



# Aerospace & Defense Media Portfolio

## 2025 Marketing & Business Development

Serving the global aviation, aerospace and defense industries with essential news and analysis

# Aerospace & Defense

Aviation Week Network's aerospace and defense portfolio, inclusive of our flagship brand *Aviation Week & Space Technology*, provides essential news and insight to the global A&D community. Product and service providers generate customer engagement and leads with our multichannel offerings.

## Leading media brands include:



**Aviation Week & Space Technology**



**Aero Engine Offerings**



**Inside MRO**



**Market Briefings**



**Aviation Week Marketplace**



**Africa & Middle East Solutions**



**Custom Marketing Solutions**

Producing  
**Award  
Winning**  
Editorial

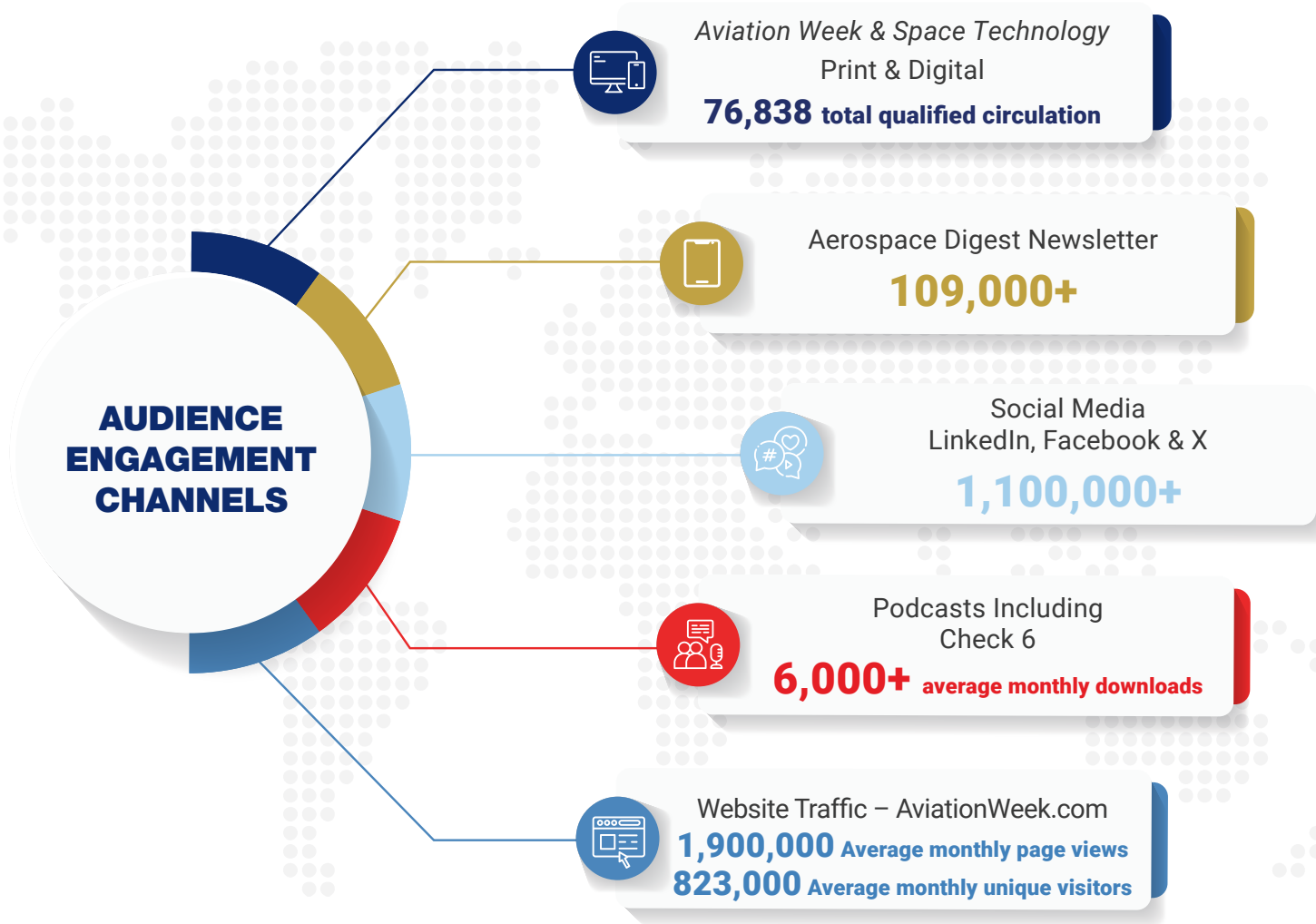
Leading  
**Events &  
Conferences**

Delivering  
**ROI-Based**  
Marketing Programs

# At a Glance

Aviation Week Network's A&D portfolio provides continuous touch-points through these targeted channels.

