

# Advertorial Pricing (includes full 360° promotion)



4 color advertising	Number of insertions			
	1x	2x	4x	6x
DPS	\$15,060	\$14,560	\$14,180	\$13,560
3 pages	\$16,320	\$15,780	\$15,380	\$14,690
4 pages	\$17,570	\$17,000	\$16,550	\$15,820
6 pages	\$22,590	\$21,850	\$21,290	\$20,340
8 pages	\$25,100	\$24,280	\$23,650	\$22,610

Based on print-ready PDF

## Advertorial

Take advantage of maximum promotion for your brand and product though an advertorial promotion, supported by multi-channel marketing activity.

Reach our global audience with a 600-650 word article and images, promoted in print and digital, we'll also include your advertorial on our website, in our newsletters and social media platforms, meaning it reaches over 170k aviation training professionals in over 200 countries and territories.

Just send us a print ready PDF or we can work with you to produce a high quality article including re-writing and editing your content and a professional layout by our in-house design team.



**Bosch Rexroth introduces larger cost-efficient motion system for the Level D full flight simulator market**

Research findings from Bosch Rexroth's new cost-efficient motion system for the Level D full flight simulator market. The new system is designed to provide high quality, low latency motion, and the most cost-effective system in the market. The complete pricing is driven by the company's commitment to the customer's return on investment.

**Optimal Cost of Ownership**

The innovative Bosch Rexroth design is not only lower cost to acquire, it is designed to increase system lifecycle cost. The resulting maintenance is reduced via the "SilentStart"™ concept, which is a hybrid instead of the power forced by competitors. The resulting reduction in vibration, which in turn reduces power consumption.



**FTI Expands Conventional Boundaries**

Through the airline training industry, FTI has expanded its conventional boundaries. The FTI training model is not just a conventional program, it is a derivative from personal experience and class not repeat or repeat industry view. The intent of the comparison is to provide a new thought and identify those who are ready to push the boundaries of the conventional program.

**Conventional Program Strengths:**

- Sufficient time to develop good command decision making
- Comprehensive and structured handling skills to a conventional standard
- Good VFR operating skills
- Transferable qualification from the outset

**Weaknesses:**

- VFR-centric training model with VFR as the only focus
- Limited airline SOP exposure
- No bridging course or requirement to transition to a conventional program

**FTI Strengths:**

- Comprehensive training from the outset
- Training, competency SOPs as early as possible
- Introducing MCC as the operating element as early as possible (before the FTI MCC/Procedural/TEM)
- Qualification standard agreed upon at the outset

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**civilaviation.training**

# Digital Advertising Rate Card

## eNewsletter Rate

CAT eNewsletter is delivered to over 94,400 subscribed users per month, upwards of 23,600 weekly. Containing news, features and updates from the civil aviation simulation and training industry. CAT's eNewsletter is a great way to get your message in front of our digital readership.

### Ad Positions

Price per insertion **1 month**

(1) Banner	\$4,430
(2) Banner	\$4,940
(3) Banner	\$4,220
(4) Banner	\$3,910
(5) Left Square	\$3,090
(6) Right Square	\$3,090
(7) Banner	\$2,680
(8) Banner	\$1,750
(9) Banner	\$1,340

