

EUROPEAN BUSINESS AIR NEWS

Pre-owned aircraft advertising 2010

European Business Air News is the leading monthly magazine for business aviation throughout Europe.

It is the only publication with audited distribution that reaches owners and operators of every business aircraft in Europe and the Middle East.

Readers of the September 2009 edition of *EBAN* were responsible for 11,077 aircraft, including 3,151 business jets, 4,690 turbine helicopters and 1,236 twin turboprops. We also distribute copies

through around 73 leading European FBO locations.

If you have aircraft for sale, *EBAN* offers simple, low cost options. Our picture adverts cost only £75 per aircraft per month, and they appear in the printed and digital editions of *EBAN* and on our web site.

Half price display advertising
We offer special rates for larger inventories to be advertised in *EBAN*

Publication dates for 2010

	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Bookings	Jan 25	Feb 22	Mar 22	April 19	May 24	June 21	July 19	Aug 23	Sept 20	Oct 25	Nov 22
Materials	Jan 28	Feb 25	Mar 25	April 22	May 27	June 24	July 22	Aug 26	Sep23	Oct 28	Nov 25
Mailing	Feb 3	Mar 3	Mar 31	April 28	Jun 2	June 30	July 28	Sept 1	Sep 29	Nov 2	Dec 1

SPECIAL RATES for pre-owned aircraft advertising

Space booked

Page £3,221

Magazine page £2,280

Half page £1,748

Junior Magazine page £1,373

Quarter page £987

Column Centimetre £26.00

Picture adverts £75

Print specification

EBAN is printed sheetfed offset onto coated stock, saddle stitched and trimmed to A3 (297mm x 420mm) size.

Advertising materials should be supplied as QuarkXPress 6.0 files, with fonts and images at 300dpi. Other digital formats including high res CMYK pdf or eps files can be accepted, so please call for further information.

Agency discount

Recognised agencies providing finished digital materials may deduct a commission of 15 per cent from the standard rates.

Artwork sizes

	Type area Width x Depth (mm)	Bleed Width x Depth (mm)
Page	273 x 380	303 x 426
Magazine page	217 x 270	
Half page	273 x 187	
Junior Mag page	161 x 210	
Quarter page	106 x 232	– Column
	273 x 93	– Strip
	161 x 150	– Square
Single Column	Minimum 51 x 50	

Contact

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