



**THE JOURNAL
FOR CIVIL AVIATION
TRAINING**



HalldaleGroup


Why Work with CAT Magazine Your Pioneering Marketing Partner




Celebrating over 30 years in the industry, CAT continues to lead the latest thinking, innovation, news and events within the aviation simulation and training global community. From magazines and newsletters, to our website and digital arena to live, virtual and hybrid events –we have the tools, knowledge, connections, and expertise to ensure your brand and services hit the right people at the right time.

We are the world's only B2B publisher dedicated to the civil aviation training market.

- Global digital distribution to 29,442 qualified readers every issue in 200 countries and territories.
- Digital distribution equating to 61k unique website users per quarter, 86k website sessions per quarter, 81k newsletter subscribers, 90k engaged database with up to 45% open rates
- Well known and respected by the global aviation training community for accurate and insightful information.
- Loyal readership: Continuous publication since 1990, produced 4 times per year as an app, online and in print, in addition to a dedicated digital audience.

 **78%** of CAT readers work for an airline or training provider.

 **87%** of advertisers in CAT Magazine re-advertise with us.

For more information or to discuss your marketing plans please contact:

The Americas

Holly Foster

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Europe, Middle East, Africa, Asia and Australasia

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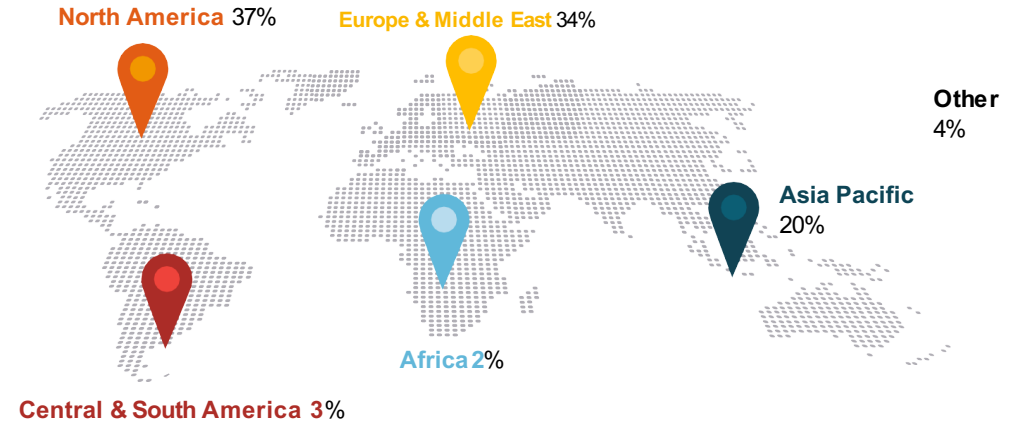
Online Informs, Print Influences

Deliver your message to senior airline training professionals in 200+ countries and territories.

Distribution by Organization

Airlines, Ops, Pilot, Cabin Crew, Maintenance Training	9,500
Third-Party Training Providers	2,838
Training Device Manufacturers	794
Helicopter Operators	1,285
Regulators/Associations/Professional Groups	1,165
MRO Providers	766
Other Organizations	770
Aircraft Manufacturers	778
ATC, Airport, Security & Other	929
Total:	18,825

Distribution by Region



Advertising Rates 2022 CAT Magazine

	US\$	Euro	UK£
Cover Positions			
Inside Front Cover	10,210	8,870	7,850
Inside Back Cover	9,800	8,510	7,530
Outside Back Cover	10,690	9,290	8,220
Internal Page Options			
Double Page Spread	12,550	10,910	9,650
Full Page	8,620	7,490	6,630
2/3 Page	6,040	5,240	4,650
1/2 Page	4,760	4,130	3,660
1/3 Page	3,450	3,000	2,660
1/4 Page	2,590	2,260	1,990
Advertorial Rates			
Double Page Spread	16,500	13,040	12,690
Four Pages	18,850	14,865	14,470
Eight Pages	25,100	19,820	19,285

Loose insert pricing on demand.

Preferred File Format

Acrobat PDF
High resolution/press optimized with all fonts embedded.
All RGB and spot colours should be converted to CMYK.

