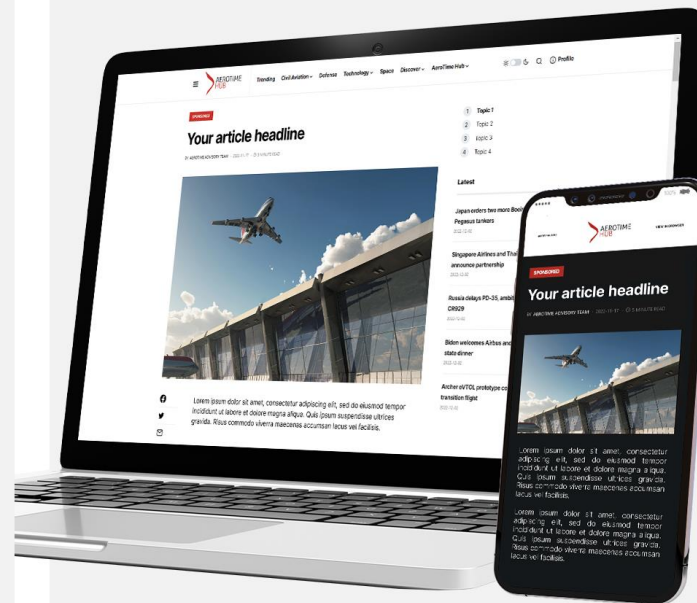
Advertorial article



€ 4 500

Advertorial article

with native placement in
newsletter

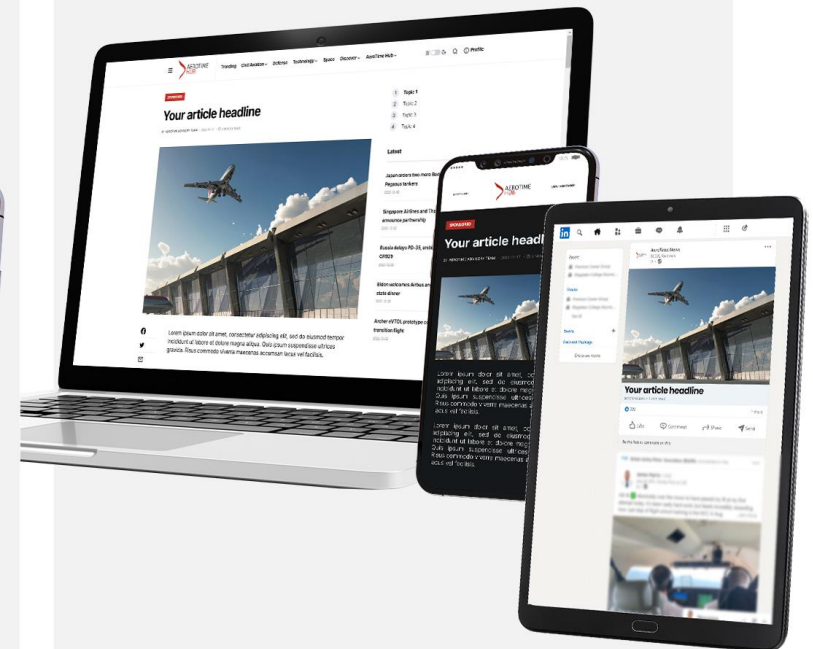


€ 6 500

★ Most requested

Advertorial article

with native placement in
newsletter and social media
promotion



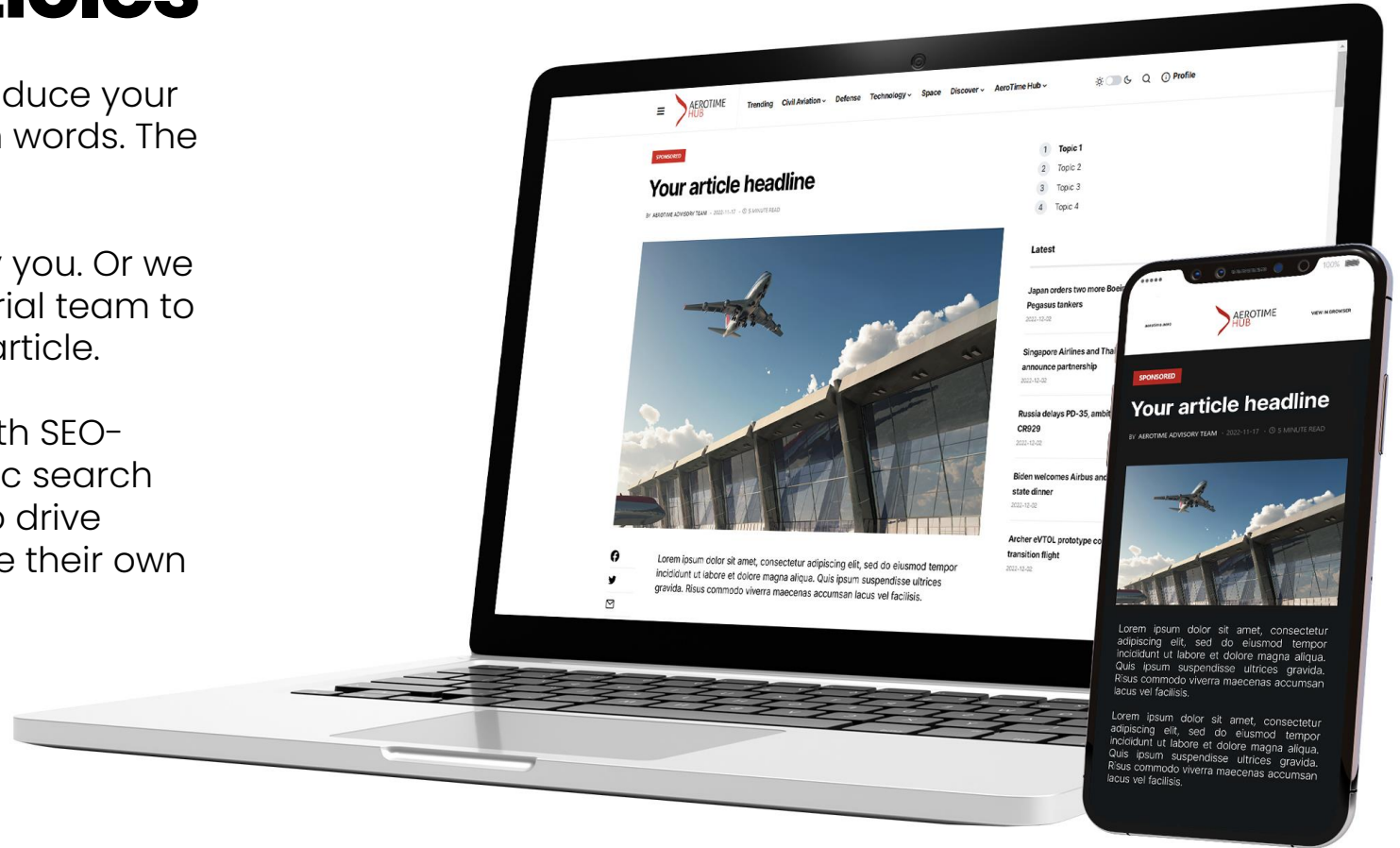
€ 8 000

Advertorial articles

Articles are an effective way to introduce your company and products in your own words. The focus of the article is up to you.

We can publish an article written by you. Or we can provide a member of our editorial team to collaborate with you and draft the article.

We also provide content support with SEO-friendly keywords to improve organic search rankings, together with back-links to drive traffic to your own sites and improve their own search rankings.



C-suite interviews

Interviews with members of your C-suite provide an interactive and engaging way to tell your story.

They enable the sharing not only of key messages and information, but also important insights and anecdotes. And, framed as a conversation between our journalists and you, interviews promote the human face of your business.

Our journalists and producers collaborate with you and your team to plan and focus the interview on the topics you want to cover. Written or filmed, these interviews are hosted by journalists with a range of experience, including CNN, Reuters, BBC and Sky.

Additional promotion is available via multiple AeroTime channels, including our website and social media.



Media solutions

Campaign and Spotlight month sponsorship

Our campaigns and Spotlight Months are central to our digital content. They incorporate in-depth coverage and multiple first-person viewpoints on important areas.

Recent long-term campaigns have included Women in Aviation and My COVID Story. For Spotlight Months and shorter campaigns, see our editorial calendar below.

Sponsorship opportunities are available for brands looking to partner with us on campaigns and Spotlight Months.



Contact us

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