### Sponsored Content Positions

Price per insertion **1 month**

(P) Premium Content	\$4,530
(S) Standard Content	\$3,190

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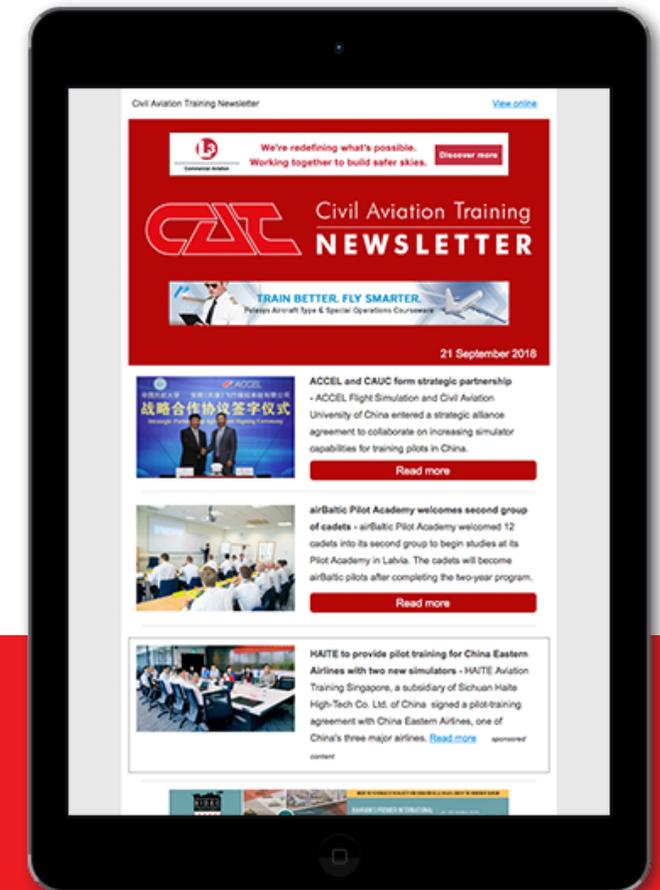
Jeremy Humphreys  
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jeremy.humphreys@halldale.com



### Banner Specifications

Banner  
Square

468 x 60 pixels  
250 x 250 pixels



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# Advertising Rate Card - Printed Magazine



Cover positions (4 color)	Number of insertions			
	1x	2x	4x	6x
IFC	\$10,210	\$9,930	\$9,630	\$9,170
IBC	\$9,800	\$9,490	\$9,170	\$8,800
OBC	\$10,690	\$10,340	\$10,000	\$9,590
4 color advertising	1x	2x	4x	6x
DPS	\$12,550	\$12,130	\$11,820	\$11,300
Full Page	\$8,620	\$8,370	\$8,110	\$7,730
2/3 Page	\$6,040	\$5,860	\$5,650	\$5,450
1/2 Page	\$4,760	\$4,620	\$4,480	\$4,270
1/3 Page	\$3,450	\$3,350	\$3,240	\$3,100
1/4 Page	\$2,590	\$2,560	\$2,430	\$2,330

## Loose inserts

US\$475 per 1,000 up to 28g/10z for full distribution.

Please enquire for part distribution rates.

Minimum order value for part distribution orders (excluding event copies) is US\$1,350.



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# Digital Advertising Rate Card



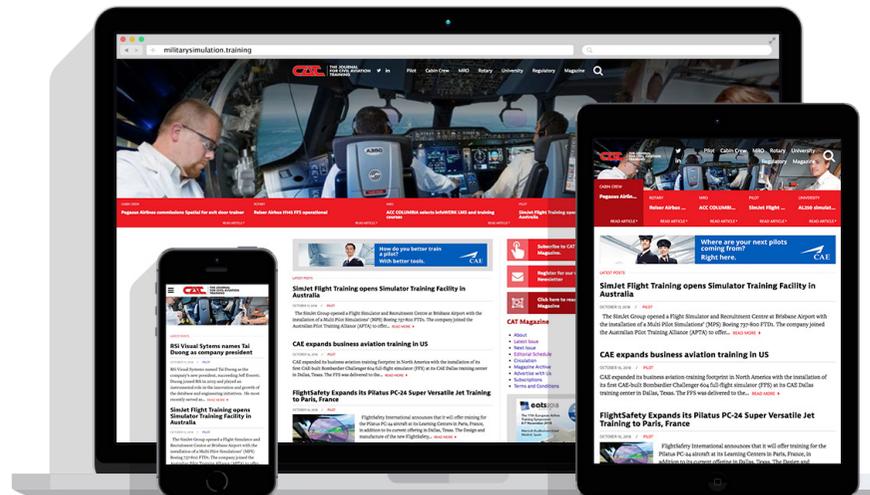
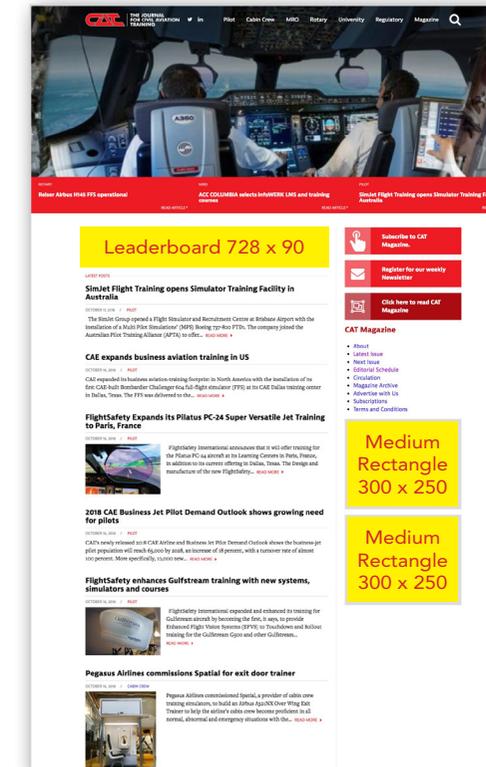
## civilaviation.training Website Rate