Other Accepted File Formats

InDesign. Include all corresponding fonts, graphics and images for output.
Photoshop. TIFF, EPS or JPEG format, 300 dpi, CMYK.
Illustrator. Include all corresponding fonts, graphics and photos for output.

Graphics/Images

Please save image files as either a TIFF or EPS, with a resolution of at least 300 dpi and in CMYK format. RGB and spot colours should be converted to CMYK.

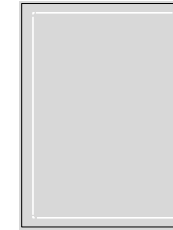
Proof

When emailing the artwork, please attach a low-resolution pdf for proofing purposes.

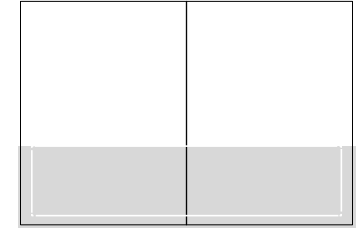
Advertising Specifications



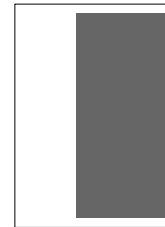
Double Page Spread
412mm x 277mm (trim)
418mm x 283mm (with bleed)
384mm x 254mm (live area)



Full Page, Bleed
212mm x 283mm (with bleed)
206mm x 277mm (trim)
178mm x 254mm (live area)



DPS 2/3 Page Horizontal
412mm x 97mm (trim)
418mm x 103mm (with bleed)
384mm x 85mm (live area)



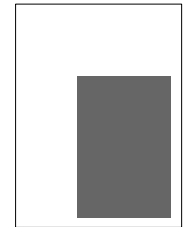
2/3 Page Vertical
116mm x 254mm



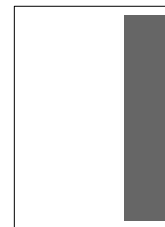
1/2 Page Horizontal
178mm x 124mm



1/2 Page Vertical
85mm x 254mm



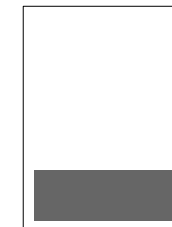
1/4 Page Portrait
116mm x 176mm



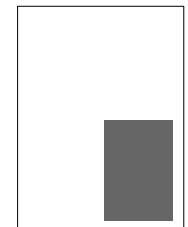
1/3 Page Vertical
57mm x 254mm



1/3 Page Horizontal
178mm x 85mm



1/4 Page Horizontal
178mm x 63mm



1/4 Page Portrait
85mm x 124mm

■ Advert ■ With bleed

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Editorial Schedule 2022 CAT Magazine



Civil Aviation Training (CAT) Sourcebook

In 2022, Halldale Group will launch a compendium of information for the civil aviation training community – the **CAT Sourcebook**. This will be an ideal deskside reference throughout the year, and will be updated twice annually (April for WATS, AAETS and APATS and October for EATS). The CAT Sourcebook will feature interviews with a wide range of industry leaders and stakeholders from around the world, and articles about future directions in training for pilots, cabin crew, maintenance technicians, air traffic management, and other aviation professionals.

The CAT Sourcebook will focus on:

- Key challenges to the training community
- Technology disruptors, such as VR/AR for pilot training
- Innovations
- Best practices
- Essential resources

For a full overview of the topics to be covered in 2022 please visit <https://www.halldale.com/cat-editorial-schedule>

CAT Sourcebook 1/2022

Bonus Distribution at WATS 2022, Orlando, FL, 3rd to 5th May

Advertising Deadline: 30 March 2022

Publication Date: 22 April 2022

CAT Sourcebook 2/2022

Bonus Distribution at EATS 2022, Berlin, Germany, November 2022

Advertising Deadline: 3 October 2022

Publication Date: 21 October 2022

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CAT Advertising Clients include



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Epic Games

EPST

Flame Aviation

Flightdeck Solutions

FlightSafety International

Frasca

Hilco Appraisal

IAAPS

JET PUBS

JVC

Korea Airports Corporation Pilot Training

L3Harris

Leonardo

Multi Pilot Simulations BV (MPS)

NLR

Pan Am

Pratt & Whitney

Prodefis

PWN

Q4 Services

Quadrant Systems

Quantum 3D

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Xprt Aero

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