The combined media offerings provide intelligence, analysis and news that enable airline professionals worldwide to make informed decisions and improve operations.



# Serving the Global Aviation, Aerospace & Defense Industries

For over 100 years, *Aviation Week & Space Technology* has provided first-to-market global content and continues to share real-time, leading aviation, aerospace and defense news, technology features and deep analysis in a constantly evolving environment.

***Aviation Week & Space Technology* portfolio includes print and digital platforms**



**76,838** Total Qualified Circulation



Nearly **50%** paid rate



**Print demographic editions include:**  
Defense, *Inside MRO*, International and  
D.C. Edition



**Digital Reach across multiple platforms**  
includes AviationWeek.com and  
multiple newsletters

## Greater ROI on Your Ad

In several issues, we offer a **research study** to measure the effectiveness of **your ad**

Assess **your ad's** performance

Learn how well **your ad** performed  
**using key measurements**

# Unrivaled Journalism

*Aviation Week & Space Technology* is powered by the most renowned and experienced team of journalists in the industry. With multiple accolades ranging from the Aerospace Media Awards to the Jesse H. Neal National Business Journalism Awards, our journalists are committed to serving the essential and complex aviation, aerospace and defense communities with the trusted information they need to succeed.

## Award-Winning Team Includes:



Joe Anselmo  
Editor-in-Chief  
*Aviation Week & Space Technology*



Robert Wall  
Senior Executive Editor  
*Aviation Week & Space Technology*



Jens Flottau  
Executive Editor, Commercial  
*Aviation Week & Space Technology*



Graham Warwick  
Executive Editor, Technology  
*Aviation Week & Space Technology*



Thierry Dubois  
European Technology Editor  
*Business & Commercial Aviation and MRO*



Irene Klotz  
Space Editor  
*Aviation Week & Space Technology*



Guy Norris  
Senior Editor  
*Aviation Week & Space Technology*



Tony Osborne  
Senior Defense Editor  
*Aviation Week & Space Technology*



Steve Trimble  
Defense Editor  
*Aviation Week & Space Technology*

## Best in the Business



16 News Bureaus  
Worldwide



Washington D.C.  
Beltway coverage



39 Editors

## Circulation at a Glance



### COMMERCIAL AVIATION Subscribers

**56,395\***

Commercial Aviation Sector Subscribers

\*Inclusive of *Inside MRO*

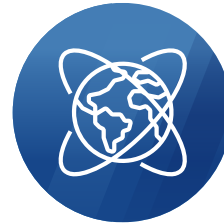


### DEFENSE Subscribers

**28,377\***

Defense Sector Subscribers

\*Inclusive of Defense demo



### INTERNATIONAL Subscribers

**39,350\***

Subscribers Outside the U.S.

