

Business Jet *interiors* INTERNATIONAL

MEDIA INFORMATION

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PUBLISHING SCHEDULE

DIGITAL EDITION

WEBINARS/PODCAST



2024 media and advertising data

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MA Business Ltd,
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Business Jet Interiors International is the gold-standard business-to-business magazine for all those striving for excellence in business jet interior design and technology. With its dedicated focus on the business jet interiors sector, it is the perfect platform to get your message in front of the industry at a time of fresh opportunity.

The Ever Forward: 2022-2026 five-year pre-owned business jet market forecast from Jetcraft forecasts pre-owned transactions to reach 2,351 transactions annually, valued at US\$13.5bn, by 2026. Interestingly, the report also showed that the share of Jetcraft clients under 45 has risen by 20% in the last five years. The firm said these buyers are driving a trend towards larger aircraft purchases.

Through its in-depth coverage of the latest design and technology trends, *Business Jet Interiors International* helps its readers to keep in touch with changing customer requirements. In this spirit, in 2024 the magazine will publish a series of articles aimed at supporting innovation in sustainability – across materials, completion and refurbishment practices, interior design and more. This will culminate with a special feature in the December 2023/January 2024 issue, collating key learnings into the Sustainability Drive Flight Path.

Published alongside *Aircraft Interiors International*, the industry-leading title for the commercial aviation sector, *Business Jet Interiors International* is brought to you by the publisher that specialises in aviation cabin interiors. The magazine is recognised as a vital source of information and market data. With the cabin interior being a pivotal part of aircraft acquisition decision-making, the magazine has an important role to play within the industry.

In-depth features on new airframes, exciting case studies and hot topics sit alongside showcases of the latest innovations in such areas as materials, lighting, seating, cabin air technologies, IFEC and galley equipment.

Supplementing the print edition, *Business Jet Interiors International* is also available in a modern digital edition, delivering not only convenience but also extended content – including audio and video offerings. Meanwhile, webinar and podcast services are available, providing the opportunity for presentations and panel discussions that deliver a message directly to a carefully targeted audience.

The key areas of business covered are:

Bespoke fittings ■ Cabin hygiene ■ Cabin management ■ Catering and galleys
■ Completions and refurbishment ■ Flooring ■ IFE and communications ■ Interior design ■ Lavs ■ Lighting ■ Market trends/analysis ■ Seating ■ Textiles and leather

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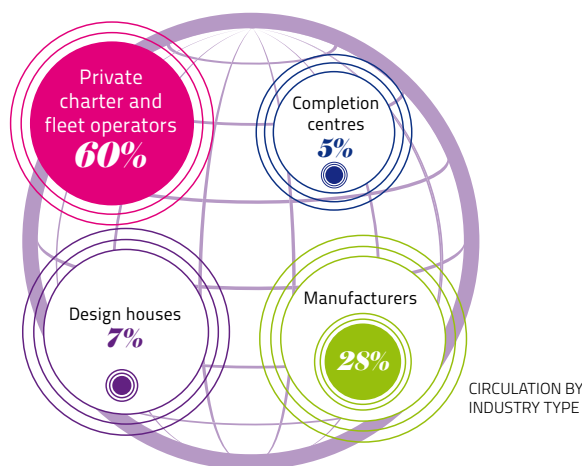


Circulation

Business Jet Interiors International is distributed to a unique circulation database accounting for more than 6,000 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 centres, 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 the Middle East, but very importantly, to 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, NBAA-BACE, EBACE and on alternate years at MEBAA.



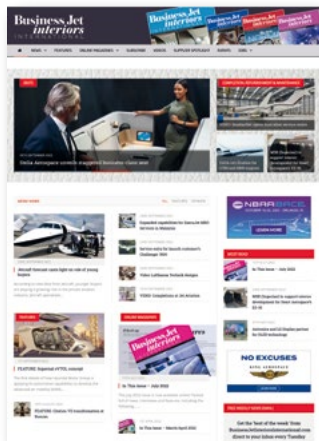
Business Jet Interiors International is a sister publication to leading industry magazines *Aircraft Interiors International* and *Railway Interiors International*

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Sponsorship opportunities

Place a banner advertisement on our weekly news emailer



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www.businessjetinteriorsinternational.com and sponsorship opportunities

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

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 200-300-word company profile, along with images and contact details.

Rates (hosted for a 12-month period)

Head-of-page lead banner 10,450GBP

Base-of-page lead banner 8,950GBP

Junior banner 7,200GBP

Supplier Spotlight 1,350GBP

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

There is an opportunity to place a banner advertisement with our weekly news emailer service for a limited number of advertisers, which is mailed out to the entire database over **50** times per year. Advertisements start from **7,500GBP** per year, subject to positional availability.

