



AVIATION MIDDLE EAST
YEARBOOK



Aviation Middle East Yearbook
2011/12
3rd Edition
(Dubai Air Show Special)

*“Connects you to the most lucrative aviation market.....
the Middle East”*

Published by



Media Sultan Group



Overview - Aviation Sector (Middle East)



- ❑ Centre of the world for aviation industry.
- ❑ Esteemed airlines being created due to oil impact.
- ❑ Dubai World Central Airport (Largest in the world)
- ❑ DAE & Mubadala, the world's largest Aviation Investment companies
- ❑ Major Airport Infrastructure and Expansions
- ❑ Home for more than 500 Airlines and 1200 International & Domestic Airports
- ❑ US\$ 280b invested in the industry, more funds are expected to flow.



Middle East Aviation Market Airlines Facts & Figures

- ❑ Hub of more than 500 airlines, charter & leasing companies.
- ❑ Passengers carried 73 million to 95 million.
- ❑ Will grow to 400 million by 2020.
- ❑ The Middle East accounted for 8% of worldwide revenue.
- ❑ Recorded 10% consistent passenger traffic growth in the last 6 years.
- ❑ Middle East airlines are taking delivery of 21% of the world's wide body aircraft in 2009.
- ❑ Emirates, Qatar Airways, Saudi Airlines and Etihad Airways are expected to more than triple their current fleets by 2015.
- ❑ 1,580 new airplanes valued at \$260 billion to be delivered to the Middle East over the next 20 years.
- ❑ Asia's largest Airbus Parts Base set up in Al Ain – UAE.



Major Middle East Airlines

Emirates, Etihad, Air Arabia, RAK Airways, Gulf Air, Bahrain Air, Saudi Airlines, Al Khayala, Al Jazeera, Sama, Kuwait airways, Oman Air, Qatar Airways, Fly Dubai, Egypt Air, Sudan Airways, Air Libya, Air Morocco, Air Tunis, Jordan Airlines, Syrian Arab Airlines, Air Algiers, Middle East Airlines, Iran Air, Iraq Airways, Turkish Airlines and many more private carriers.



Middle East Airports Facts & Figures

- ❑ More than 700 Airlines are using the Middle East Airports
- ❑ 150 million passengers handled by ME airports in 2010
- ❑ Expected 400 million passengers in 2020
- ❑ Major expansion & new projects are undergoing.
- ❑ US\$90 billion investment in the sector
- ❑ 1200 International, Domestic & Military airports



Current Major Airport Projects

❑	US\$ 9b	Al Maktoum International	UAE
❑	US\$ 02b	Bahrain International Airport	Bahrain
❑	US\$ 600m	Sharjah International Airport	UAE
❑	US\$ 1.1b	Muscat & Seeb Airport	Oman
❑	US\$ 5b	Abu Dhabi Airport	UAE
❑	US\$ 3b	Ajman Airport	UAE
❑	US\$ 10b	Saudi Arabia Airports	KSA
❑	US\$ 1.5b	Kuwait International Airport	Kuwait

** Major expansion programs are undergoing in Egypt, Libya, Jordan, Algeria, Turkey and other Middle East states **



Main Features Aviation Middle East Yearbook 2011/2012

- Middle East Aviation Industry Overview
- Who's Who in the aviation industry
- Company Profiles
- Key Performance Indicators
- Database with complete contact Information
- Glossary





Aviation Middle East Yearbook 2011/2012

Distribution Facts & Figures

- ❑ Region's most comprehensive & user friendly data source media
- ❑ 3000 companies, 7000 senior decision makers, 600 products.
- ❑ 8000 Hard copies & 15000 CD's
- ❑ Distributed FOC to all the listed companies
- ❑ 15 exhibitions & events distribution in 2012
- ❑ Supported 24/7 by www.aviationmiddleeast.com
- ❑ Value Added distribution in the Africa & Indian Sub Continent
- ❑ Supported by Aviation Middle East Link E-weekly newsletter
- ❑ Language: English
- ❑ Publication: October 2011
- ❑ **Event Distribution:** Dubai Air Show 2012, India Business Aviation 20112, Dubai Heli Show 2012, The Airport Show 2012, Singapore Air Show 2012, Ebace 2012, Farnborough Air Show 2012 and in other upcoming events.




Major Sections

- Airports
- Airlines
- Aerospace
- Airport services, suppliers / contractors
- Aircraft charter/Leasing – Executive
- Aircraft charter / Leasing – Cargo
- Ground Handling/FBO
- Manufacturers / Suppliers / Contractors
- MRO
- Spares & Components
- Safety & Security
- Training/Recruitment



Why Aviation Middle East Yearbook ?

- Reader's friendly version.
- Detailed company information.
- More business categories to simplify the search.
- Senior decision maker profile.
- Perfect platform to reach the US\$300b Middle East aviation fraternity.
- Distributed FOC to the listed companies.
- Value Added distribution in the exhibitions / events.
- Value Added promotion through www.aviationmiddleeast.com 24/7
- Aviation Middle East Link E-newsletter promotion.
- Targeted & Direct marketing promotion.
- News, Editorial, Market Trends, Analysis.