\*Inclusive of Defense and MRO demo

### Readers Rely on Content



**85% read 3 out of 4 issues**

### Time spent reading each issue



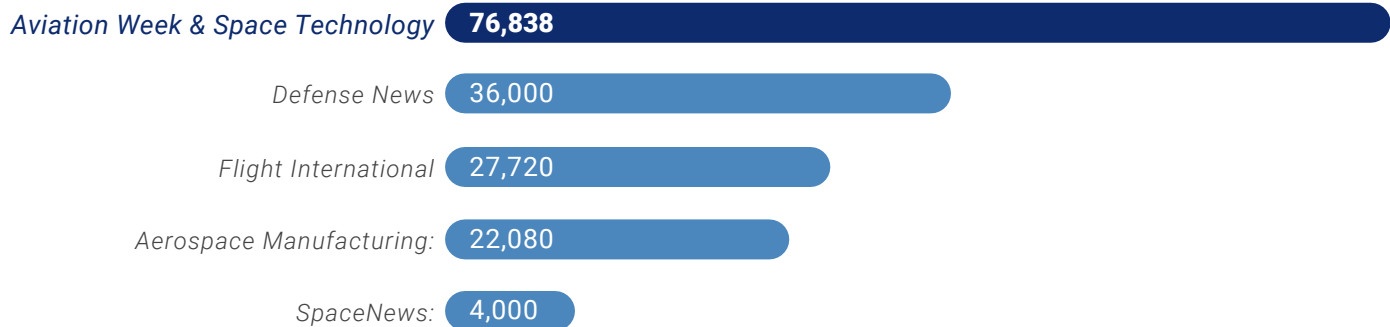
**1 hour, 28 minutes**



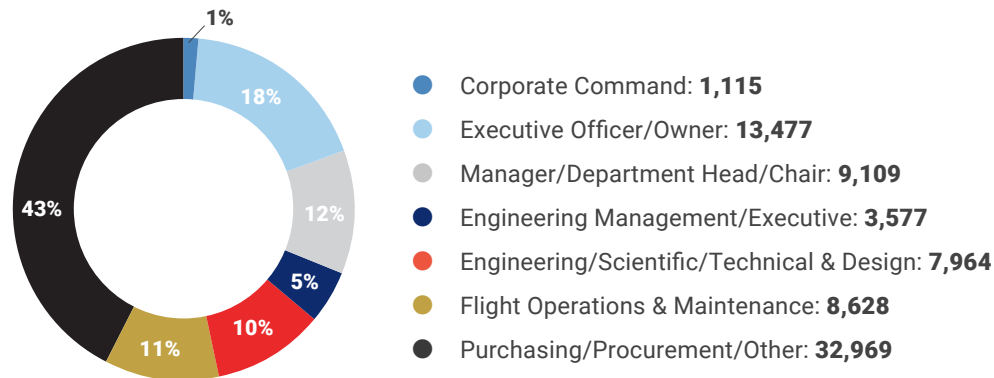
# Editorial Coverage that Drives Circulation and Readership

*Aviation Week & Space Technology* reaches key decision-makers and influencers with **EVERY** issue, in **EVERY** market segment, and in **EVERY** country.

## Total Global A&D Audited Qualified Circulation



## An Elite A&D Audience Across All Job Functions



Sources: Combination of paid and qualified non paid circulation (print and digital) during the course of the 6 month period. *Aviation Week & Space Technology*: December 2023 AAM Publishers Statement. *Aerospace Manufacturing*: 2024 media kit, unaudited. *SpaceNews*: 2024 Media Kit, unaudited. *DefenseNews*: 2020 media kit, unaudited. *Flight International*: BPA Publishers Statement, December 2023.

“ It keeps me up on a lot of **current technological events** in the world along with **military & air related policy.**”

— Purchasing & Procurement Government/Military



# Leading Digital Engagement

## Community Channels for Tailored Messaging



### AviationWeek.com

The leading website for A&D professionals worldwide, from the most authoritative brands you know and trust in a streamlined digital platform. Similar to *Aviation Week & Space Technology*, AviationWeek.com covers the breadth and scope of the industry with breaking news, analysis, and online exclusives across six dedicated market channels for sector specific advertising: **MRO. Air Transport. Aerospace. Defense. Space. Business Aviation.**

**Enhanced defense and space market channels with more focused content.**

All channels feature the essential industry perspective, blogs, event coverage and media for A&D professionals.

**Average Monthly Page Views: 1,900,000+**

**Average Unique Visitors: 823,000+**

### Increased Reach and Engagement Delivers Results



**Dedicated market channels**, powered by our leading brands – *Air Transport World, Aviation Week & Space Technology, Inside MRO*, and *Business & Commercial Aviation*



**Target your customized marketing solutions** with market focused channels and sub-market categories





Richer user-experience delivers **higher engagement and greater visibility** for your advertising message




Unique lead generation opportunities with **in-depth metric reporting** to achieve your KPIs

### Social Media Following Continues to Grow!

 LinkedIn: **623,000+**

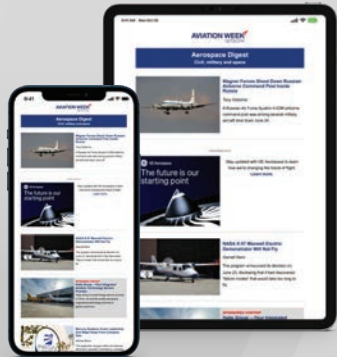
 Facebook: **231,000+**

 X (Twitter): **296,000+**

 YouTube: **42,000+**



# Leading Digital Engagement



## Aerospace Digest Newsletter

**Aerospace Digest**, led by power brand *Aviation Week & Space Technology*, delivers news, insights and analysis that impacts the global aerospace community – civil, defense and space – to the decision-makers, influencers and purchasers.

Reaches **109,000+** A&D professionals every day!

