

Blue Skies

MIDDLE EAST AVIATION MAGAZINE

Published by the Dept. of Civil Aviation

Media Pack 2011

About Region

- ✈ The Middle East is known as the fastest growing region among the global aviation industry and recorded the new heights during the last 2 decades.
- ✈ The carriers in the Middle East and in the neighboring region, placed the aircraft orders worth more than US\$ 200b and the ongoing & new airport expansion / construction program worth more than US\$ 150b adding more significant value to the growth of the region's aviation industry.



About Blue Skies

MIDDLE EAST AVIATION MAGAZINE
Published by the Dept. of Civil Aviation

- ✈ Blue Skies Magazine focusing to establish as the leading aviation journal in Middle East aviation industry.
- ✈ It has the privilege of being official media of Department of Civil Aviation.
- ✈ The Blue Skies publication will be published every 2 months and will benefit from the focused distribution & event distribution through out the region.
- ✈ It is the progressive informative journal covering aviation industry provides up to date news and information to the key decision makers.
- ✈ Blue Skies journal has been designed to be the gateway to the Middle East Aviation Airports and Aerospace Industry.



Features

- ✈ Airline
- ✈ Charter & leasing
- ✈ Ground Handling
- ✈ Helicopters
- ✈ Aerospace
- ✈ Technology
- ✈ Airports
- ✈ MRO & Propulsion
- ✈ Manufacturers/ Suppliers/
Contractors
- ✈ Special Focus
- ✈ Support Services



Marketing Activities

Various activities have been undertaken since the launch of **Blue Skies**. The Activities include:

✈️ Print advertising in trade and business publications.

✈️ Online marketing

✈️ Event sponsorships –Conferences and Exhibitions

✈️ Subscriptions drive

✈️ News letter/Email shots



Events

Regional

ATC Middle East

MRO Middle East - UAE

Aerospace & Defense Training Show

Airport Show

Heli Middle East

Middle East Aviation Summit

EMMA Awards

International

IBAE

ATC – Europe

Airport & Airlines Expo - India

Airport Expansion & Development North Africa

Iraq Airport Expansion Cargo Logistics & Exhibition

Readership & Circulation

Readership Break down by Titles

✈ Senior Management Level

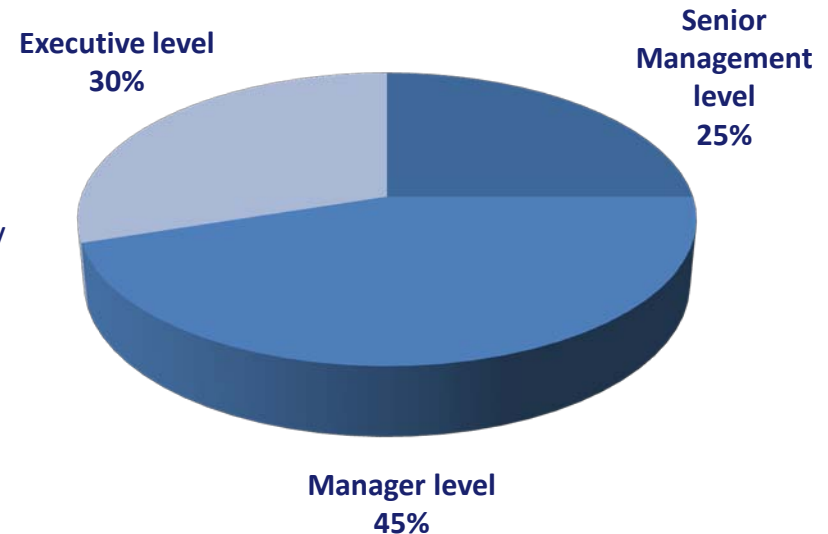
Owners, Presidents, CEO's, COO's, Regional Directors, MD's, VP's, GM's and Department heads.

✈ Managerial Level

Engineering, Procurement, Design, Safety and Security , IT, HR/ Training and Business Development Managers, Marketing Managers, Sales Manager and Strategic Planning.

✈ Executive Level

Business, Engineering and Technical.



