BOOMING TIMES FOR THE INDUSTRY

The commercial aerospace industry is booming. Build rates for aircraft OEMs have reached record levels and the supply chain is benefiting, with many sectors achieving impressive growth. One market segment, however, is expected to grow significantly in excess of all others – aircraft interiors.

The aircraft interiors market is worth an estimated US$26.02bn. This is a great time to be a manufacturer of aircraft interiors, and Markets and Markets report predicts that the interiors market will grow to US$38.85bn by 2022. The three most rapid growth areas are IFEC, floor coverings and seats.

A SELECTION OF MARKET VALUES AND FORECASTS FROM THE MANY AREAS THAT MAKE UP THE VIBRANT AIRCRAFT INTERIORS INDUSTRY:

- **Airlines stand to make an additional US$30bn through inflight connectivity by 2035. This will help stimulate an overall market worth US$130bn**
  - London School of Economics and Inmarsat Aviation research

- **The world’s passenger jet fleet will grow by 4.4% per year over the next 20 years, more than doubling in size to 48,000 aircraft**
  - Airbus Global Market Forecast 2018-2037

- **IATA expects 7.8 billion passengers to travel in 2036, nearly double 2017’s four billion**
  - IATA 20-Year Air Passenger Forecast

- **Avolon’s World Fleet Forecast**
  - 43,000 new aircraft will be delivered over the next 20 years, with the world jet airliner fleet doubling to 51,800 aircraft by 2036. More than 16,000 aircraft will retire from airline service over the same period, with 40% of future deliveries supporting fleet replacement and 90% of deliveries being future technology models

- **The aircraft cabin interiors market will register 3.2% CAGR through 2026, surpassing US$14.5bn in revenues**
  - Future Market Insights

- **The aircraft lighting market will be worth US$2.55bn by 2021**
  - MarketsandMarkets

- **The IFE systems market is projected to grow from US$3.18bn in 2017 to US$6.91bn by 2022**
  - Research and Markets

- **IFEC revenues will grow from US$3.7bn in 2018 to exceed US$8.6bn by 2023**
  - Juniper Research

- **The global low-cost airlines market is projected to grow from 2016’s US$11bn to US$208bn in 2023**
  - ResearchAndMarkets

- **The global inflight catering services market will grow at a CAGR of 6.41% from 2018 to 2022**
  - ResearchAndMarkets

- **The aircraft seating market will grow at a CAGR of 13.78% to 2021**
  - MarketsandMarkets

- **IFEC revenues will grow from US$3.7bn in 2018 to exceed US$8.6bn by 2023**
  - ResearchAndMarkets

- **The food flight industry will account for an additional US$6.91bn in revenues**
  - MarketsandMarkets

- **Bonus sales**
  - Inflight sales via cabin wi-fi will create US$30bn of additional revenue from e-commerce, advertising and premium content by 2035 – up from US$1bn in 2018
  - SKYdeals research

- **7,240 Boeing projects demand for 7,240 new aircraft in China over the next 20 years (5,420 single aisle), valued at nearly US$1.1tn**
  - Boeing China Current Market Outlook

**Serving your industry for over 20 years**
Aircraft Interiors International continues to be the industry’s premier publication, valued by readers for its detailed content, sense of style and easy-to-read format, and by advertisers for consistently generating strong sales leads. We also work closely with the industry through our close relationship with Aircraft Interiors Expo, as well as supporting industry initiatives such as the Crystal Cabin Awards. In essence, the magazine brings buyers and sellers together and plays a vital role in highlighting key industry trends and developments.

Aircraft Interiors International delivers:
- Latest world news
- New product reviews
- Interviews
- Airline case studies
- Technology focuses
- Market trends analyses
- Products and services

Aircraft Interiors International continues to be the main advertising platform for suppliers of products and services to the industry. It plays an integral marketing role supporting suppliers’ investment in the tradeshows serving the industry. Advertisers’ long-term support can largely be put down to the success of our popular reader inquiry service, which consistently delivers sales leads and results, featuring a weekly spreadsheet with full contact details delivered by email. This has become even more important when marketing budgets are tight and return on investment is measured carefully.

In this digital age, this industry still prefers hard copies of their chosen magazine. We listen to industry demand and deliver what they want in the format they desire. We have the only independently audited publication available for this dynamic marketplace with bonus distribution at the leading tradeshows. Digital publications have proved to be easily overlooked and discarded through blanket, untargeted distribution. Our readers look forward to and certainly know when their latest copy of Aircraft Interiors International has arrived!
We haven’t seen anyone else taking the steps we have to sustain a flying program.”

