

REGIONAL

Journal of The European Regions Airline Association ✈️ INTERNATIONAL



"Regional International is an important component within Bombardier Commercial Aircraft's marketing and communications strategy. In addition to providing us with an on-going focus on ERA members and the issues affecting the region, we regard *Regional International* as a closely targeted medium through which we can reach our European customers and prospects effectively and efficiently."

Philippe Poutissou, Vice President Marketing, Bombardier Commercial Aircraft

"FlightSafety has advertised in ERA *Regional International* for many years. It reaches leading airlines from around the world who rely on FlightSafety's high quality training services and flight simulators."

Steve Phillips, Vice President, Communications, FlightSafety International

2013 Media Information

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Regional International has a unique position in the European aviation community. Published monthly by European Regions Airline Association (ERA), the journal is the authoritative source of legislative and regulatory information for those within the European airline community, including senior figures from Europe's airlines, airports, manufacturers and suppliers and its regulators and politicians.

Access to market insight and analysis from the ERA Directorate, industry experts and senior journalists ensures that **Regional International** provides the intelligent and respected voice of the European aviation market and is a must read for anyone associated with Europe's airline community.

Key content

Regional International is the only reliable source of senior management information on technological and regulatory requirements for intra-European airlines, regional airports, manufacturers and support services.

The journal covers the most important political and regulatory issues affecting European air transport, including: Single European Sky, security, environmental sustainability, emissions trading, passenger rights, ground handling, airport slots, accident investigation, flight operational procedures and MRO.

Regular sections:

Business databank (airline and airport traffic statistics) and editorials, news and activities from the ERA Directorate.

Special features:

- finance and planning;
- technology updates;
- environmental issues;
- interviews with leading industry representatives;
- company profiles;
- event reports.

2013 Advertising rates

Size	Regional International			ERA Yearbook
Insertions				
	1-3	4-7	8-12	
Double Page Spread	£4,990	£4,490	£4,240	£7,370
Full Page	£2,600	£2,340	£2,210	£3,685
Half Page	£1,775	£1,600	£1,500	£2,460
Quarter Page	£1,220	£1,100	£1,000	£1,960
Premium Positions				
Issue Sponsorship	£5,540			£9,975
Outside Back Cover	£3,210			£6,150
Inside Front Cover	£2,990			£4,900
Inside Back Cover	£2,770			£4,420
Supplement/Directory Sponsorship	£9,500			
Directory Covers				£5,530
Directory Logos	£285			£485

*All prices are four colour and exclude VAT. Prices quoted in Pounds Sterling.

Why advertise

As the only journal that reaches the entire membership of ERA your advertisement will be seen by a select audience of senior executives from Europe's airlines, airports, manufacturers, suppliers and consultancies. To make your business stand out from the crowd consider our distinctive promotional treatments (prices on application), such as:

- Sponsorship of issues, supplements or sections within **Regional International**
- Gatefold front cover
- Split front covers
- Article run-ons with **Regional International** cover
- Bands (spread marker or full belly wraps)
- Bound or loose inserts
- Exclusive bespoke supplements
- Digital advertising on our App and website
- Advertorials/Advertising Features

"*Regional International* is an excellent communication tool for ERA members providing focused monthly updates on key issues for the regional industry."

