2022 media and advertising data
Business Jet Interiors International is the perfect platform to get your message in front of the industry as the uncertainty of the last couple of years continues to settle into a new landscape with fresh opportunities. It is the only business-to-business magazine that focuses purely on the business jet cabin interiors sector.

During the pandemic, the magazine has kept readers abreast of all the latest innovations, covering everything from cabin hygiene to air quality, lighting, IFEC, seating and soft furnishings. It provided a platform to discuss key issues such as sustainability and the potential lasting impacts of COVID-19 on design; and presented inspiring designs, including for supersonic and space-going vehicles.

2022 will be an important year for readers, building on developments such as the return of in-person tradeshows; major OEM airframe launches; and market reports of growth. For example, Asset Insight revealed record business aircraft sales demand in Q3 2021 – 68% above Q2 2021. GAMA’s report for the first six months of 2021 noted growth in deliveries compared with the same period of 2020 – an 8.2% increase for business jets, 45.4% increase for turboprops and 12.3% rise for piston aircraft. IADA’s Q3 market report showed a 20-30% increase in sale prices for used business aircraft. Meanwhile, reporting on the performance of its on-demand services in the first half of 2021, business flight services group Vista Global Holding noted a year-on-year increase of 67% in global flight hours across its operating companies. In Q2 2021 Vista registered demand “over and above pre-pandemic flying”.

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 aviation cabin interiors. The magazine is recognised as a vital source of information and market data. With the cabin interior being a vital part of aircraft acquisition decision-making, the magazine has an important role to play within the industry.

Business Jet Interiors International maintained its publishing frequency through the pandemic and expanded its digital services, for example by adopting a new digital edition platform. The digital edition provides extended content – including audio and video offerings – while our new webinar and podcast services provide the opportunity for presentations and panel discussions that deliver a message directly to a carefully targeted audience.

The key areas of business covered are:
- Bespoke fittings
- Cabin hygiene
- Cabin management
- Catering and galleys
- Completions and refurbishment
- Flooring
- IFE and communications
- Interior design
- Lavs
- Lighting
- Market trends/analysis
- Seating
- Textiles and leather

www.businessjetinteriorsinternational.com

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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.

*CIRCULATION BY INDUSTRY TYPE*

- **Private charter and fleet operators**: 60%
- **Completion centres**: 5%
- **Design houses**: 7%
- **Manufacturers**: 28%

*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.
Advertisement rates

<table>
<thead>
<tr>
<th>Year</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>
<td>£7,020</td>
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<td>3 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
2022 publication and feature programme

March/April 2022
- EBACE preview*
- Business Jet Interiors Zone at AIX Hamburg preview*
- Europe’s top VIP aircraft interior designers
- Hygiene products
- Cabin materials review, including textiles and leather
  Copy deadline: 2 March 2022

July 2022
- Seating
- Lighting
- VIP completion houses
  Copy deadline: 15 June 2022

September/ October 2022
- NBAA-BACE preview*
- MEBAA preview*
- North America’s top VIP aircraft interior designers
- Cabin air quality
- Inflight entertainment and communications
  Copy deadline: 24 August 2022

January 2023
- Supplier showcase and annual review
  (4-page package £5,500, 2-page package £4,325)
- Galley equipment
- Cabin innovations: 2022 highlights
  Copy deadline: 16 November 2022

*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
Digital edition sponsorship

Premium opportunity

In 2020, Business Jet Interiors International launched its all-new digital edition. This fully interactive interface, optimised for smart devices, has already created a large increase in the number of readers choosing to access Business Jet Interiors International digitally. The new digital platform has been welcomed by the industry with an average of just over 7,500 issue visits and 50,000 page views per issue.

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

*Business Jet Interiors International* is now 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