“THE AIRLANDER 10 CABIN MAY LOOK LIKE A FANTASY, BUT ITS DESIGNER SAYS THAT IT IS NOT ONLY VIABLE, BUT POINTS THE WAY FORWARD FOR COMMERCIAL FIRST CLASS”

Words by Adam Gavine

SEPTEMBER 2018

aircraftinteriorsinternational.com

AIRCRAFT INTERIORS INTERNATIONAL

Aircraft Interiors International’s continued investment in providing a carefully targeted circulation means that it is distributed to over 125 countries worldwide and consists of 14,141 copies* sent free of charge to cabin designers and engineers, inflight product directors, brand managers, purchasing directors and cabin project coordinators and consultants at the world’s airlines and major corporate fleets. The qualified recipients also include directors and managers at the world’s aircraft manufacturing companies, commercial airlines, international interiors completion houses, corporate charter owners and operators and international specialist aircraft interior design consultancies. We also have a special magazine delivery sent to the Boeing Dreamliner gallery, available for visiting airline buyers.

*Total qualified and non-qualified circulation January to December 2018 ABC Statement.
WWW.AIRCRAFTINTERIORSINTERNATIONAL.COM complements the magazine by delivering up-to-the-minute breaking news stories about our industry. It is the only dedicated place online to find such stories and mission-critical information. Linked with our weekly news email service, the website delivers an extended audience of key decision makers from within the industry. Additional content includes blogs, the current issue of the magazine and free-to-use archive of past issues, industry videos, up-and-coming events and a free-to-use industry recruitment section. This comprehensive source of information has created very impressive user traffic figures and is therefore a great digital advertising platform for suppliers to the industry.

Furthermore, www.AircraftInteriorsInternational.com allows the opportunity for select advertisers to secure one of a limited number of sponsorship banners for a 12-month period and have an entry within the Aircraft Interiors International Supplier Spotlight directory. The Supplier Spotlight is exclusive to magazine advertisers, providing a comprehensive listing of leading cabin systems suppliers. Each business listed can display a 200- to 300-word company profile, along with images and contact details.

There are additional opportunities to sponsor the weekly news email service, or place a banner advertisement on the digital delivery of the latest publication.
ADVERTISEMENT RATES

<table>
<thead>
<tr>
<th></th>
<th>2019 Double-page spread</th>
<th>Full page</th>
<th>Half-page</th>
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<tbody>
<tr>
<td>1 insertion</td>
<td>£8,050</td>
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<td>2 insertions (per insertion)</td>
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<td>4 insertions (per insertion)</td>
<td>£6,850</td>
<td>£4,550</td>
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Special positions available (covers, facing contents, etc)

MECHANICAL DETAILS

Subject to change. All advertisers will have exact dimensions confirmed by email.

Proof: Match print or high-resolution color copy

Magazine
Double-page spread (trim size):
450mm (W) x 280mm (H); 17.717in x 11.024in
Page trim size:
225mm (W) x 280mm (H); 8.858in x 11.024in
Full-page bleed size:
228mm (W) x 286mm (H)
Text area:
195mm (W) x 250mm (H); 7.677in x 9.842in
Half-page size:
195mm (W) x 125mm (H); 7.677in x 4.921in

Design showcase
Double-page spread (trim size):
460mm (W) x 300mm (H); 18.110in x 11.811in
Page trim size:
230mm (W) x 300mm (H); 9.055in x 11.811in
Full-page bleed size:
236mm (W) x 306mm (H)
Text area:
200mm (W) x 276mm (H); 7.874in x 10.866in
Half-page size:
200mm (W) x 132mm (H); 7.874in x 5.197in

All advertising material should be supplied in an electronic format

WEB RATES (hosted for a 12-month period)

We can offer numerous advertising opportunities on our website starting from smaller banner styled advertisements from **£7,200 per year**. Please contact us for full information.

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<tr>
<td>Supplier Spotlight:</td>
<td>£1,300 (exclusive to magazine advertisers)</td>
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<tr>
<td>Email blast to the magazine's database</td>
<td>On request</td>
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</tbody>
</table>

All digital advertising opportunities are only available to companies who advertise in our magazine
Aircraft Interiors International is the official media partner to the world’s premier aircraft interiors exhibition – Aircraft Interiors Expo – at which more than 550 leading cabin equipment suppliers will exhibit products and equipment in 2019. It is also a sponsor of the Crystal Cabin Awards, held each year in Hamburg.

