

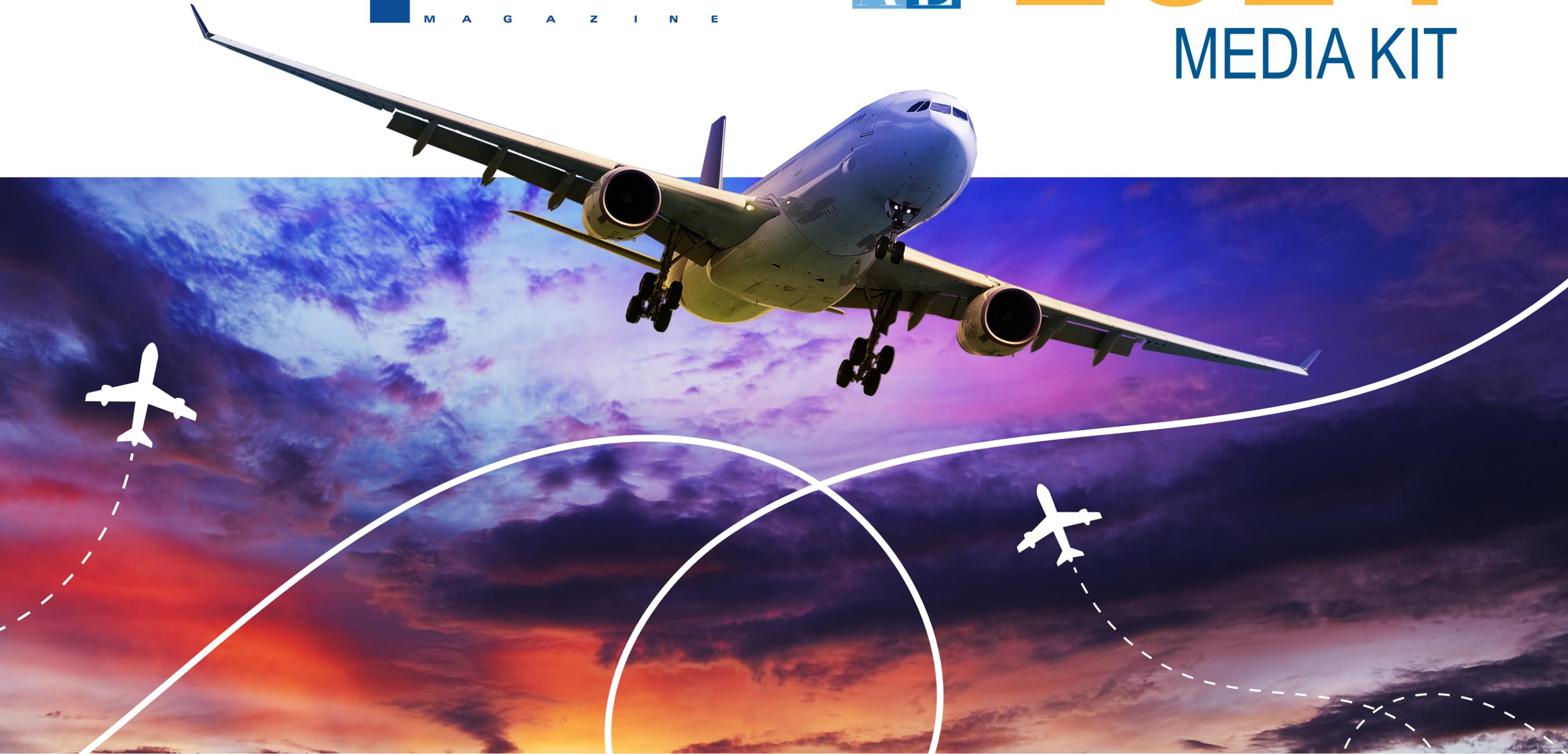
# Airport

M A G A Z I N E



# 2024

## MEDIA KIT





## Our readers include the most influential people in the airport industry:

Airport directors, managers and CEOs, top-level decision-makers, senior-level managers in airport operations, maintenance, security, concessions, environmental, IT, ARFF, safety and administration, key aviation lawmakers on Capitol Hill, government agencies, including FAA, DOT, TSA, and DHS.



