

THE AVIATOR

MIDDLE EAST

WWW.THEAVIATORME.COM

MEDIA PACK 2024

THE AVIATOR

MIDDLE EAST

SPREAD YOUR MESSAGE

Editor's note

For two decades, The Aviator Middle East has proudly stood as the leading voice of the region's aviation industry.

With an unwavering commitment to providing invaluable industry perspectives and data-backed insights, we empower aviation professionals with essential insights to make informed business decisions.

The Aviator Middle East provides a specialised platform to connect industry stakeholders with prospective business partners through a diverse range of innovative solutions. Whether it is our industry-leading events and conferences attended by hundreds of influential leaders and industry experts, or captivating digital content and widely distributed print publication, our influence transcends traditional boundaries.

As we set our sights on 2024, we draw inspiration from our past successes to fuel our ambitions for growth and expansion. Our commitment is not just to maintain relevance, but to constantly contribute to advancing the region's aviation sector. In doing so, we are dedicated to broadening our scope and refining our content, to meet the needs of an ever-evolving industry landscape.

We invite you to join us in this extraordinary journey, where success is not a destination but an ongoing, strategic quest.

Karim Tolba
Editor, The Aviator Middle East



THE AVIATOR

MIDDLE EAST

MONTHLY BRAND REACH

UNIQUE USERS



SOCIAL MEDIA



NEWSLETTERS



PRINT

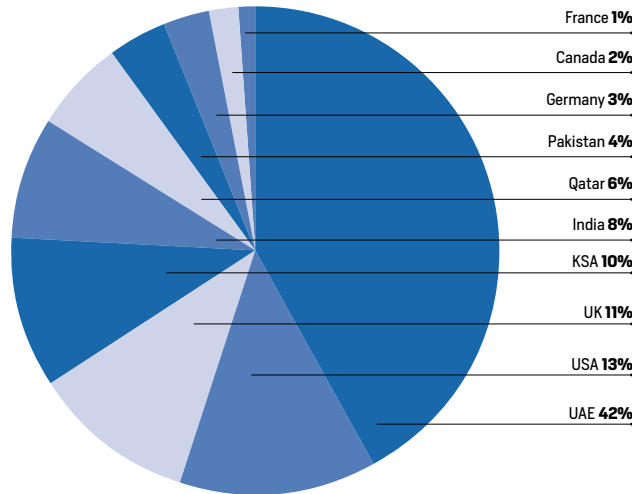


EVENTS

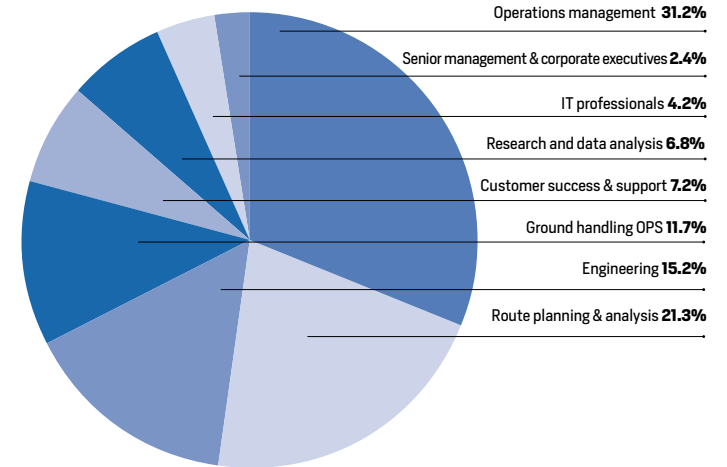
TOTAL REACH

361,000

AUDIENCE BY GEOGRAPHY



BUSINESS/OCCUPATION BREAKOUT



READERSHIP BY JOB TYPE

- Operations management
- Route planning
- Engineering
- Ground handling OPS
- Customer support
- Research and data analysis
- IT professionals
- Senior management & Corporate Executives

EDITORIAL CALENDAR 2024

January

Feature theme:

- The Aviator Middle East Awards 2023

Special report:

- The Aviator ME Awards 2023 Winners

February

Feature theme:

- Commercial Aviation
- Airline Industry

Special report:

- Key Trends Shaping The Airline Industry
- Middle East Fleet Updates: New Aircraft Additions
- Passenger Experience