- C-suite
- Senior Management
- Operations Management
- Engineering & Technical Management
- Procurement/Purchasing

Distribution: **109,000+**

Average Unique Open Rate: **18%**

## Aerospace Digest reaches:



**19,500+**  
executive  
leadership/  
management



**34%**  
manufacturing/  
supply chain



**9,500+**  
government/  
military contacts

“The **go-to source** for what is going on in all areas and what the future may hold.”

– *Manager/Department Head Manufacturers*



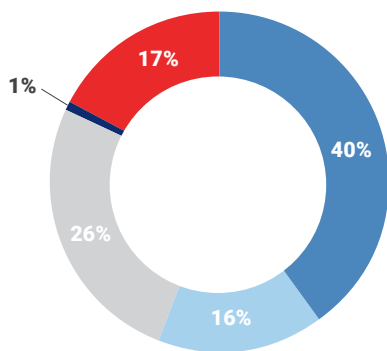
# Commercial Leadership

*Aviation Week & Space Technology* reaches decision-makers with first-to-market technology and insights related to engines, technology, airframes, air traffic management, and maintenance.

## Total Global Commercial Reach



## Audience of Global Influencers



Direct connections with commercial air transport leaders worldwide.

- Executive Senior Management: **22,809**
- Engineering, Engineering Management: **8,944**
- Flight Operations: **14,476**
- Corporate/Command: **367**
- Purchasing/Procurement/Other: **9,799**

**2x MORE**  
**Commercial**  
**Reach**  
than our nearest  
competitor



Sources: *AW&ST*: Audience Development/Publisher's Own Data, Commercial and *Inside MRO*, December 2023. *Airline Business* and *Flight International*: AAM, December 2023.

# Defense Leadership

## Global Market Reach Across All Key Regions

Aviation Week & Space Technology reaches more aerospace and defense professionals across the globe. **Total Global Reach: 28,377**

### Key regions with top military expenditures



**2x**  
**Greater**  
**International**  
**Reach**  
than *Defense News*

### Defense reach beyond the United States



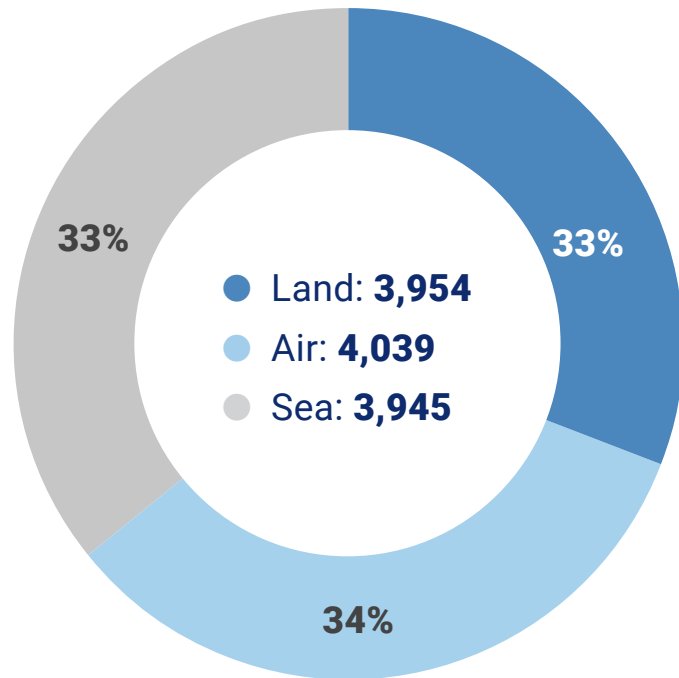
Sources: Aviation Week & Space Technology Publisher's Own Data, December 2023.  
Defense News: BPA, December 2020.



# A Readership of Defense Leaders

Integrated, Tri-Service Reach: **11,938**

Balanced distribution across land, sea, and air.



**Washington D.C.  
Demographic  
9,023**  
Hand-delivery to top  
government and military VIPs

Reaching Top Military and Government Officials: **20,472**

Aviation Week & Space Technology represents the most influential mix of senior level military and government decision-makers and influencers including General & Flag Officers: GS Grades up to level 18, and Military Officers.

## Defense Digest Newsletter

Weekly curation of the latest in defense technology from combat aircraft to light attack platforms!



