

NOT JUST ANOTHER AVIATION MAGAZINE

The premier multimedia platform for international corporate decision-makers interested in business aircraft.

A Learjet 45 XR aircraft is shown in flight, banking to the left. The aircraft is white with a dark engine nacelle. The background is a vast, hazy landscape of rolling hills or mountains under a warm, golden light, suggesting a sunset or sunrise. The aircraft's wings are spread wide, and its tail is visible.

# Getting Down to Business

EMEA & Asia



## Bringing together Business Aviation and Business Leaders

*FlyCorporate EMEA & Asia* is the premier multimedia publication for international operators and users of corporate aircraft.

We believe the evolving world order demands that news, analysis and information be delivered quickly and easily across multiple platforms to ensure that audiences receive only the information they want, only when they want it and in the way they prefer to receive it. Other publications will promise to deliver your message to an audience. *FlyCorporate* guarantees that we'll deliver your message to a targeted and information hungry audience...FIRST and with impact!

Via print, digital, video, podcasts, tweets, forums, modules and apps, *FlyCorporate* promotes aircraft as an important business tool, providing information on issues ranging from developing a business case, assessing aircraft models, financing and insurance, to avionics and engine technology, charter, ownership and more.

Multi-channel communications. Rich content. Creative collaborations. Multiple opportunities to spread your marketing message to our influential readership.

Get ready to take off!

**Taunya Renson-Martin**  
Editorial & Publishing Director

“ Thank you for the magazine! I love the “Ask an Expert” section and aircraft news. ”

David, Pilot

**To place an ad, contact me:**  
Office: +32 9 243 60 11  
Mobile: +32 475 604 096  
E-mail: [taunya.renson@flycorporate.com](mailto:taunya.renson@flycorporate.com)

“

*FC is a simply great magazine. We have it available in our FBO crew and PAX lounges, and it is very popular among all who read it.*”

*Jan, FBO Handling Agent*

## FC Magazine Readership

*FlyCorporate EMEA & Asia reaches the Aircraft Operators, Chief Pilots, Board Members, CEOs, Presidents, COOs, CFOs and Senior Management Teams of successful international corporations.*

<b>FlyCorporate Readership by Function</b>	<b>%</b>
Corporate Decision Maker (Board Member, CxO, MD, President, VP)	43%
	Aviation-related business 20%
	Non-Aviation-related business 80%
General Management (Business Dev., Marketing, PR, Technical, Sales)	29%
Director	15%
Pilot	5%
Administration/Crew	5%
Editor/Journalist	2%
Airport/FBO Manager	1%

## Printed Edition

Circulation per issue: 9,682  
Total readership per issue: 29,046

## Digital Edition

Circulation per issue: 6,944

“ “  
Online newsfeeds and podcasts are great. ” ”

Nicholas, Industrial Designer



## Online Readership info

Digital Readership by Function	%
Director	33%
Corporate Decision Maker (Board Member, CxO, MD, President, VP)	32%
General Management (Business Dev., Marketing, PR, Technical, Sales)	21%
Administration/Crew	6%
Pilot	5%
Airport/FBO Manager	2%
Editor/Journalist	2%

Average # of pageviews per month: 25,000

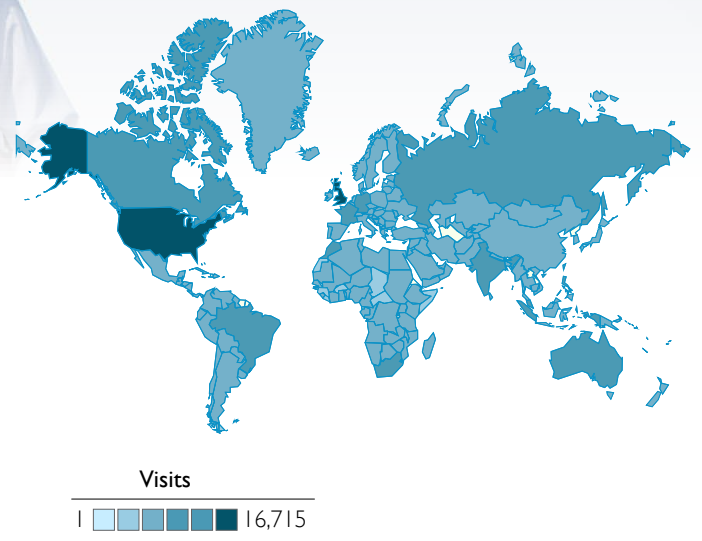
Average # of pages visited per visit: 2.34