	IPM*	1 month	3 months	6 months
Leaderboard	10,722	\$3,380	\$3,040	\$2,700
Medium Rectangle (Top)	12,186	\$2,460	\$2,220	\$1,970
Medium Rectangle (Bottom)	12,243	\$2,220	\$2,000	\$1,770
Event websites (Leaderboard)	15,420 <sup>+</sup>	\$4,660	\$4,190	\$3,730
Event websites (Medium Rectangle)	11,865 <sup>+</sup>	\$3,430	\$2,370	\$2,740

\* IPM - Anticipated average impressions per month

<sup>+</sup> In the month leading up to an event

## Homepage



Medium Rectangle  
300 x 250

Medium Rectangle  
300 x 250

**civilaviation.training**

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# Advertorial Pricing (includes full 360° promotion)



4 color advertising	Number of insertions			
	1x	2x	4x	6x
DPS	£11,580	£11,200	£10,920	£10,430
3 Pages	£12,560	£12,130	£11,820	£11,300
4 Pages	£13,510	£13,070	£12,740	£12,180
6 Pages	£17,380	£16,810	£16,380	£15,650
8 Pages	£19,310	£18,670	£18,190	£17,390

Based on print-ready PDF

## Advertorial

Take advantage of maximum promotion for your brand and product though an advertorial promotion, supported by multi-channel marketing activity.

Reach our global audience with a 600-650 word article and images, promoted in print and digital, we'll also include your advertorial on our website, in our newsletters and social media platforms, meaning it reaches over 170k aviation training professionals in over 200 countries and territories.

Just send us a print ready PDF or we can work with you to produce a high quality article including re-writing and editing your content and a professional layout by our in-house design team.



**Range of standardized motion platforms expanded with new 1.4-tonne system.**

**Bosch Rexroth introduces larger cost-efficient motion system for the Level D full flight simulator market**

Research findings from Bosch Rexroth's new 1.4-tonne motion platform for Level D full flight simulators. The new system is designed to be cost-efficient and reliable, offering a range of motion capabilities. It features a compact design and is suitable for a wide range of applications. The system is designed to be easy to install and maintain, and it offers a high level of performance and reliability. The new system is designed to be a cost-effective solution for Level D full flight simulators, offering a range of motion capabilities and a high level of performance and reliability.

**Research findings from Bosch Rexroth's new 1.4-tonne motion platform for Level D full flight simulators.**

The new system is designed to be cost-efficient and reliable, offering a range of motion capabilities. It features a compact design and is suitable for a wide range of applications. The system is designed to be easy to install and maintain, and it offers a high level of performance and reliability. The new system is designed to be a cost-effective solution for Level D full flight simulators, offering a range of motion capabilities and a high level of performance and reliability.



**FTI Expands Conventional Boundaries**

Through the airline training industry, FTI has expanded its conventional boundaries. The company has introduced a new training model that focuses on practical, hands-on experience. This model is designed to provide a more comprehensive and realistic training experience for pilots. The new model includes a focus on emergency procedures, decision-making, and communication skills. FTI is committed to providing the highest quality training and ensuring that pilots are well-prepared for the challenges of the cockpit.

