



Air Transport World from Penton (Email)

Air Transport World provides monthly news and feature content on airline management issues, information technology, safety & security, alliances, distribution, transport aircraft and engine programs, MRO, aero politics, regulation, finance and leasing, and airport development. This product is the conduit for airline management around the world to keep abreast of the constantly changing world of air transport. In essence, Air Transport World focuses on the information needs of our readers to help them prepare for the future in order to meet industry change.

MEDIA TYPE

Business



SOURCE

Controlled circulation

GEOGRAPHY

USA

SEGMENTS

92,448 Total Universe / Universe Rate	\$375.00/M
Transmission	+ \$50.00/M

MAINTENANCE

Market Entry	01/23/2014
New to Manager	07/29/2015
Counts Through	07/29/2015

DATA CARD MAINTENANCE

New To System	07/29/2015
Last Update	07/29/2015
Next Update	10/31/2015
Update Frequency	QUARTERLY

DESCRIPTION

Air Transport World reaches management of commercial airlines worldwide, including major, national, charter, regional, low cost and cargo airlines. Also served are manufacturers of airframes, engines and systems, government regulators, international air transport organizations, airports, the airline financial community and third party services that support the airlines.

Recipients are corporate officials; finance, legal, planning, marketing and sales; route planning, capacity planning, distribution, public relations, operations; flight, ground, training; maintenance, technical, engineering, design as well as information systems and purchasing.

Primary Activity	Postal	Email
U.S. - Low Cost Carriers	407	154
U.S. - Regional Airlines	1133	301
U.S. - Major / National Carrier	5108	1767
U.S. - Cargo Airlines Exclusively	684	277
Intl - Low Cost Carriers	1107	481
Intl - Regional Airlines	4037	1049
Intl - Major / National / Carrier	14782	4892
Intl - Cargo Airlines Exclusively	1666	555
Third Party Services	6322	2137
Airport Administration	5192	1414
Government Regulators	2140	657
Airline Finance / Legal / Brokerage	1818	654
Other Related Industries	2446	1073
Airframe Manufacturers	990	292
Engine Manufacturers	519	159
Aircraft Systems Integrators	891	286

Job Function	Postal	Email
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Corporate Official / Planning	14135	3602
Maintenance / Engineering	7413	2626
Operations / Flight / Ground	13520	4913
Information Systems / M I S	1819	704
Purchasing	961	340
Marketing / Sales / Scheduling	8861	2946
Other	2451	1012

Title Category	Postal	Email
Top Management	13427	3820
Middle/administrative Management	13395	4125
Financial Management	1519	408
Sales & Marketing Management	3803	1190
Information Technology (it) Professionals	1065	335
Production Management	1598	528
Engineering Management	2518	919
Professionals	7259	2847
All Other Management	1375	337
Vp-level	1760	527
Director-level	5908	1599
Manager-level	10361	3193
Assistant -level	225	69
Human Resources	249	59
Purchasing	197	38
Retired	89	38
Senior (c-level Or Higher)	5977	1737
Students	39	25
Education	230	95
Medical	34	17
Lawyers	129	45

(travel, transportation, machinery, engines, tech)

Penton reaches 16 markets, over 18MM professionals, and has touch points for virtually every industry.

Advertising:

For other Advertising opportunities please visit: <http://www.penton.com/OurMarkets/Aviation/tabid/182/Default.aspx>

SELECTS	AVERAGE INCOME	
Bus/Industry Type	\$15.00/M	Value not available
Job Function/Title	\$15.00/M	
Number of Employees	\$15.00/M	MINIMUM ORDER
One Per Location	\$15.00/M	Minimum Quantity 5,000
Sales Volume	\$15.00/M	Minimum Price \$1,400.00
SCF	\$10.00/M	
SIC Code	\$15.00/M	
State	\$10.00/M	NET NAME ARRANGEMENTS
Zip	\$10.00/M	Net Name is allowed

Employee Size	\$15.00/M	Floor	0%
		Minimum Quantity	0
		Run Charges	

GENDER

Male	69%
Female	7%

EXCHANGES
Please inquire

REUSE
Please inquire

CANCELLATION	
Charges	\$150.00/F

KEY CODING
Key Coding is not available

ADDRESSING	
Transmission	\$50.00/M
A/B SPLIT	\$150.00/F
Personalization	\$150.00/F
Set Up Fee	\$150.00/F
RUSH FEE	\$150.00/F
Image Hosting	\$150.00/F

SPECIAL INSTRUCTIONS