Top five content pages visited in order from greatest number of visits (in 2011):

1. FlyCorporate Homepage
2. FlyCorporate News
3. FC Business Aircraft Gallery
4. FlyCorporate Contact Page
5. FlyCorporate Magazine



## Online Readership by Country



### Top 20 Locations of Online Visitors

United States
United Kingdom
France
Germany
Belgium
Canada
Switzerland
Russia
Brazil
Italy
Spain
United Arab Emirates
Netherlands
Denmark
India
Australia
Turkey
Sweden
Portugal
Poland

“ I really enjoy the ISSUU digital format, by far the best way to showcase your publication in a user-friendly format! ”

Jane, Programme Manager



“  
Excellent publication!”  
”

Fiona, Corporate Decision Maker



## Creative Specifications FlyCorporate EMEA & Asia magazine

FC EMEA & Asia will issue 4 editions in 2012, to coincide with key aviation events including the **Asian Business Aviation Conference & Exhibition (ABACE)**, the **European Business Aviation Conference & Exhibition (EBACE)**, the **National Business Aviation Association (NBAA) Meeting & Convention**, and the **Middle East Business Aviation Show (MEBA)**. Please see our editorial calendar on the last 2 pages for more details.

### Double Page

<b>Trim:</b> H 285 x W 440 mm 11¼" x 17½"	<b>Bleed:</b> H 295 x W 450 mm 11¾" x 17¾"
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### Full Page

<b>Trim:</b> H 285 x W 220 mm 11¼" x 8¾"	<b>Bleed:</b> H 295 x W 225 mm 11¾" x 9"
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### Half Page

Horizontal:	Bleed	Vertical:	Bleed
H 142 x W 220 mm 5¾" x 8¾"	148 x 225 6" x 9"	H 285 x W 110 mm 11¼" x 4¼"	295 x 115 11¾" x 4½"

### Quarter Page

Horizontal:	Bleed	Vertical:	Bleed
H 70 x W 220 mm 2¾" x 8½"	75 x 225 3" x 8¾"	H 142 x W 110 mm 5¾" x 4¼"	148 x 115 6" x 4¾"

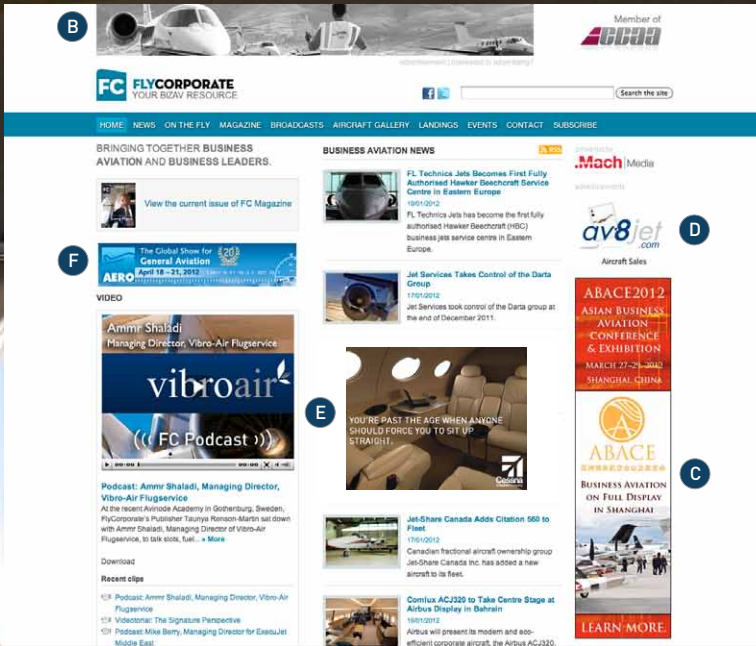
### Mail ad materials to:

.Mach Media  
Technologiepark 3  
B-9052 Ghent  
Belgium  
T: +32 9 243 6011  
F: +32 9 243 6006