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Volume 29 • Issue 5/2019

**Flying to Fight the Fire**  
 Rude Awakening  
 Lufthansa Revisited  
 APATS, RAS Flight Crew

**Embraer @50**  
 Developing Resilience  
 The Air Astana Model  
 FAA EASA Safety, RAS Wellness, AAETS, EATS Berlin Preview

# Digital Advertising Rate Card

## eNewsletter Rate

CAT eNewsletter is delivered to over 94,400 subscribed users per month, upwards of 23,600 weekly. Containing news, features and updates from the civil aviation simulation and training industry. CAT's eNewsletter is a great way to get your message in front of our digital readership.

### Ad Positions

Price per insertion **1 month**

(1) Banner	£3,400
(2) Banner	£3,710
(3) Banner	£3,190
(4) Banner	£2,880
(5) Left Square	£2,370
(6) Right Square	£2,370
(7) Banner	£2,060
(8) Banner	£1,340
(9) Banner	£1,030

### Sponsored Content Positions

Price per insertion **1 month**

(P) Premium Content	£3,500
(S) Standard Content	£2,470

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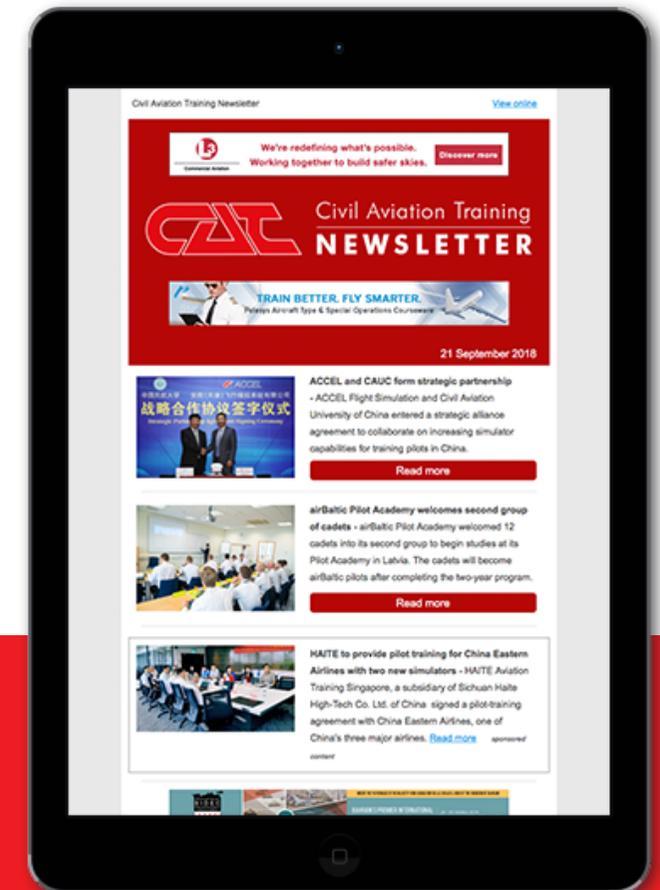
Jeremy Humphreys  
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### Banner Specifications

Banner  
Square

468 x 60 pixels  
250 x 250 pixels



civilaviation.training

# Advertising Rate Card - Printed Magazine



Cover positions (4 color)	Number of insertions			
	1x	2x	4x	6x
IFC	£7,850	£7,640	£7,420	£7,060
IBC	£7,530	£7,290	£7,060	£6,770
OBC	£8,220	£7,950	£7,690	£7,380
4 color advertising	1x	2x	4x	6x
DPS	£9,650	£9,330	£9,100	£8,690
Full Page	£6,630	£6,450	£6,230	£5,940
2/3 Page	£4,650	£4,510	£4,350	£4,190
1/2 Page	£3,660	£3,550	£3,450	£3,290
1/3 Page	£2,660	£2,580	£2,490	£2,390
1/4 Page	£1,990	£1,980	£1,880	£1,790

## Loose inserts

£341 per 1,000 up to 28g/1oz for full distribution.