**Malcolm Hart, CEO,
Aurigny Air Services**

Editorial Features List

Content	Event/Distribution	Editorial Submission Deadline	Advertising Copy Deadline	Publication Date	Other	
Jan	<ul style="list-style-type: none"> Aircraft Programmes & Manufacturing Recruitment in the Aviation Industry 		19/11/12	12/12/12	31/12/12	
Feb	<ul style="list-style-type: none"> Environmental Focus – Biofuels/Ejets etc Ground Handling Training 		17/12/12	8/1	21/1	ERA Yearbook 2013 Advertising Copy Deadline: 11 February
Mar	<ul style="list-style-type: none"> ATC & Avionics Asset Management Finance & Leasing 	ATC Global Amsterdam 12-14 March	21/1	6/2	18/2	ERA Yearbook 2013 Publication Date: 1 March
Apr	<ul style="list-style-type: none"> ERA Regional Airline Conference Special The Passenger Experience 	ERA Regional Airline Conference, Edinburgh 10-11 April	18/2	6/3	18/3	
May	<ul style="list-style-type: none"> ERA Regional Airline Conference Report US Regional Industry & What Europe Can Learn From It ERA Aircraft Manufacturers Supplement 	US Regional Airline Association, Montreal 6-9 May	20/3	8/4	19/4	
June	<ul style="list-style-type: none"> Eastern Europe: Aviation Market Overview IT & Information Systems 		18/4	8/5	20/5	
Jul/ Aug	<ul style="list-style-type: none"> Paris Airshow Focus ACMI 	Paris Airshow Paris le Bourget 17-23 June	20/5	3/6	14/6	
Sep	<ul style="list-style-type: none"> MRO Special Issue Maintaining Aircraft Interiors ERA MRO Directory Aviation Security 	MRO Conference London 25-26 September	25/7	14/8	26/8	
Oct	<ul style="list-style-type: none"> ERA General Assembly Special Issue Event Programme Finance & Leasing 	ERA General Assembly Salzburg 2-4 October	21/8	10/9	23/9	
Nov/ Dec	<ul style="list-style-type: none"> ERA General Assembly Report Simulation & Training ERA Airport Directory (separate supplement) 		22/10	4/11	18/11	

Artwork Sizes

Adobe Acrobat PDF preferred with press ready settings, including bleed, crop and trim marks. Images supplied must be min 300 dpi/1mb. Files over 5mb should be sent by ftp file transfer.

Advertisement Sizes (Height x Width)

Double Page Spread

bleed: 303x426mm
trim: 297x420mm
type area: 240x390mm

Full Page

bleed: 303x216mm
trim: 297x210mm
type area: 240x180mm

Half page Horizontal

bleed: 151.5x216mm
trim: 148.5x210mm
type area: 120x180mm

Half page Vertical

bleed: 303x108mm
trim: 297x102mm
type area: 240x85mm

Quarter Page

type area: 116x87mm

Horizontal Strip

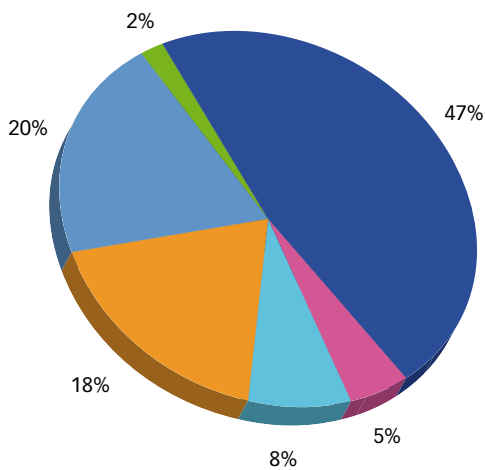
bleed: 76x216mm
trim: 71x210mm
type area: 120x180mm

Pdf file transfer address:

maria.rendell@regionalinternational.aero

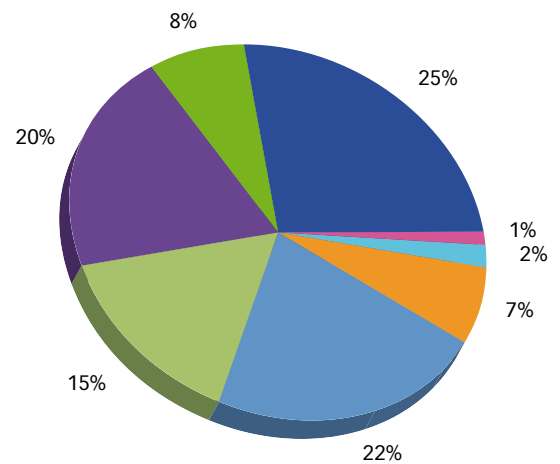


Readership



Organisation Type

- Association
- Airline
- Airport
- Manufacturer
- Supplier
- Regulatory Body



Company Position

- Operational/Administration
- Airline President
- Airport Director
- Finance Director
- CEO (non-airline)
- VP/Director
- Manager
- Decision Maker

Contact Details

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