### Or upload to:

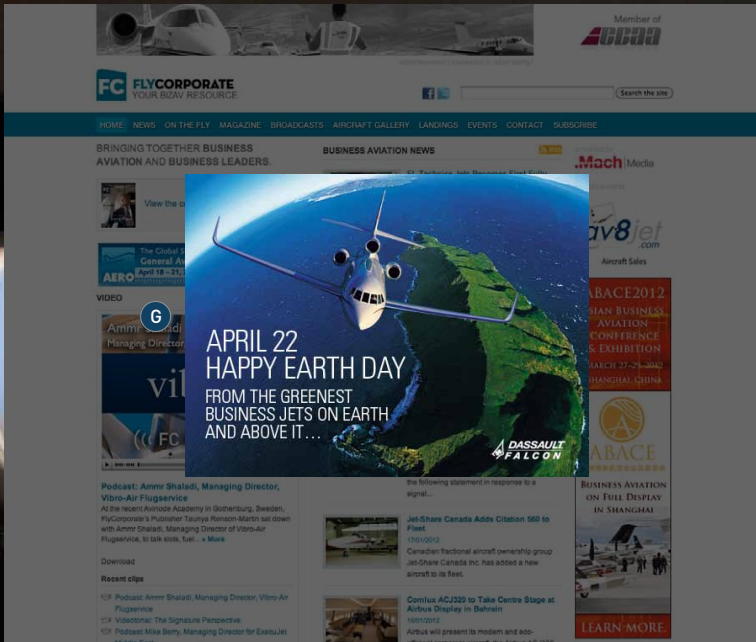
<http://machmedia.wetransfer.com>

If file size does not exceed 8 Mb, ad materials can be e-mailed to [advertising@flycorporate.com](mailto:advertising@flycorporate.com)



“Very good overall quality! Keep on feeding us!”

Philippe, Flight Support Specialist



## Creative Specifications FlyCorporate Digital Media

### Weekly Newsfeeds **A** Static (gif or jpeg)

FlyCorporate's weekly newsfeed arrives via email and provides a quick round-up of weekly industry developments.

### On the Fly eNewsletter **B** + **C** Static (gif or jpeg)

Our monthly eNewsletter is distributed to subscribers via email, and an Adobe Acrobat PDF version is downloadable from [www.flycorporate.com](http://www.flycorporate.com)

### www.flycorporate.com **B** + **C** + **D** Static or animated (gif, jpeg or swf)

Our online portal is enhanced with dynamic features including high-definition videos and podcasts and a comprehensive photo gallery of business aircraft models.



**A**

Newsfeed Ad  
380 x 72px



**B**

Banner Ad  
728 x 90px



**C**

Skyscraper Ad  
160 x 600px



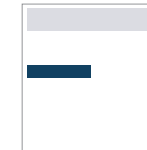
**D**

Button Ad  
160 x 125px



**E**

Quad Button Ad  
320 x 250px



**F**

Banner Ad  
330 x 72px



**G**

Lightbox  
Static or Video  
480 x 360px

### Lightbox Video Ads **G**

Displays high-quality streaming video in a 480x360 overlay ad  
Technical details on request - Animation: 30 seconds max. 4:3 Aspect Ratio

### Pre-Roll and Post-Roll Video Ads

Displays high-quality streaming video in a 320x240 ad prior to or upon completion of FlyCorporate online video content  
Technical details on request - Animation: 30 seconds max. 4:3 Aspect Ratio

Ad material deadlines for digital media: 2 business days prior to campaign start date.  
Max file sizes: Gif/Jpeg 80 KB, Flash 200KB (may not exceed 24 fps)

“  
I just wanted to say a big thank you for bringing us all those leads. I hope they enjoyed their time at our stand and learned a little more about what we do.”

James,  
International Manager for a leading communications  
and flight operations support company.

## FlyCorporate EBACE Delegate Tour A Value Added Benefit for Advertisers

When we say 'bringing together business aviation and business leaders', we mean it quite literally.

Since its inception, FlyCorporate has hosted FC readers, who either own and operate or are interested in owning and operating business aircraft, for an entire day at the European Business Aviation Conference & Exhibition (EBACE).

FC Delegates are led on a full-day VIP tour, which includes small group meetings, receptions and a lunch **only with FlyCorporate advertisers**. This has proven to be a perfect opportunity for current and potential operators to ensure they have a chance to meet with key business aviation companies to ask questions and receive documentation, have a private aircraft tour and get to know key figures within the industry - perhaps more so than if they had approached the advertiser's busy booth alone.

Participation in the FC Delegate tour is **FREE** to all EBACE advertisers. If you are interested, contact [taunya.renson@flycorporate.com](mailto:taunya.renson@flycorporate.com).



