ABSTRACT

MRO BUSINESS TODAY

The objective of MRO Business Today is to reach the global MRO professionals and educate them with the latest information from the MRO industry, latest trends in aerospace technology and upcoming events in the aviation industry.

MRO Business Today is a premier industry fortnightly digital e-News Magazine that is distributed to 17,834* high profile MRO professionals worldwide. Apart from giving the latest news related to Aerospace MRO industry, we at MRO Business Today also treat our readers with exclusive interviews and feature stories. It generates worldwide readership through its website (www.mrobusinesstoday.com). Our digital magazine finds its way directly to their mail boxes every fortnight with all the relevant and latest news from the MRO Industry.

*Audited figure as on 15th August, 2019
DIGITAL E-MAGAZINE ADVERTISING OPPORTUNITIES

The marketplace is flooded with zillions of marketing messages all striving for attention. It’s vital that your marketing spend provides the best Return on Investment. MRO Business Today couples the strength of its industry leading e-news magazine, with well-considered online mediums to cross promote products and reach the industry from all angles.

MRO Business Today issues are published in a ‘Reader & Device Friendly’ format. Use MRO Business Today as your marketing / advertisement / publicity vehicle as the most effective medium to reach out to decision makers of MRO industry globally.
READERS PROFILE IN BRIEF

Asia Pacific 31.45%
North America 28.72%
Europe 26.33%
Africa 6.75%
Australasia 4.55%
Rest of the world 2.20%
### Industry Sectors

<table>
<thead>
<tr>
<th>Sector</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>OEMs, System Suppliers, Third Party Independents etc.</td>
<td>26.83%</td>
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<tr>
<td>Airlines MRO</td>
<td>24.07%</td>
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<tr>
<td>Defence MRO (Air Force, Navy, Army and allied bodies)</td>
<td>15.53%</td>
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<tr>
<td>Government and Regulatory Bodies</td>
<td>10.31%</td>
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<tr>
<td>IT and Service Providers</td>
<td>9.08%</td>
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<tr>
<td>Aerospace Logistics Companies</td>
<td>8.02%</td>
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<tr>
<td>Associations, Aviation Education, Employment and Training Services</td>
<td>2.15%</td>
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<tr>
<td>PR, Advertising &amp; Marketing Services</td>
<td>2.08%</td>
</tr>
<tr>
<td>Aeronautics Financial Services/Investment</td>
<td>1.93%</td>
</tr>
<tr>
<td>MONTH</td>
<td>TOPICS</td>
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<td>---------------------------------------------------------</td>
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<tr>
<td>JANUARY</td>
<td>1. Block chain and digitisation in Aerospace MRO</td>
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<td>15. MRO opportunities in 2019</td>
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<td></td>
<td>15. MRO for Safe Skies</td>
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<td>MARCH</td>
<td>1. Predictive Maintenance</td>
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<td></td>
<td>15. Big Data and Artificial Intelligence</td>
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<tr>
<td>APRIL</td>
<td>1. Cyber Threat / Threat Data Management</td>
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<td></td>
<td>15. Aerospace MRO (Back to basics)/Engine, line, base,</td>
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<td>component MRO</td>
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<td>MAY</td>
<td>1. Aerospace Logistics</td>
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<td>15. UAS (Unmanned Artificial Satellites)/Drones/Air</td>
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<td>Taxis - Step into the future</td>
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<td></td>
<td>15. The tangle of AME training and skilled labour shortage</td>
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<td></td>
<td>15. Independent MROs – The Ups and Downs</td>
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</tbody>
</table>
The Fuselage (Composite repair and paint technology)

1 August

Simulator Innovation

15 August

IFE (Inflight Entertainment)

1 October

Defence MRO

15 October

MRO Facility Visit – Special Edition

1 November

Increasing OEM Involvement in Aftermarket

1 December

MRO Mergers and Acquisitions of 2020

15 November

Aircraft Leasing (Lessors Special)

15 December

Fleet and MRO Market Forecast 2021

Aviation & Environment (Biofuel, electric planes etc)

1 September

Cabins and Aircraft Interiors

15 September

Editorial Calendar

07
ADVERTORIAL PER PAGE  $3,200  
Material High resolution (TIFF, PDF, EPS, CDR)

HTML MAILER  $1,500

Publication Size 210mm(W) x 297mm(H)

FULL PAGE 210mm x 297mm
HALF PAGE (H) 183mm x 136.5mm
HALF PAGE (V) 90mm x 254mm
QUARTER PAGE 90mm x 127mm
STRIP AD (H) 181mm x 55mm

COVER PAGE PREMIUM  
210mm(W) x 255mm(H)  
$6,600

Material: High resolution (TIFF, PDF, EPS, CDR)

*Monthly Rates
WEB ADVERTISING
SPECIFICATIONS

Material SWF, GIF or JPEG files of not more than 35KB

LEADER BOARD
728px x 90px
$1,800

PEEL OFF BANNER
300px x 300px
$1,600

HORIZONTAL BANNER
728px x 90px
$1,500

SQUARE
300px x 250px
$1,400

WIDE SKYScraper
160px x 600px
$1,600

SQUARE
300px x 250px
$1,400

RECTANGLE
300px x 170px
$1,200

SQUARE
300px x 250px
$1,400

FIXED WEBSITE BANNER
1200px x 600px
$2,500

WEBSITE TRAFFIC*

Session 36,345
Page Views 2,19,130

Users 27,731

*Monthly Rates

*Audited figure from 1st Jan to 31st August, 2019