Please enquire for part distribution rates.

Minimum order value for part distribution orders (excluding event copies) is £1,000.



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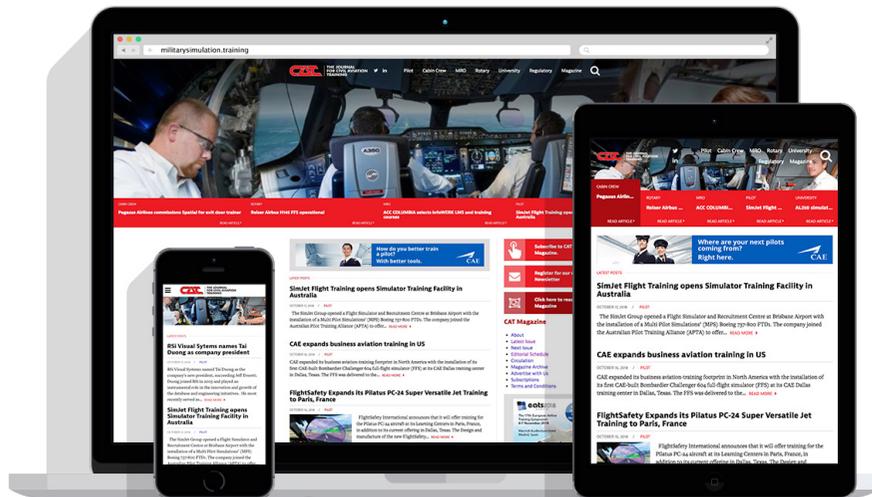
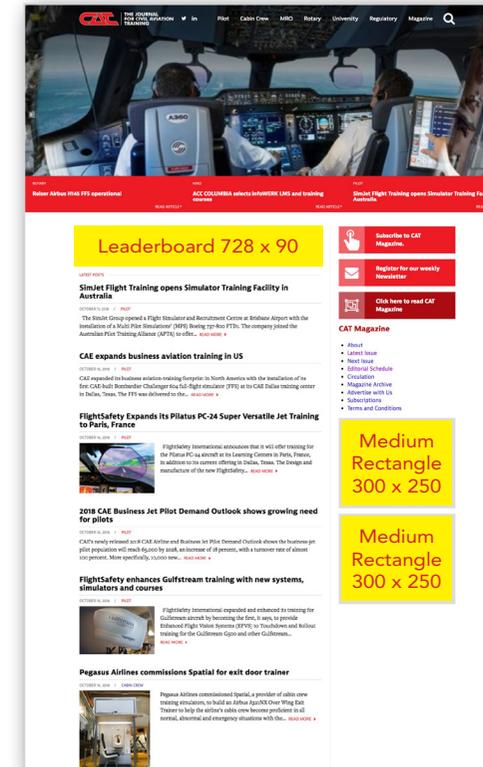
## civilaviation.training Website Rate

	IPM*	1 month	3 months	6 months
Leaderboard	10,722	£2,600	£2,340	£2,080
Medium Rectangle (Top)	12,186	£1,900	£1,710	£1,510
Medium Rectangle (Bottom)	12,243	£1,710	£1,530	£1,360
Event websites (Leaderboard)	15,420 <sup>+</sup>	£3,580	£3,220	£2,860
Event websites (Medium Rectangle)	11,865 <sup>+</sup>	£2,640	£2,380	£2,110

\* IPM - Anticipated average impressions per month

<sup>+</sup> In the month leading up to an event

## Homepage



Medium Rectangle 300 x 250

Medium Rectangle 300 x 250

civilaviation.training

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4 color advertising	Number of insertions			
	1x	2x	4x	6x
DPS	€13,090	€12,660	€12,460	€11,800
3 pages	€14,180	€13,710	€13,360	€12,770
4 pages	€15,280	€14,770	€14,390	€13,750
6 pages	€19,630	€18,990	€18,500	€17,690
8 pages	€21,820	€21,090	€20,560	€19,650

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Research findings from Bosch Rexroth's new cost-efficient motion system for the Level D full flight simulator market. The new 1.4-tonne system is designed to be easily installed in existing simulators, offering a cost-effective solution for operators. The system features a compact design and is compatible with a wide range of motion platforms, ensuring flexibility and scalability for various training applications.