ISSUE #	INSERTION/EDITORIAL DEADLINE	DELIVERY DATE	EDITORIAL FEATURE	2012
On the Fly e-Newsletter 40	January 5	January 12	<ul style="list-style-type: none"> <li>State of the Industry – Trends, Analysis and Predictions</li> <li>Landings: Montreal</li> </ul>	
On the Fly e-Newsletter 41	February 2	February 9	<ul style="list-style-type: none"> <li>Bizjet Development Update</li> <li>Landings: Copenhagen</li> </ul>	
On the Fly e-Newsletter 42	March 1	March 8	<ul style="list-style-type: none"> <li>Corporate Helicopter Market Update</li> <li>Landings: Tokyo</li> </ul>	
<b>FlyCorporate Magazine EMEA &amp; Asia Print Issue 13 Asia Special</b> *Extra distribution at ABACE March 27-29, 2012 - Shanghai	February 21	March 27	<ul style="list-style-type: none"> <li>The 'Turboprop'osition</li> <li>Registering aircraft and getting started in China</li> <li>Emerging markets and the infrastructure challenge</li> <li>Pilot Training</li> <li>Landings: Tokyo</li> </ul>	
On the Fly eNewsletter 43	April 5	April 12	<ul style="list-style-type: none"> <li>Aircraft Registration and VAT issue</li> <li>Landings: Malta</li> </ul>	
On the Fly eNewsletter 44	May 3	May 10	<ul style="list-style-type: none"> <li>What to expect from your Aircraft Management company</li> <li>Landings: St. Tropez</li> </ul>	
<b>FlyCorporate Magazine EMEA &amp; Asia Print Issue 14</b> *Extra distribution at EBACE May 14-16, 2012 - Geneva	April 9	May 14	<ul style="list-style-type: none"> <li>Operating in Europe</li> <li>Groundbreaking business aviation technology</li> <li>Completions</li> <li>Final prep for the Summer Olympics</li> <li>Landings: St. Tropez</li> </ul>	
On the Fly eNewsletter 45	June 7	June 14	<ul style="list-style-type: none"> <li>Aircraft Maintenance: retaining the asset value</li> <li>Landings: Johannesburg</li> </ul>	

[www.flycorporate.com](http://www.flycorporate.com)

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On The Fly eNewsletter 46	July 5	July 12	<ul style="list-style-type: none"> <li>Contract Flight Attendants</li> <li>Landings:Thessaloniki</li> </ul>	
On the Fly eNewsletter 47	August 9	August 16	<ul style="list-style-type: none"> <li>Insurance</li> <li>Landings: Oslo</li> </ul>	
On the Fly eNewsletter 48	September 6	September 13	<ul style="list-style-type: none"> <li>Pre-owned Market</li> <li>Landings: Glasgow</li> </ul>	
On the Fly eNewsletter 49	October 4	October 11	<ul style="list-style-type: none"> <li>Catering &amp; Food Safety</li> <li>Landings: Miami</li> </ul>	
<b>FlyCorporate Magazine EMEA &amp; Asia Print Issue 15</b> *Extra distribution at NBAA 2012 Convention Oct 30-Nov 1, Orlando	September 25	October 30	<ul style="list-style-type: none"> <li>Light Aircraft Market</li> <li>Helicopter Maintenance</li> <li>Charter Brokers</li> <li>Refurbishment</li> <li>Intl Trip Planning Resources</li> <li>Landings: Miami</li> </ul>	
On the Fly eNewsletter 50	November 8	November 15	<ul style="list-style-type: none"> <li>BizJet Market Forecast</li> <li>Landings: Oman</li> </ul>	
<b>FlyCorporate Magazine EMEA &amp; Asia Print Issue 16</b> *Extra distribution at MEBA 2012 Conference Dec 11-12, Dubai	November 6	December 11	<ul style="list-style-type: none"> <li>Middle East &amp; Africa Bizav Market</li> <li>Midsized &amp; Super Midsized Aircraft</li> <li>Cabin Satcom &amp; Inflight Entertainment</li> <li>Quick Conversions</li> <li>Landings: Oman</li> </ul>	
On the Fly eNewsletter 51	December 6	December 13	<ul style="list-style-type: none"> <li>Biofuels &amp; Jet Engines</li> <li>Landings: Melbourne</li> </ul>	

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