

# Business Jet *interiors* INTERNATIONAL

MEDIA INFORMATION

CIRCULATION

WWW.BUSINESSJETINTERIORSINTERNATIONAL.COM

ADVERTISEMENT RATES

MECHANICAL DETAILS

PUBLISHING SCHEDULE



2019 media and advertising data



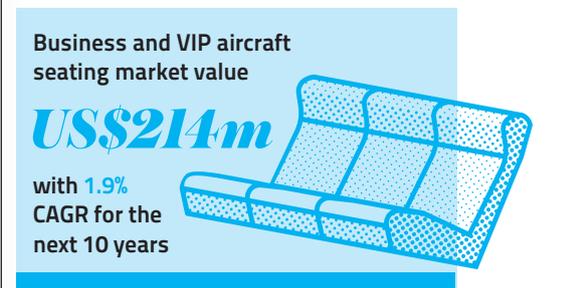
## market growth

According to Counterpoint Market Intelligence, there are reasons to be optimistic about the state of the business jet interiors market with more business jets being produced in 2014 than in the previous four years. The aircraft interiors market is perhaps the most dynamic sector in aerospace with innovations proceeding at a rapid rate. Business jets have been early adopters

of both LED lighting and inflight connectivity.

The business jet interior industry is forecasting a respectable growth from the current market value estimated at US\$1.9bn. Counterpoint forecasts that the business jet and VIP interiors market will grow at a compound annual growth (CAGR) of 2.9% over the next 10 years.

Here are a selection of some market values and forecasts from many areas that make up the vibrant business jet interiors industry:



## Business Jet *interiors* INTERNATIONAL

UKI Media & Events  
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[www.businessjetinteriorsinternational.com](http://www.businessjetinteriorsinternational.com)  
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There are many publications serving the business aviation market and you only have to go to one of the industry shows to see a vast collection of glossy magazines available to business aviation owners, operators, users and anyone with a general interest. The magazines will advise you of all the latest accessories and 'must-haves' that go with this exclusive lifestyle, but there is only one business-to-business magazine that will tell you the latest that is happening in the world of business aviation cabin interiors: Business Jet Interiors International.

Published alongside Aircraft Interiors International, the industry-leading title for the commercial aviation sector, Business Jet Interiors International is brought to you by a publisher that specializes in the subject of aviation cabin interiors. The industry enjoys its unique style and content, and the magazine is established as a vital source of information and market data. With the cabin interior offering increasingly influential in aircraft acquisition decision making, the magazine has an important role to play within the industry.

Advertising your cabin interior products and services alongside other cabin interior products and articles to a carefully targeted audience proves to be very effective, with the proof being sales leads delivered through our reader inquiry service.

### The key areas of business covered are:

Completions and refurbishment

Cabin management systems

IFE and communications

Textiles and leather

Seating

Lighting

New concepts

Catering

Galleys and lavatories

Interior design

Flooring

Bespoke fittings and cabinetry

Craftsmanship

Market trends/analysis

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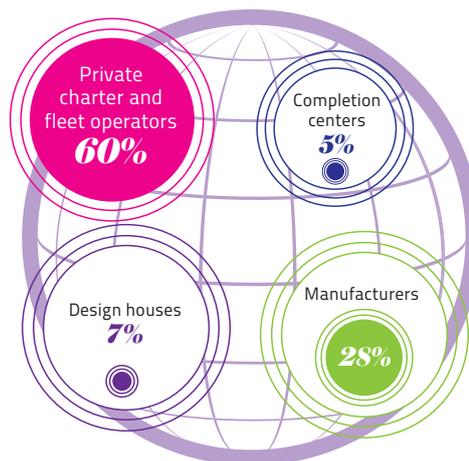
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## circulation

Business Jet Interiors International is distributed to a unique circulation database accounting for more than 8,000 copies worldwide. The magazine is circulated to corporate fleet operators and multiple independent owners globally, and every single major and minor private charter operator. This is backed by distribution to completion centers, design houses and, of course, to aircraft manufacturers themselves.