If you currently receive the magazine on a regular basis you must REGISTER to continue to do so. This can be done via email by visiting: www.ukimediaevents.com/recard/aircard.html

PUBLISHING SCHEDULE

MARCH 2019  Aircraft Interiors Expo and World Travel Catering and Onboard Services Expo Hamburg 2019 show issue and extra distribution at the event. Our most popular issue of the year, so book early!
Galley and amenity kits
IFE connectivity
Copy deadline: January 31, 2019

JUNE 2019  Annual seating review: The latest seating launches and concepts
Crystal Cabin Awards review: An in-depth look at this year’s innovations
Fasteners: What changes are coming for cabin fastener design?
Durability testing: A look at the latest technologies that can be used to test the endurance and strength of cabin materials
Legislation: The big changes on the horizon that the industry needs to know about
Copy deadline: April 25, 2019

SEPTEMBER 2019  AIX USA show issue
Special IFE focus with additional extra distribution planned at the APEX Expo 2019
Connectivity technology
Celebrating 50 years of Embraer
Copy deadline: July 11, 2019

NOVEMBER 2019  Textiles, leather and flooring special focus
Lighting trends and technologies
Monuments focus
Copy deadline: September 26, 2019

The feature program will be subject to change during the year, so please contact a member of the sales team for the latest program.

Aircraft Interiors International magazine is the official media partner to the world’s premier aircraft interiors exhibition – Aircraft Interiors Expo – at which more than 550 leading cabin equipment suppliers will exhibit products and equipment in 2019. It is also a sponsor of the Crystal Cabin Awards, held each year in Hamburg.

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Serving your industry for over 20 years
Innovation distinguishes between a starting to show the strains of being caught in an innovation cycle. Like other market leaders, it is still to innovate and stay ahead of the curve.

The company's long-term success has product to benefit the consumer rather than disrupting loyal customers with a personal electronics thus:

This innovation cycle isn't limited to airframers and aircraft equipment in over two decades in aviation," says Ben.

The Queen of the Skies Celebrating 50 years of BOEING 747 A concept aircraft interior that redefining the way aircraft seats are one of the first class cabins for many years.

Once in the seat, snap the phone into a wireless panel, and the tray table transforms into a touchscreen keyboard. Using a ‘dimmer’ phone, both of which quicken as they approach a small band of light on the outer edge of the cellphone, and then as they enter custom class, passenger boards, the plane connects with their as more than a mere flight of fancy. As the launch of its revolutionary A380 cabins.

We have a section dedicated to leading cabin design and design engineering companies, featuring case studies on their most recent projects, demonstrating their expertise in their field of business.

The publication is compiled in early autumn and published in November, with additional copies available at all events that we attend in 2020, providing long-term exposure and the best editorial opportunity for the year. In addition to this, a digital version of the publication will be available on our website for a full year.

There are two packages available:

1) A half-page advertisement for £4,450 and a one-and-a-half page editorial contribution.

2) A full-page advertisement for £5,550 and a three-page editorial contribution.

Copy deadlines:
Editorial material: October 3, 2019
Advertising material: October 17, 2019

Serving your industry for over 20 years
2019

SPONSORSHIP OPPORTUNITIES

Place a banner advertisement on our weekly news emailer

Exclusive to one company, the opportunity to place a banner advertisement at the top of our weekly news emailer mailed out to over 15,000 subscribers 48 times per year. This exclusive opportunity provides both great exposure and tremendous value for just £10,600 per year.

Sponsorship of the magazine’s carrier sheet

Copies of Aircraft Interiors International are mailed out in a polybag and accompanied by a carrier sheet for postal address and mailing purposes. This sheet provides a further high-profile advertising opportunity before the publication has even been opened. There are two options with this:

£4,350 to advertise on one side
£5,650 to advertise on both sides

These costs are per issue of the publication.
Since 2014 we have published these on behalf of Reed Exhibitions as part of our media stable, serving the industry with the best information available. We have been publishing *Aircraft Interiors International* for more than 20 years, and as the founder of the incredibly successful *Aircraft Interiors Expo*, our media portfolio can complement your participation at the *Aircraft Interiors Expo* in Hamburg.

We will be accepting advertising in the Show Catalog, which can help you create further awareness during the show itself alongside the show information and company listings.

Advertising will be in full-page format only or larger in 2019:

**RATES:**
- Full page £3,350
- Premium positions £5,050
- Double-page spread £5,450

Material specifications on application

**MATERIAL DEADLINE:** January 31, 2019

For further details please contact: Simon Hughes, publication director simon.hughes@ukimediaevents.com