Readership & Circulation

Circulation Break down by Region

Middle East

Bahrain
Kuwait
Oman
Qatar
Saudi Arabia
UAE
Egypt
Iran
Iraq
Jordan
Lebanon
Syria
Turkey

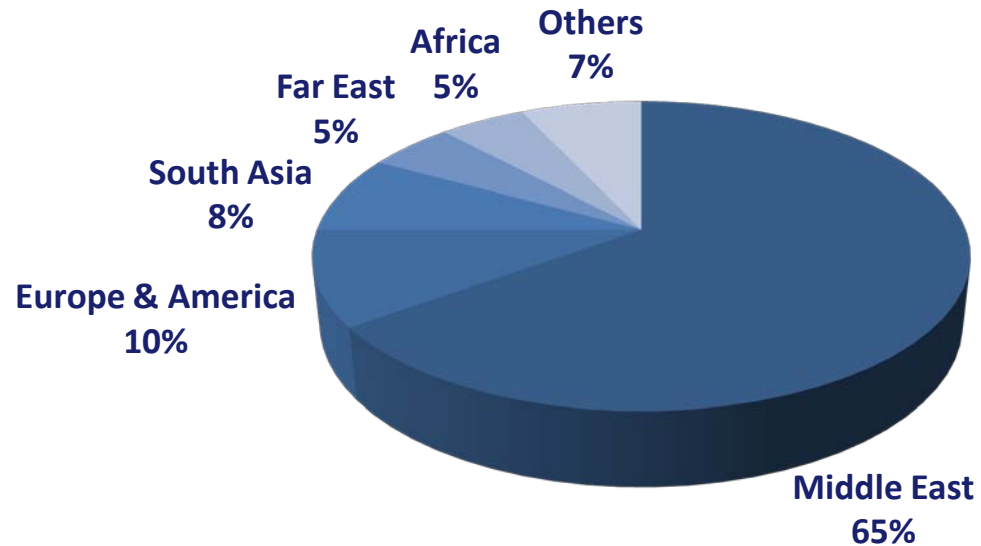
Europe & America

South Asia

Far East

Africa

Others



Editorial Calendar

2011	Special Focus	Special Feature	Event Focus
Jan - Feb	MRO / Spare Parts	IT/ Refurbishment	MRO Middle East
March - April	Airlines	Air Traffic Management	ATC Global
May - June	Airports	Ground Handling/ FBO/ Airport Equipment	Airport Show
July - August	HR / Training	Green Airport / Aviation	ILA / Paris Airshow
Sept - October	Rotor Wings	Safety / Security	Dubai Heli Show
Nov - December	Aircraft Charter / Leasing	Finance / Insurance	Dubai Air Show

Advertising Rates

POSITION	SINGLE INSERTION		TWO INSERTION <i>(Price per insertion)</i>		FOUR INSERTION <i>(Price per insertion)</i>		SIX INSERTION <i>(Price per insertion)</i>	
	AED	US\$	AED	US\$	AED	US\$	AED	US\$
STANDARD ADVERTISING								
Full page	14,000	3835	12,600	3450	11,900	3260	11,200	3065
Half page	11,000	3010	9,900	2710	9,350	2560	8,800	2410
Quarter page	9,000	2465	8,100	2215	7,650	2095	7,200	1970
Panel	7,000	1915	6,300	1725	5,950	1630	5,600	1530
PRIMEUM POSITIONS	AED	US\$	AED	US\$	AED	US\$	AED	US\$
Inside Front Cover	16,000	4380	14,400	3945	13,600	3725	12,800	3505
Inside Back Cover	15,000	4105	13,500	3695	12,700	3475	12,000	3285
First Page	18,000	4930	16,200	4435	15,300	4190	14,400	3945
Outside Back Cover	22,000	6025	19,800	5420	18,700	5120	17,600	4820
Centre Page Spread	24,500	6710	22,050	6040	20,825	5705	19,600	5365
Double Page Spread	23,100	6325	20,790	5695	19,635	5375	18,480	5060
Gate Fold	30,000	8215	27,000	7395	25,500	6985	24,000	6575
Belly Band	15,000	4105	13,500	6395	12,750	3490	12,000	3285

Technical Specification

SIZE	TRIM SIZE <i>WXH (cm)</i>	BLEED SIZE <i>WXH (cm)</i>	TYPE SIZE <i>WXH (cm)</i>
Double Page Spread	42X29.7	42.6X30.3	40.5X28.2
Full Page	21X29.7	21.6X30.3	19.5X28.2
Half Page Vertical	10X29.7	10.6X30.3	8.5X28.2
Half Page Horizontal	21X14.8	21X15.4	
Quarter Page	14.8X10.5	15.4X11.1	
Panel	21X5		

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