

Business Jet *interiors* INTERNATIONAL

MEDIA INFORMATION

CIRCULATION

WEBSITE

ADVERTISEMENT RATES

MECHANICAL DETAILS

PUBLISHING SCHEDULE

DIGITAL EDITION

WEBINARS/PODCAST



2025 media and advertising data



Business Jet *interiors* INTERNATIONAL

MA Business Ltd,
Hawley Mill, Hawley Road, Dartford,
Kent, DA2 7TJ, United Kingdom.

Email: simon.hughes@markallengroup.com
Tel: +44 (0)1322 464728
Web: www.markallengroup.com

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.

In the first six months of 2024, business jet deliveries were up 8.8% compared with the same period in 2023, according to GAMA's *Second Quarter 2024 General Aviation Aircraft Shipment and Billing Report*. The value of aircraft deliveries (including business jets, piston airplanes and turboprops) for the six-month period was US\$11.3bn (€10.4bn), an increase of 24.2% compared with the first half of 2023.

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, IFE and CMS, connectivity and galley equipment.

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 – from sustainability-focused interiors to the latest in customisation, optimised lead times and cabin flexibility.

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, video 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 systems ■ Catering and galleys
■ Completions and refurbishment ■ Flooring ■ IFE and connectivity ■ Interior design
■ Lighting ■ Lavs ■ Market trends/analysis ■ Seating ■ Textiles and leather

www.businessjetinteriorsinternational.com
GUIDING THE INDUSTRY TO NEW HEIGHTS

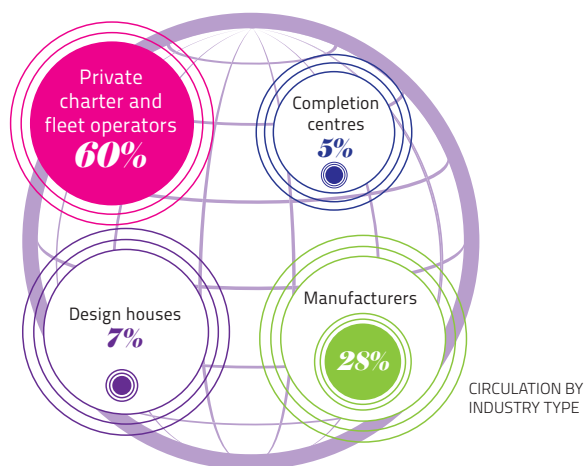


Circulation

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*

Business Jet *interiors* INTERNATIONAL

MA Business Ltd,
Hawley Mill, Hawley Road, Dartford,
Kent, DA2 7TJ, United Kingdom.

Email: simon.hughes@markallengroup.com
Tel: +44 (0)1322 464728
Web: www.markallengroup.com

www.businessjetinteriorsinternational.com
GUIDING THE INDUSTRY TO NEW HEIGHTS



Sponsorship opportunities

Place a banner advertisement on our weekly news emailer



Business Jet *interiors* INTERNATIONAL

MA Business Ltd,
Hawley Mill, Hawley Road, Dartford,
Kent, DA2 7TJ, United Kingdom.

Email: simon.hughes@markallengroup.com
Tel: +44 (0)1322 464728
Web: www.markallengroup.com

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.

www.businessjetinteriorsinternational.com
GUIDING THE INDUSTRY TO NEW HEIGHTS



Advertisement rates

2025	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

Business Jet *interiors* INTERNATIONAL

MA Business Ltd,
Hawley Mill, Hawley Road, Dartford,
Kent, DA2 7TJ, United Kingdom.

Email: simon.hughes@markallengroup.com
Tel: +44 (0)1322 464728
Web: www.markallengroup.com

www.businessjetinteriorsinternational.com
GUIDING THE INDUSTRY TO NEW HEIGHTS



2025 publication and feature programme

December 2024/ January 2025	Supplier Showcase (4-page package 5,500GBP, 2-page package 4,325GBP) Cabin innovations: 2024 highlights Hard materials (veneer, glass, coatings, etc.) Galley equipment Copy deadline: 20 November 2024
March/April 2025	EBACE preview* AIX Hamburg preview* Designers' Forum (Europe) Soft materials (leather, faux leather, textiles, carpet, etc.) Copy deadline: 26 February 2025
July 2025	Seating Lighting Completion and refurbishment Parallel markets (rail, automotive, yachting, residential, commercial aviation, etc.) Copy deadline: 11 June 2025
September/ October 2025	NBAA-BACE preview* Designers' Forum (Americas) Connectivity IFE, CMS and interfaces Copy deadline: 20 August 2025

*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

www.businessjetinteriorsinternational.com
GUIDING THE INDUSTRY TO NEW HEIGHTS

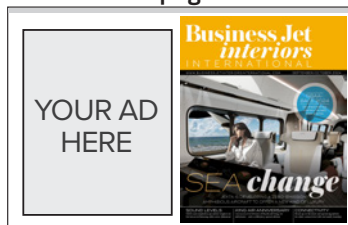
Business Jet *interiors* INTERNATIONAL

MA Business Ltd,
Hawley Mill, Hawley Road, Dartford,
Kent, DA2 7TJ, United Kingdom.

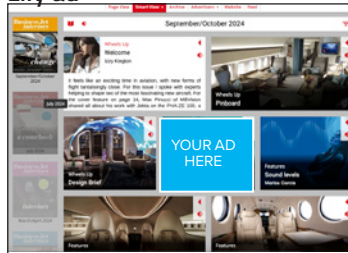
Email: simon.hughes@markallengroup.com
Tel: +44 (0)1322 464728
Web: www.markallengroup.com

YOU GET...

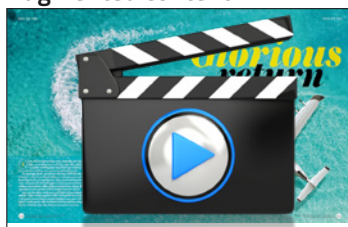
Presentation page



Lily ad



Augmented content



AND MORE...

Business Jet *interiors* INTERNATIONAL

MA Business Ltd,
Hawley Mill, Hawley Road, Dartford,
Kent, DA2 7TJ, United Kingdom.

Email: simon.hughes@markallengroup.com
Tel: +44 (0)1322 464728
Web: www.markallengroup.com

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



Business Jet *interiors* INTERNATIONAL

MA Business Ltd,
Hawley Mill, Hawley Road, Dartford,
Kent, DA2 7TJ, United Kingdom.

Email: simon.hughes@markallengroup.com
Tel: +44 (0)1322 464728
Web: www.markallengroup.com

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



www.businessjetinteriorsinternational.com
GUIDING THE INDUSTRY TO NEW HEIGHTS