### CIRCULATION

**19,200 members**

Circulation Basis: Paid, Benefit of Dues

### EDITOR IN CHIEF

Brian Kalish  
Editor, Publications  
AAAE



**“I enjoy *Airport Magazine*** because it allows me to stay current on emerging trends and innovative products and solutions. I’m frequently drawn to articles about how my colleagues have addressed a challenging problem, streamlined an operation, or improved the passenger experience. *Airport Magazine* is a valuable resource for me.”

Ethan Croop, A.A.E.  
Senior Manager, Maintenance Administration  
Lee County Port Authority



# PRINT RATES AND SPECIAL SECTIONS

## 2024 PRINT RATES AND DATA

2024 BASE RATES (FOUR COLOR)			
FOUR COLOR	1X	4X	6X
Back Cover	\$10,900	--	--
Inside Front Cover	\$9,000	--	--
Inside Back Cover	\$7,900	--	--
Two-Page Spread	\$11,300	\$10,100	\$8,850
Full Page	\$7,750	\$7,100	\$6,200
2/3 Page	\$6,200	\$5,600	\$4,750
1/2 Page	\$4,750	\$4,150	\$3,700
1/3 Page	\$3,600	\$3,350	\$3,100
1/6 Page	\$2,400	\$2,050	\$1,850

### AAAE MEMBER DISCOUNT

15% off the base rates to active AA AE corporate members. Association member discount not available if advertising agency commission applies.

### COMMISSION DISCOUNT

15% off the base rates to accredited advertising agencies.

\*All base rates are gross, not net

### SPECIAL SECTIONS

A special section editorial supplement to *Airport Magazine* is a powerful, effective way to place your story in front of leading airport executives and corporate professionals. Up to 1,000 stand-alone copies are provided with each special section to distribute to whomever you choose!

PAGE COUNT	CAMERA-READY ART
8 Pages	\$15,000
16 Pages	\$20,000

\*Published rates do not include charges for additional work needed to prepare advertisements for printing. Preparation work performed by the publisher will be billed as an additional charge.



# COVER TIPS-ONS AND OUTSERTS

A cover-tip or loose outsert in a clear polybag will capture your prospects' attention before they even open their issue!

## COVER-TIP SPECIFICATIONS

### TWO PAGE COVER-TIP

<b>Max. Size</b>	7.5" W x 5.5" H
<b>Min. Size</b>	5" W x 5" H
<b>Stock</b>	100 lb. text
<b>Max Weight</b>	Single sheet (2 pgs)

## OUTSERT SPECIFICATIONS

### TWO- OR FOUR-PAGE OUTSERT

<b>Max. Size</b>	7.625" W x 10.25" H
<b>Min. Size</b>	6" W x 8" H
<b>Stock</b>	120 lb. text stock
<b>Max Weight</b>	Two 2-sided outserts (4 pgs)

## PLEASE NOTE

2-page and larger outserts must be delivered folded. Contact the sales team for more information regarding due date and address for delivery of materials.

## MECHANICAL SPECIFICATIONS

**Magazine Trim Size:** 8.375" x 10.875"

**Magazine Bleed Size:** 8.625" x 11.125" Crop marks offset .125"

**Live Area:** .25" inside publication trim size

**Color:** CMYK four-color process

## AD SIZES

Unit Size	Bleed		Non-Bleed	
	Width	Height	Width	Height
Full Page	8.625"	11.125"	7.875"	10.375"
1/2 Page Horizontal	8.625"	5.0"	7.875"	5.0"
2/3 Page Vertical	4.75"	9.875"	--	--
1/3 Page Vertical	2.375"	9.875"	--	--
1/3 Page Horizontal	4.75"	4.75"	--	--
1/6 Page Vertical	2.375"	5.0"	--	--
1/6 Page Horizontal	4.75"	2.375"	--	--
2 Page Spread	17.0"	11.125"	--	--

## ISSUANCE AND CLOSING DATES

Issue	ROB Materials	Insert Delivery
February/March	February 2	February 7
April/May*	March 15	March 20
June/July	May 31	June 5
August/September	July 26	July 31
October/November	October 4	October 9
December/January	November 22	November 27

\*Annual AAAE Conference & Exposition issue. Bonus distribution onsite, at minimum, is 250 copies.