Who should advertise in the Aviation Middle East Yearbook 2011 / 2012

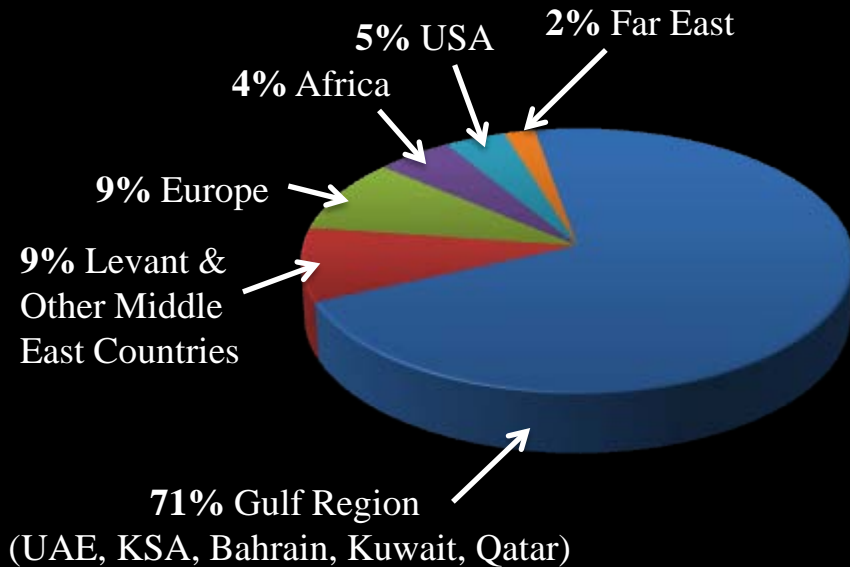
Worldwide Aviation, Airports, Aerospace companies those who are looking for new business ventures in the Middle East and to consolidate their market share for those already in the region.

- Airlines, Aircraft Manufacturers.
- Airports, Airport Management.
- Manufacturer, Suppliers, Contractors.
- Aircraft Charter & Leasing Companies.
- MRO, FBO, Spares & Components.
- Ground Handling.
- Consultants.
- Finance / Insurance.
- Safety & Security.
- Education, Training.
- Recruitment / Manpower.

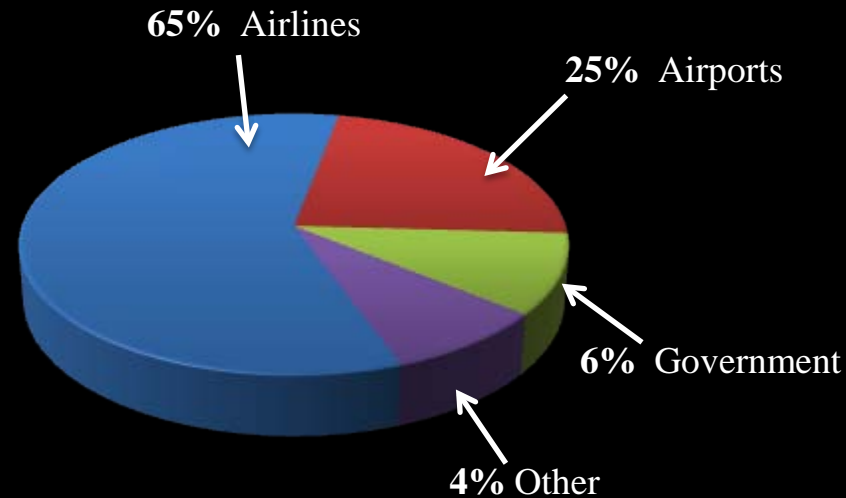


Circulation & Readership

By Region



By Sector



Media Rate

ADVERTISEMENT POSITION	AED	US\$
DPS	35000	9580
Full page	21000	5750
Half page	13500	3670
Enlarged Panel	9500	2600
Panel	6500	1780
Strip	5000	1370
Banner	3500	690
Enhanced Bussiness Listing + Logo	2500	685
Business Listing in Bold	1800	490

* Business Listing rates are for each category with max. 20 words of company profile

ADVERTISMENT POSITION	AED	US\$	SPECIAL ADVERTISEMENT POSIT
	40000	10960	Gate fold
	40000	10960	Outside Back Cover
	35000	9580	Centre Spread (250 GSM)
	32000	8765	Advertorial - 2 Pages
	25000	6850	Book Mark
	20000	7300	Belly Band
	25000	6850	Section Divider (Opposite Page)
	22000	6025	Section Divider (Following Page)
	28000	7670	3rd Page

Media Rate

PRODUCTION INFORMATION

SPECIFICATION	TRIM SIZE	BLEED SIZE	TYPE SIZE
Full page	21 x 29.7	21.6x 30.3	18 x 26.7
Half page	21 x 14.8	21.6x 14.8	18 x 11.8
Enlarged Panel	10 x 18		
Panel	6 x 18		
Strip	29 x 3.5		
Banner	3 x 6		
Logo	2 x 2		

E-NEWS LETTER

ADVERTISEMENT	SINGLE INSERTION	4 INSERTION	12INSERTION	24 INSERTION
Sponsorship Banner	AED 3000	AED 2750	AED 2400	AED 2000
Vertical Banner	AED 2500	AED 2250	AED 1800	AED 1500
Square Banner	AED 2100	AED 1900	AED 1650	AED 1300

ONLINE ADVERTISING

ADVERTISING	SIZE	US\$
Home Page Banner	468 x 60 pixel	2000
Category Page Banner	468 x 60 pixel	1450
Home Page Sky Scraper	172 x 613 pixel	3350
Category Page Sky Scraper	172 x 613 pixel	1800
Listing Page Sponsorship	468 x 60 pixel	950
Main Page Sponsorship	110 x 72 pixel	1800
Category Page		1450
Premium Listing		999
Featured Listing		499
Bold Listing		249



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