**Distribution: 60,000+**  
**Average Unique Open Rate: 16%**

# Space Leadership

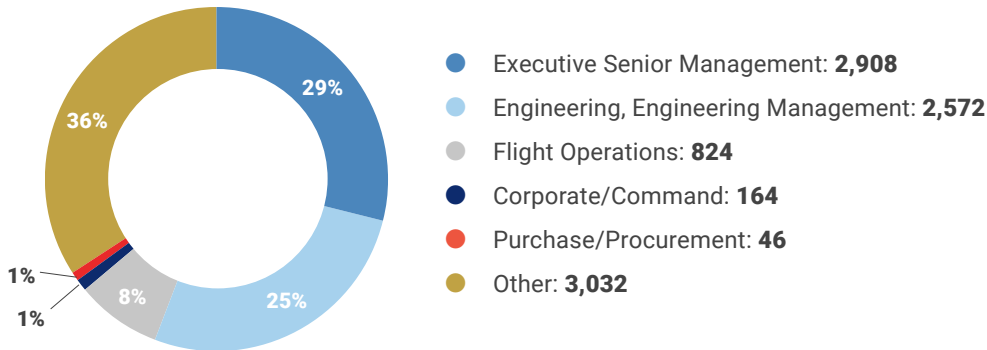
## Covering the Latest Topics in Space

Aviation Week & Space Technology reaches **9,546** decision-makers across all aspects of space.

Our award-winning editors cover the most relevant topics, including:

- Space Tourism
- On-Orbit Economy
- Proliferated Constellations
- Small Satellites
- Propulsion
- Remote Sensing
- Satellite Communications
- Spaceports
- Space Sustainability
- Orbital Debris
- Space Domain Awareness
- Space Situational Awareness
- In Situ Resource Utilization

## Comprehensive Job Titles Across Space



### Reaching Top Space Agencies

- NASA
- European Space Agency
- ISRO
- JAXA

## Space Digest Newsletter

Weekly curation of the latest in space technology from the launch sector, to satellite manufacturing, ground systems and more!

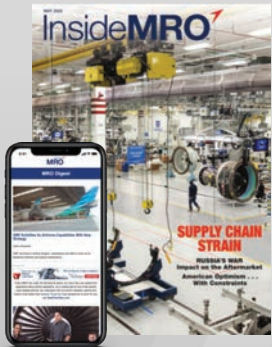


Distribution: **52,000+**  
 Average Unique Open Rate: **21%**

# MRO Leadership

*Inside MRO* is the comprehensive source for the global commercial aviation aftermarket. It connects all aspects of the MRO community to deliver business, technology and operational insights. *Inside MRO* is the official publication of Aviation Week Network's global MRO events and conferences and is inserted into the center of *Aviation Week & Space Technology*.

*Inside MRO* is the Official Publication of the MRO Event Series!



## Greatest MRO Reach

InsideMRO **100,000+** Digital Distribution  
47,781 Qualified Circulation

Broader Digital Distribution:  
MRO Americas | MRO Asia-Pacific | MRO Europe

*Aviation Maintenance Magazine* 60,958 Digital

*MRO Management* 30,000+ Digital & Print

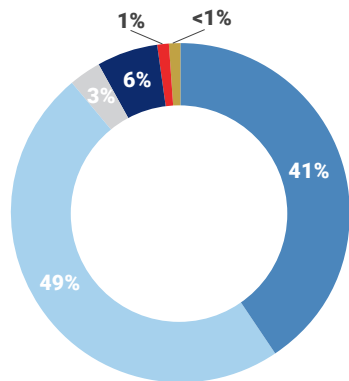
*Director of Maintenance* 20,000 Print

## MRO Digest Newsletter

Reinforce your message with the leading newsletter MRO professional read everyday!



Distribution: **58,000+**  
Average Unique Open Rate: **19%**



## Influential MRO Audience

*Inside MRO* is a monthly magazine that is distributed widely at Aviation Week Network's global MRO events and conferences as the official publication of the events. *Inside MRO* is also inserted in the center of *Aviation Week & Space Technology*.

Reaching **47,781** aftermarket decision-makers across the globe:

- Commercial Airline/Cargo Operators/Regional: **19,427**
- Third-Party MROs: **23,687**
- Government/Regulatory Agencies: **1,343**
- Manufacturing: **2,819**
- Finance/Leasing/Brokers/Dealers: **502**
- Other: **3**

Sources: *Inside MRO*: Publishers Own Data, December 2023. *MRO Management*: 2024 Media Kit. *Director of Maintenance*: 2024 Media Kit. *Aviation Maintenance*: 2024 Media Pack. Eloqua, 2024. 2025 Media Opportunities: Aerospace & Defense

# Aero Engines Media Marketing Opportunities

Led by Aviation Week Network's AeroEngines event series, our dedicated content channels provide the latest trends and issues in the aero engine and leasing management industry that are unmatched in their quality and depth.