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

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Advertisement rates

2024	Double-page spread	Full page	Half-page
1 insertion	7,800GBP	5,350GBP	4,050GBP
2 insertions (per insertion)	7,020GBP	4,820GBP	3,650GBP
3 insertions (per insertion)	6,825GBP	4,635GBP	3,550GBP
4 insertions (per insertion)	6,630GBP	4,550GBP	3,450GBP

Special positions available (covers, facing contents, etc.)

Mechanical details

Proof:	Match print or high-resolution colour copy
Double-page spread trim size:	450mm (W) x 280mm (H); 17.717in x 11.024in
Page trim size: (Full-page ad)	225mm (W) x 280mm (H); 8.858in x 11.024in (Bleed size: 231mm x 286mm)
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

All advertising material should be supplied in an electronic format



2024 publication and feature programme

December 2023/ January 2024	Supplier Showcase and annual review January 2024 (4-page package 5,500GBP, 2-page package 4,325GBP) Connectivity Galley equipment Cabin innovations: 2023 highlights Sustainability Drive Flight Path Copy deadline: 15 November 2023
March/April 2024	EBACE preview* Business Jet Interiors Zone at AIX Hamburg preview* Europe's top VIP aircraft interior designers Cabin materials review, including textiles and leather Sustainability Emerging aircraft types Copy deadline: 21 February 2024
July 2024	Seating Lighting Completion and refurbishment house review. Window shade technologies Copy deadline: 12 June 2024
September/ October 2024	NBAA-BACE preview* Sustainability Drive – interior design Cabin air quality Inflight entertainment Copy deadline: 28 August 2024

*Show preview issues include extra distribution at those events

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

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.magupdate.co.uk/magazine-subscription/pbj

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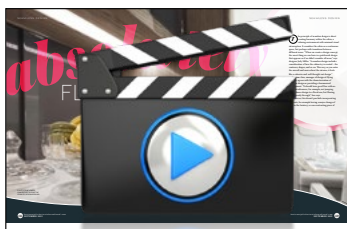
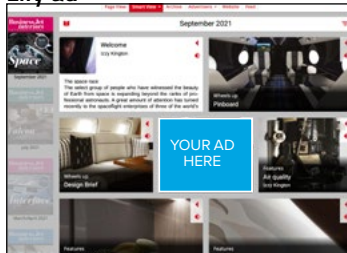
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Presentation page



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Digital edition sponsorship

Premium opportunity

In 2020, *Business Jet Interiors International* launched its all-new digital edition. This fully interactive interface, optimised for smart devices, has already created a large increase in the number of readers choosing to access *Business Jet Interiors International* digitally. The new digital platform has been welcomed by the industry with an average of just over **7,500** issue visits and **50,000** page views per issue.

The digital platform provides a richer editorial experience through added audio and video content, as well as extra words and images in certain articles. However, the opportunities for enhanced content aren't just limited to editorial. Each edition, one print advertiser, on a first-come-first-served basis, will be able to secure the position of our Digital Edition Sponsor. This premium advertising opportunity will consist of the following forms of digital promotion:

- 1) A 'presentation page' ad. This full-page ad will appear directly opposite our front cover on the digital PDF replica of the issue
- 2) Two 'interstitial' ads. These ads pop up automatically between pages as you flick through the digital edition. These will be mirrored by 'lily' ads that appear in the Smart View, optimised for mobile devices
- 3) A logo in the email blast sent by *Business Jet Interiors International* on digital publication
- 4) The opportunity to augment ads with video content

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Webinars

Business Jet Interiors International is now offering an end-to-end digital webinar service that includes:

- Audience marketing and engagement
- Webinar delivery support
- Video and audio hosting (live and/or pre-recorded)
- Full lead generation and audience follow-up

Delivered by the market-leading webinar team at publisher Mark Allen Business, with proven lead generation, webinars can help you to share your industry expertise with new and existing clients.

Podcast

Sponsorship opportunities are now available for the monthly *Business Jet Interiors International* Podcast. Sponsors will get:

- An exclusive interview on the podcast with a key technical representative
- Opportunity to nominate an industry representative on a further podcast(s)
- A logo included in a prominent position on the email sent to our entire database, for each episode sponsored
- A name check at the beginning and end of each podcast
- Opportunity for direct lead generation via online poll, connected to podcast content
- A news story on the *Business Jet Interiors International* website to tie-in with the launch of each podcast
- Opportunity to have issues explored in the podcast featured in *Business Jet Interiors International* magazine



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