## 2024 EDITORIAL CALENDAR

### FEBRUARY/MARCH ISSUE

Current and developing technologies that advance airport efficiency, operations, safety and management goals. Other topics include airport capital improvement projects and workforce development.

### APRIL/MAY ISSUE

This issue will highlight AAAE's 96th Annual Conference & Exposition in Nashville, April 28-30, 2024. It will include AAAE's Annual Report, as well as features on airport operations (both landside and airside).

### JUNE/JULY ISSUE

Non-aeronautical revenue sources at airports such as parking, special events, land/facility rentals, real estate and more. Other topics will review technology advances, airport security, and customer service enhancements.

### AUGUST/SEPTEMBER ISSUE

Airport emergency management, including ARFF, other emergency services procedures and airport operations; updates on UAS and Advanced Air Mobility; and broadening revenue opportunities through concessions.

### OCTOBER/NOVEMBER ISSUE

A focus on sustainability and sustainable aviation fuel; a deep dive into airport's social media accounts and how it impacts customer service, as well as a focus on concessions.

### DECEMBER/JANUARY 2025 ISSUE

Airport architecture/engineering and development are reviewed in this issue, including methods, procedures, and customer service. Other topics will include diversifying the workforce to meet future employment requirements, meeting new customer expectations, and incorporating security enhancements in new designs.



# NEW! AIRPORT MAGAZINE PACKAGE

Maximize your exposure by leveraging print and digital advertising options! Purchase a full or 1/2 page print ad and get a digital ad featured in our new issue alert email and on the *Airport Magazine* landing page on [AAAE.org](http://AAAE.org).

## AD SIZE

Issue Alert Ad Size: 600 x 90 px  
AAAE.org Ad Size: 534 x 295 px

**Availability is limited so email our sales team to learn more and reserve!**

## AD SUBMISSION

PDF ad files may be emailed to Lisa Williams at [artworksub@aaae.org](mailto:artworksub@aaae.org).

Include company name in the submission

- All images must be high-resolution at 300 dpi
- Convert RGB or PMS spot colors to CMYK four-color process
- All fonts must be embedded
- All bleeds should be .125" and crop marks offset .125"

## QUESTIONS?

Contact Lisa Williams at  
[Lisa.Williams@aaae.org](mailto:Lisa.Williams@aaae.org)  
571.560.1765

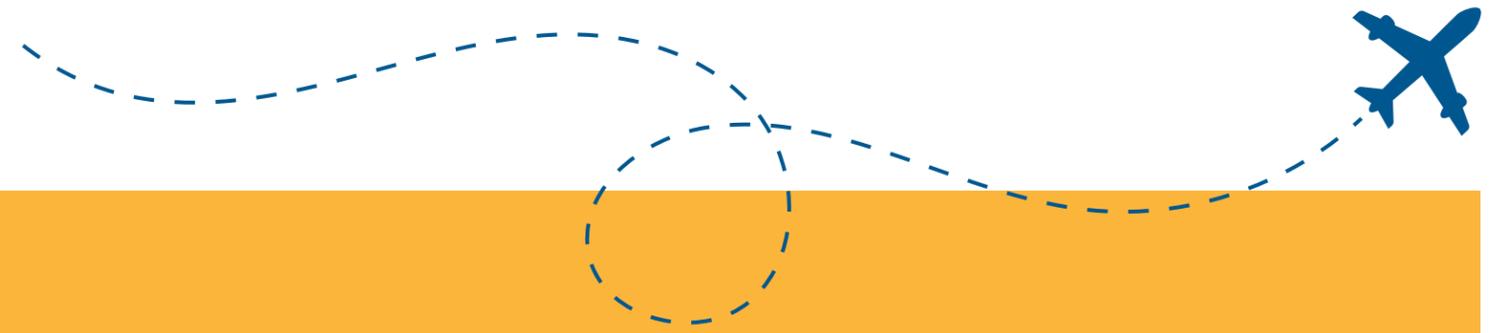
## CONDITIONS

- 1 Publisher shall not be responsible for claims made in advertisement, and advertiser shall indemnify and hold the publisher harmless from liability of any kind arising from such claims, including reasonable attorneys' fees and all other associated costs of litigation.
- 2 Publisher shall not be responsible for errors caused by printer.
- 3 Cancellations will not be accepted after order closing date and none may be considered executed unless acknowledged by the publisher.
- 4 Advertisers and advertising agencies jointly and severally agree to be responsible for payment to the publisher for all advertising space purchased. Disclaimers are not permitted.
- 5 All advertisements are subject to approval by the publisher.



