

# 360° Advertising



This Premium offering forms part of an advertorial purchase and combines social, print and online channels together with Search Engine Optimization to ensure maximum exposure. 360o advertising allows you to send a sophisticated message and increases your brand's visibility to your desired audience by hitting your targets on multiple fronts.

## What's included:

### Print

2-Page advertorial in *CAT Magazine* sent to our 58,800 readers and distributed at our events and partner events; ask your sales contact for more information.



### Digital

2-Page advertorial in digital edition of CAT, along with keywords linking directly to your site.

- Article on civil aviation page of halldale.com with over 5,600 active users
- Covered in e-news, delivered to over 20,900 weekly
- Optional video content featured on the website homepage



### Social

Shared on our Twitter, Facebook and LinkedIn accounts and groups amounting to 31,500 impressions.



**Create a personalized marketing campaign and benefit from a diverse reach across multiple media outlets (print, digital, email, social and video) along with entering into a partnership with Halldale where we can work with you to ensure full ROI.**

**For a copy of our 360° Marketing media pack please contact:**

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