There are many publications serving the business aviation market but there is only one business-to-business magazine that provides the latest news and views on what is happening in the cabin interiors sector: *Business Jet Interiors International*.

Published alongside *Aircraft Interiors International*, the industry-leading title for the commercial aviation sector, *Business Jet Interiors International* is brought to you by the publisher that specialises in the subject of aviation cabin interiors. The industry enjoys its unique style and content, and the magazine is recognised as a vital source of information and market data. With the cabin interior offering of increasing influence in aircraft acquisition decision-making, the magazine has an important role to play within the industry.

Midway through 2020 we extended the *Business Jet Interiors International* media platform with enhanced digital services to support the magazine. The digital delivery of the magazine provides extended content – including audio and video offerings – while our new webinar and podcast services can provide the opportunity for presentations and panel discussions that deliver a message directly to a carefully targeted audience, during a period when tradeshows are not happening.

**The key areas of business covered are:**

**Business Jet Interiors International**

- Completions and refurbishment
- Cabin management systems
- IFE and communications
- Textiles and leather
- Seating
- Lighting
- New concepts
- Catering and galleys
- Lavs
- Interior design
- Flooring
- Bespoke fittings
- Cabin hygiene
- Market trends/analysis

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**www.businessjetinteriorsinternational.com**

*GUIDING THE INDUSTRY THROUGH RECOVERY*
Circulation

Business Jet Interiors International is distributed to a unique circulation database accounting for more than 6,000 copies worldwide. The magazine is circulated to corporate fleet operators and multiple independent owners globally, and every single major and minor private charter operator. This is backed by distribution to completion centres, design houses and, of course, to aircraft manufacturers themselves.

Business Jet Interiors International is distributed globally, not just to the long-established US market, followed by Europe and the Middle East, but very importantly, to the fast-developing Asian market. We can help you get your message in front of buyers and decision-makers worldwide.

Business Jet Interiors International will also be distributed at Aircraft Interiors Expo in Hamburg, NBAA-BACE, EBACE and on alternate years at MEBAA.

Business Jet Interiors International is a sister publication to leading industry magazine Aircraft Interiors International.
www.businessjetinteriorsinternational.com and sponsorship opportunities

The Business Jet Interiors International website features weekly industry news updates, blogs and access to the latest issue.

www.businessjetinteriorsinternational.com provides the opportunity for select advertisers to secure one of a limited number of sponsorship banners for a 12-month period.

The website also hosts the Business Jet Interiors Supplier Spotlight. This directory, exclusive to magazine advertisers, is a comprehensive listing of leading cabin system suppliers. Each company listed can display a 200-300-word company profile, along with images and contact details.

Rates (hosted for a 12-month period)

- **Head-of-page lead banner**  £10,450
- **Base-of-page lead banner**  £8,950
- **Junior banner**  £7,200
- **Supplier Spotlight**  £1,350

Key news stories, jobs and blogs of the week are emailed to the entire Business Jet Interiors International database each and every week, ensuring the website achieves excellent industry penetration.

There is an opportunity to place a banner advertisement with our weekly news emailer service for a limited number of advertisers, which is mailed out to the entire database over 50 times per year. Advertisements start from **£7,500** per year, subject to positional availability.

Advertisers also have the opportunity to have an email blast sent to our circulation database, with a personalised message; prices on request.

MA Business Ltd,
Hawley Mill, Hawley Road, Dartford,
Kent, DA2 7TJ, United Kingdom.

Email: simon.hughes@markallengroup.com
Tel: +44 (0)1322 464728
Web: www.markallengroup.com
Advertisement rates

<table>
<thead>
<tr>
<th>2021</th>
<th>Double-page spread</th>
<th>Full page</th>
<th>Half-page</th>
</tr>
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<tbody>
<tr>
<td>1 insertion</td>
<td>£7,800</td>
<td>£5,350</td>
<td>£4,050</td>
</tr>
<tr>
<td>2 insertions (per insertion)</td>
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</tr>
<tr>
<td>4 insertions (per insertion)</td>
<td>£6,630</td>
<td>£4,550</td>
<td>£3,450</td>
</tr>
</tbody>
</table>

Special positions available (covers, facing contents, etc.)