**"Airport Magazine** is a great publication for all airport and aviation leaders and all personnel. I can keep up on industry insights, best practices from other airports and regulatory updates. It is also a good place for networking opportunities to reach out to other industry leaders and make a connection. *Airport Magazine* is a valuable resource for staying informed in our aviation sector."

**Trudy Wassel**  
Deputy Airport Manager  
Ted Stevens Anchorage International Airport





# AMERICAN ASSOCIATION OF AIRPORT EXECUTIVES ONLINE NETWORK

AAAE.org offers the latest airport news and research, and a full slate of aviation industry resources viewed by thousands daily. Contact us to discuss customized online advertising packages tailored to meet your budget!

## US AVERAGE MONTHLY STATISTICS

# 44,000

Unique Visitors

# 280,000

Impressions

## BASE RATES

**Large Rectangle Ads:** \$3,000 per month; 2 available

**Large Rectangle Ads Video:** \$4,000 per month; 1 available

**Half-Width Ads:** \$4,000 per month; 2 ads available

## SIZES AND SPECIFICATIONS

<b>Large Rectangle Ads:</b>	534 x 295 px
<b>Large Rectangle Video*:</b>	534 x 295 px
<b>Half-Width**:</b>	567 x 590 px
<b>File Format:</b>	GIF, JPEG, PNG, Max File Size: 200KB

- Animation cannot continue past 3 loops
- Frame rate must not exceed 24fps
- Creative is required for testing 5 days in advance

\*Only one video can be run at a time. Must be provided as an .mp4 file and cannot exceed 15 seconds.

\*\*Half-width ads provide room for brief description to appear on the side. Characters are limited to no more than 300.

Email artwork to Danielle Whalen at [danielle.whalen@aaae.org](mailto:danielle.whalen@aaae.org).

## COMING IN EARLY 2024

We are expanding our digital ad offerings beginning in February 2024, including audience targeting and more ad placements throughout AAAE.org. Stay tuned for more information!

# AVIATION NEWS TODAY



Our daily newsletter covers everything from the skies to the tarmac and beyond.

**98%**  
Deliverability

**15%**  
Unique Open Rate

**19,000**  
Distribution

**8.25%**  
Average CTR

## SIZES AND SPECIFICATIONS

<b>Ad Size:</b>	600 x 90 top \$3,000 per month
<b>Large Rectangle Ad Video:</b>	600 x 90 \$2,000 per month
	File Format: JPG, PNG

## TARGETING

Looking for a specific audience? Target your ad to one of the following:

- Location
- Area of interest
- Title

\$2,000 per month add-on fee. Limited availability.

Email artwork for *Aviation News Today* to Danielle Whalen at [danielle.whalen@aaae.org](mailto:danielle.whalen@aaae.org).

All digital ad runs cannot exceed 90 consecutive days. Additional ad spots may be purchased after a 30-day period; creatives cannot be reused.

**PRESS RELEASES,  
EDITORIAL  
MATERIALS**

**EDITOR/ PUBLISHER**

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SALES**

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Danielle.Whalen@aaae.org

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MEMBERSHIP**

**ASSOCIATE VICE  
PRESIDENT,  
MEMBERSHIP**

**Jennifer Richards**  
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703.575.2479



**“As an organizational decision maker** and an active industry player, I use *Airport Magazine* to stay updated on our industry’s current events, best practices and solutions to common problems. I appreciate the quick reads and updates and always find takeaways in the detailed case studies or interviews. *Airport Magazine* offers more value than any other publication I read and seems to get even better every year”

Tyler Miller, A.A.E., ACE  
Deputy Director of Aviation  
Corpus Christi International Airport

**AIRPORT MAGAZINE ADVERTISING SALES**

**VICE PRESIDENT, CORPORATE  
ENGAGEMENT AND PARTNERSHIPS**

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