**Optimal Cost of Ownership**

The innovative Bosch Rexroth design is not only lower cost to acquire, it is designed to increase system lifecycle cost. The modular, maintenance-free design and the 'Service by Design' concept, along with its inherent modularity, are the key factors for its competitive advantage. The built-in redundancy of the system, which is built to reduce power consumption, significantly lowers the system's total cost of ownership.



**FTA Expands Conventional Boundaries**

Through the airline training industry, FTA has expanded its reach to include a wider range of aviation professionals. The company's commitment to excellence in training is evident in its comprehensive curriculum, which covers all aspects of flight operations, from basic flight theory to advanced instrument flying. FTA's state-of-the-art facilities and experienced instructors provide a high-quality learning environment that prepares students for the challenges of the aviation industry.

**Conventional Program**

The Conventional Program is designed to provide a solid foundation in aviation theory and practical skills. It includes modules on aircraft systems, flight performance, and emergency procedures. The program is structured to ensure that students gain a thorough understanding of the principles of flight and the responsibilities of a pilot. FTA's focus on safety and precision is a hallmark of its training, ensuring that graduates are well-prepared for their future careers in aviation.

civilaviation.training

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### Ad Positions

Price per insertion **1 month**

(1) Banner	€3,910
(2) Banner	€4,330
(3) Banner	€3,710
(4) Banner	€3,400
(5) Left Square	€2,780
(6) Right Square	€2,780
(7) Banner	€2,370
(8) Banner	€1,550
(9) Banner	€1,130

### Sponsored Content Positions

Price per insertion **1 month**

(P) Premium Content	€4,120
(S) Standard Content	€2,830

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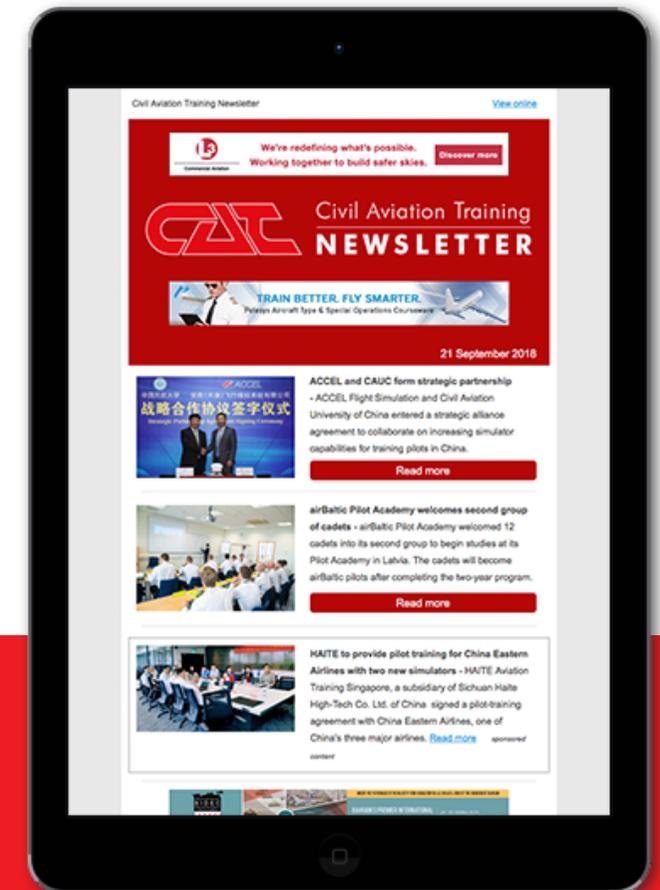
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### Banner Specifications