Mechanical details

**Proof:**  Match print or high-resolution colour copy

**Double-page spread trim size** 450mm (W) x 280mm (H); 17.717in x 11.024in

**Page trim size:** 225mm (W) x 280mm (H); 8.858in x 11.024in

**(Full-page ad)** (Bleed size: 231mm x 286mm)

**Text area:** 195mm (W) x 250mm (H); 7.677in x 9.842in

**Half-page size:** 195mm (W) x 125mm (H); 7.677in x 4.921in

All advertising material should be supplied in an electronic format
2021 publication and feature programme

April 2021       Focus on Europe’s top VIP aircraft interior designers
EBACE 2021 preview*
Cabin innovations showcase
Cabin materials review, including textiles and leather
Inflight entertainment and communications
**Copy deadline: 3 March 2021**

July 2021       Business Jet Interiors Zone at AIX Hamburg preview*
Seating
Lighting
VIP completion houses
**Copy deadline: 16 June 2021**

September 2021  NBAA-BACE preview and show issue*
Focus on North America’s top VIP aircraft interior designers
Cabin air quality
**Copy deadline: 18 August 2021**

January 2022    Supplier showcase and annual review
(4-page package £5,500, 2-page package £4,325)
Galley equipment
Cabin innovations: 2021 highlights
**Copy deadline: 17 November 2021**

*Show preview issues include extra distribution at those events

The feature programme will be subject to change during the year, so please contact a member of the sales team for the latest programme.

If you currently receive the magazine on a regular basis, you must REGISTER to continue to do so. This can be done online by visiting:
www.magupdate.co.uk/magazine-subscription/pbji

www.businessjetinteriorsinternational.com
GUIDING THE INDUSTRY THROUGH RECOVERY
Digital edition sponsorship

Premium opportunity

In July 2020, Business Jet Interiors International launched its all-new digital edition. This fully interactive, smart-device-optimised interface has already created a large increase in the number of readers choosing to access Business Jet Interiors International digitally. For the first issue with the new digital delivery (July 2020) there were 3,385 issue visits and 28,401 page views.

The digital platform provides a richer editorial experience through added audio and video content, as well as extra words and images in certain articles. However, the opportunities for enhanced content aren't just limited to editorial. Each edition, one print advertiser, on a first-come-first-served basis, will be able to secure the position of our Digital Edition Sponsor. This premium advertising opportunity will consist of the following forms of digital promotion:

1) A ‘presentation page’ ad. This full-page ad will appear directly opposite our front cover on the digital PDF replica of the issue
2) Two ‘interstitial ads’. These ads pop up automatically between pages as you flick through the digital edition. These will be mirrored by ‘lily ads’ that appear in the Smart View, optimised for mobile devices
3) A logo in the email blast sent by Business Jet Interiors International on digital publication
4) The opportunity to augment ads with video content
Webinars
As of 2020, Business Jet Interiors International is offering an end-to-end digital webinar service that includes:

- Audience marketing and engagement
- Webinar delivery support
- Video and audio hosting (live and/or pre-recorded)
- Full lead generation and audience follow up

Delivered by the market-leading webinar team at publisher Mark Allen Business, with proven lead generation, webinars can help you to share your industry expertise with new and existing clients.

Podcast
Sponsorship opportunities are now available for the monthly Business Jet Interiors International Podcast. Sponsors will get:

- An exclusive interview on the podcast with a key technical representative
- Opportunity to nominate an industry representative on a further podcast(s)
- A logo included in a prominent position on the email sent to our entire database, for each episode sponsored
- A name check at the beginning and end of each podcast
- Opportunity for direct lead generation via online poll, connected to podcast content
- A news story on the Business Jet Interiors International website to tie-in with the launch of each podcast
- Opportunity to have issues explored in the podcast featured in Business Jet Interiors International magazine