March

Feature theme:

- Women in Aviation

Special report:

- Women Pioneers in Aviation History
- Equality, Diversity, and Inclusion: Women in Aviation

Events:

- The Aviator ME Conference UAE

April

Feature theme:

- Sustainable Aviation (The Green Edition)

Special report:

- SAF
- Aircraft Technology
- Sustainable Airport Operations and Design

May

Feature theme:

- The Saudi Edition

Special report:

- Saudi Arabia: The Next Aviation Powerhouse

Events:

- The Aviator ME Conference KSA

June

Feature theme:

- Airports of the Future

Special report:

- Airport Spotlight
- Airport Technology

Events:

- IATA AGM 2024

July

Feature theme:

- Aviation Engineering
- MRO

Special report:

- MRO Market Review
- IATA AGM

August

Feature theme:

- Aviation Training

Special reports:

- Training The Next Generation of Pilots: Challenges and Opportunities
- Aviation Training Providers and Training Programmes
- Crew Training

September

Feature theme:

- Business Aviation
- FBO

Special report:

- The Future of Business Aviation
- Power List: Business Aviation Leaders
- FBO Market Review

Events:

- The Aviator ME Business Aviation Summit

October

Feature theme:

- OEMs
- Jet Engine Manufacturers

Special report:

- Aircraft Manufacturing Technologies
- Aircraft Spotlight: Anticipated Aircraft

November

Feature theme:

- VTOLs
- Helicopters

Special report:

- The Aviator Me Awards 2024: Meet The Judges
- The Future of Urban Mobility
- Helicopter Market Review
- Aircraft Spotlight

December

Feature theme:

- Year in Review

Special report:

- Year in Review: 2024 Highlights
- Key Industry Trends In 2024
- Special Feature: The Aviator ME Awards 2024
- Bahrain Airshow

THE AVIATOR

MIDDLE EAST

RATE CARD - DIGITAL

DIGITAL ADS

DESKTOP

Leaderboard (728 x 90 px)

\$6,000

Medium rectangle (300 x 250 px)

\$4,000

MOBILE

Interscroller (320 X 480 px)

\$5,000

NEWSLETTER

Top Banner (728 x 90 px)

\$3,000

Email Blast

\$3,000

DIGITAL CONTENT

THOUGHT LEADERSHIP

Content positioning your brand as a thought leader

\$10,000

BRAND VIEW

An in-depth feature on your products and services

\$8,000

DIGITAL Q&A

A written interview featuring your organisation's leadership

\$8,000

VIDEO FEATURE

A video created for your use, amplified on our channels

\$10,000

VIDEO INTERVIEW

A video interview featuring your organisation's leadership

\$10,000

AUDIO PODCAST

A sponsored interview in our bi-weekly podcast

\$6,000

WEBINAR

Promoting content to our followers

\$10,000

ROUNDTABLE

Promoting content to our followers

\$15,000

BESPOKE EVENTS

On Request

*All digital commercial undertakings will be highlighted as commercial content and may be amended to align with editorial style and brand guidelines

THE AVIATOR

MIDDLE EAST

RATE CARD - PRINT

PRINT ADS

PRIME POSITIONS

Outside Back Cover (205 x 275 mm)
\$10,000

Inside Front Cover (205 x 275 mm)
\$10,000

Inside Back Cover (205 x 275 mm)
\$9,500

STANDARD POSITIONS

Double Page Spread (410 x 275 mm)
\$12,000

Full Page (205 x 275 mm)
\$8,000

SPECIAL EXECUTIONS

Belly Band (Specs on Application)
\$10,000

Brand Inserts (Specs on Application)
Price on request

PRINT CONTENT

COVER STORY

Main content feature and cover for the month

Price on request

THOUGHT LEADERSHIP

An article placing your brand as a thought leader

\$10,000

BRAND VIEW

A special feature on your products and services

\$10,000

SPOTLIGHT INTERVIEW

An interview spotlighting your brand

\$10,000

BESPOKE ARTICLE

Announcements, product launches and other news

\$8,000

*All print commercial undertakings will be highlighted as commercial content and may be amended to align with editorial style and brand guidelines



**UNLOCK YOUR BUSINESS' FULL
POTENTIAL CONTACT US FOR
MORE INFORMATION**

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