Banner  
Square

468 x 60 pixels  
250 x 250 pixels



civilaviation.training

# Advertising Rate Card - Printed Magazine



Cover positions (4 color)	Number of insertions			
	1x	2x	4x	6x
IFC	€8,870	€8,630	€8,370	€7,970
IBC	€8,510	€8,240	€7,970	€7,640
OBC	€9,290	€8,980	€8,690	€8,330
4 color advertising	1x	2x	4x	6x
DPS	€10,910	€10,550	€10,380	€9,830
Full Page	€7,490	€7,280	€7,050	€6,720
2/3 Page	€5,240	€5,100	€4,910	€4,740
1/2 Page	€4,130	€4,020	€3,890	€3,720
1/3 Page	€3,000	€2,910	€2,810	€2,700
1/4 Page	€2,260	€2,230	€2,110	€2,020

## Loose inserts

€390 per 1,000 up to 28g/1oz for full distribution.

Please enquire for part distribution rates.

Minimum order value for part distribution orders (excluding event copies) is €1,150.



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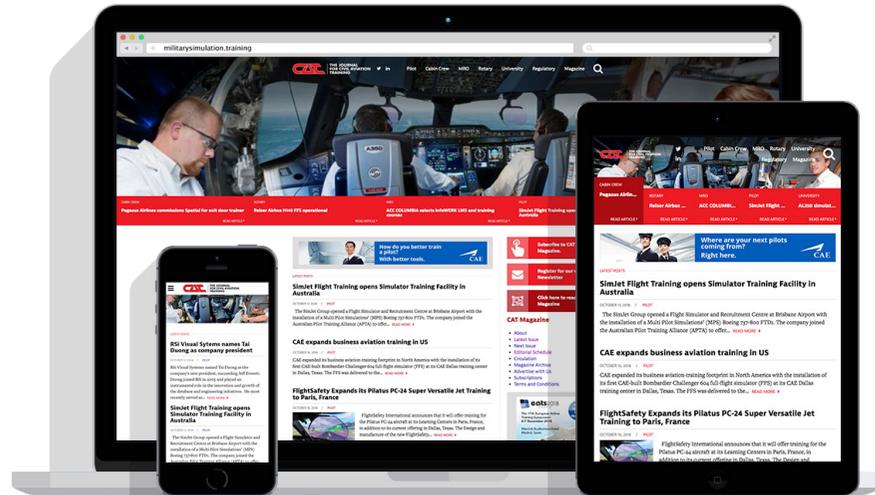
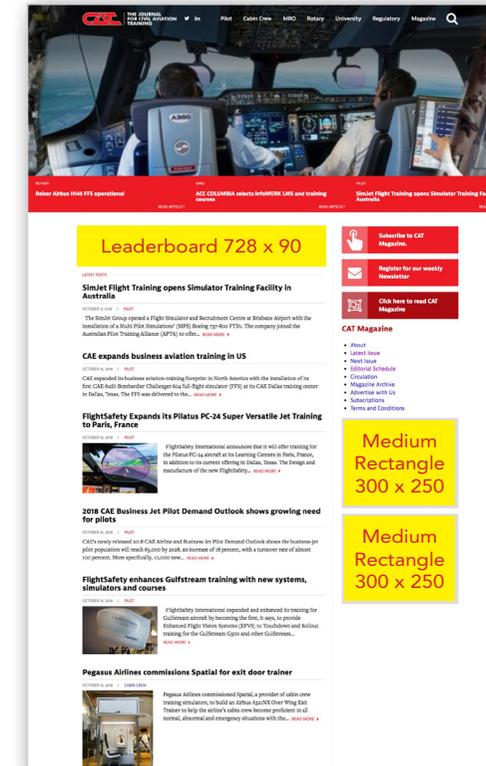
## civilaviation.training Website Rate

	IPM*	1 month	3 months	6 months
Leaderboard	10,722	€2,990	€2,690	€2,390
Medium Rectangle (Top)	12,186	€2,180	€1,960	€1,740
Medium Rectangle (Bottom)	12,243	€1,960	€1,760	€1,570
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Event websites (Medium Rectangle)	11,865 <sup>+</sup>	€3,040	€2,730	€2,430

\* IPM - Anticipated average impressions per month

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## Homepage



Medium Rectangle  
300 x 250

Medium Rectangle  
300 x 250

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