Business Jet Interiors International is distributed globally, not just to the long-established US market followed by Europe and Middle East, but very importantly, the fast-developing Asian market. We can help you get your message in front of buyers and decision makers worldwide.

Business Jet Interiors International will also be distributed at Aircraft Interiors Expo in Hamburg, Aircraft Interiors Expo Americas, NBAA-BACE, EBACE and on alternate years at MEBA.



CIRCULATION BY  
INDUSTRY TYPE

Business Jet Interiors International is a sister publication to leading industry magazine Aircraft Interiors International.

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## [www.businessjetinteriorsinternational.com](http://www.businessjetinteriorsinternational.com)

The Business Jet Interiors International website features weekly industry news updates, blogs and access to the latest issue of Business Jet Interiors International.

www.BusinessJetInteriorsInternational.com provides the opportunity for select advertisers to secure one of a limited number of sponsorship banners for a 12-month period. The website also hosts the Business Jet Interiors Supplier Spotlight. This directory, exclusive to magazine advertisers, is a comprehensive listing of leading cabin system suppliers. Each company listed can display a 200- to 300-word company profile, along with images and contact details.

Key news stories, jobs and blogs of the week are emailed to the entire Business Jet Interiors International database each and every week, ensuring the website achieves excellent industry penetration.

### Rates (hosted for a 12-month period)

Head-of-page lead banner £10,450

Base-of-page lead banner £8,950

Junior banner  
(left- or right-hand column) £7,000

Supplier Spotlight £1,250

Advertising on our website is only available for companies who advertise in our magazine.

Advertisers also have the opportunity to have an email blast to our circulation database with a personalized message; prices on request.

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## advertisement rates

2018	Double-page spread	Full page	Half-page
1 insertion	£7,800	£5,350	£4,050
2 insertions (per insertion)	£7,020	£4,820	£3,650
3 insertions (per insertion)	£6,825	£4,635	£3,550
4 insertions (per insertion)	£6,630	£4,550	£3,450

Special positions available (covers, facing contents, etc)

## mechanical details

<b>Proof:</b>	Match print or high-resolution color copy
<b>Double-page spread trim size</b>	450mm (W) x 280mm (H); 17.717in x 11.024in
<b>Page trim size: (Full-page ad)</b>	225mm (W) x 280mm (H); 8.858in x 11.024in (Bleed size: 231mm x 286mm)
<b>Text area:</b>	195mm (W) x 250mm (H); 7.677in x 9.842in
<b>Half-page size:</b>	195mm (W) x 125mm (H); 7.677in x 4.921in

**All advertising material should be supplied in an electronic format**

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**“We’ve been advertising in Business Jet Interiors magazine for several years. It was our company’s first formal use of advertising and has been an excellent source for generating awareness of our company in the global business jet market”**

Rick Niefeld, vice president, HighTech Finishing

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April 2019



Focus on Europe's top VIP aircraft interior designers  
EBACE 2019 show preview\*  
Fabrics, leather and flooring review  
**Copy deadline: February 28, 2019**

July 2019

Galley equipment  
Lighting  
VIP completion houses  
**Copy deadline: May 30, 2019**

September 2019



**NBAA-BACE preview\***  
Focus on North America's top VIP aircraft interior designers  
**Copy deadline: August 26, 2019**

January 2020

**Supplier showcase and annual review:**  
(4-page package **£5,500**; 2-page package **£4,325**)  
Seating  
In-flight entertainment and communications  
**Copy deadline: October 10, 2019**

\*Show preview issues include extra distribution at those events

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

If you currently receive the magazine on a regular basis, you must REGISTER to continue to do so. This can be done online by visiting:  
[www.ukimediaevents.com/recard/bizcard.html](http://www.ukimediaevents.com/recard/bizcard.html)

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## 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 5,000 subscribers 48 times per year. This exclusive opportunity provides both great exposure and tremendous value for just **£10,000** per year.

Your advertisement can go here

## Sponsorship of the magazine's carrier sheet

Copies of Business Jet 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.

Please note, this is an example only. Area of advertisement within the blue box as illustrated.



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