## Engine Yearbook is a Year-Long Reference Tool

The Engine Yearbook is the reference book of choice for airlines, engine OEMs and engine aftermarket companies. This resource articles and comprehensive directory listings of the world's leading engine/ APU overhaul shops and specialist engine repair companies.

**Maximum Exposure:** Distribution to **5,400+** aero-engine professionals around the world, including mass distribution at our AeroEngine event series.



## Aero Engines Digest The Official Newsletter of Aero Engines Events

Aero Engines Digest newsletter reaches senior aero engine professionals. Content includes event

updates, engine maintenance & management, technology, industry trends, and more.

**Distribution: 74,500+, 1x month**  
**Open rate: 47%**  
**Click-to-open rate: 12.7%**

## Aero Engines Landing Page

The digital hub on AviationWeek.com for industry professionals to find a deeper dive into the latest engine focused content – including Aero Engines event highlights, news, and insights. The landing page includes podcasts, Engine Yearbook data, news, photo galleries, and forecast updates.

The landing page is accessible from the newsletter and connected to the Aircraft & Propulsion channels across all markets.

Sponsorships range from SOV or exclusive.

## 2025 Aero Engine Events:

- **Aero Engines Americas**  
Jan. 28-29, Fort Worth, TX
- **Aero-Engines Asia-Pacific**  
April 23-24, Hong Kong
- **Engine Leasing, Trading & Finance Europe**  
June 4-5, London, UK
- **Aero-Engines Europe**  
TBD

# Direct Connections to Aerospace Professionals in the Middle East, North Africa & Turkey



## SHOW BUSINESS

**SHOW BUSINESS** dailies published in print and digital formats, provide industry decision-makers and influencers with essential up-to-the minute news and insight from the show floor – including deal announcements, interviews from aerospace and defence technology companies, industry trends and key local market updates.

### 2025 Events with Distribution Rights:

- World Defence Show
- Bahrain Air Show
- Egypt International Airshow
- Dubai Airshow

## Leading brands with unique perspectives of global and local expertise.



### African Aerospace

**African Aerospace** provides essential industry news and insight across the African continent. Content covers all aspects on the industry, including air transport,

defence, airport development, business aviation, training, maintenance, finance & leasing, aircraft interiors, ATM and people.

Reaching **135,000+** readers from across the globe, 4x a year with every issue

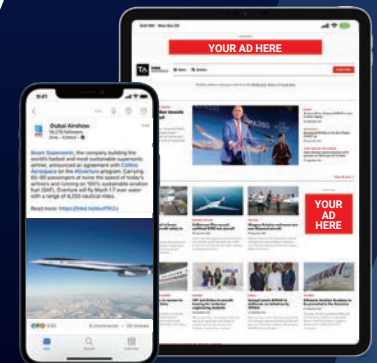


### Arabian Aerospace

**Arabian Aerospace** presents must-read industry news and findings from across the Middle East, North Africa, and Turkey. From space exploration to airport

technology, airline strategy to sustainable aviation success, Arabian Aerospace is recognized by leaders across the industry.

Reaching **170,000+** readers from across the globe, 4x a year with every issue



## Digital Related Media

- Timesaerospace.aero
- Times Aerospace Weekly Newsletter
- TATV Video



# Event Marketing Solutions that Deliver Results

## Stand Out Before, During and After Key Events

Aviation Week Network's A&D media portfolio delivers **unparalleled exposure for your products and services before, during and after an event.**



### Opportunities include:

- Dedicated event landing pages on AviationWeek.com
- Aviation Week Network Show News App sponsorships
  - ▶ Continually updated throughout the show
  - ▶ Curated content in a seamless mobile experience
- Podcasts
- Daily newsletter wrapping up the day's event
- Print and digital display advertising in *Aviation Week & Space Technology* and *Inside MRO*
- Webinars
  - ▶ Editorial (sponsorship only)
  - ▶ Thought leadership
  - ▶ Personal learning
  - ▶ Customer spotlight
- Custom media solutions to increase your event ROI

### Content Consumption Around Events: Did you know this about your customers?



Consume content before an in-person industry event



Continue to consume related content after the event

## Key Events

**Make your presence known at the next industry event!**

Singapore Airshow\*  
NBAA-BACE  
EBACE\*  
ABACE  
Paris Airshow  
Space Symposium\*  
IATA AGM  
MRO Event series  
Aero India  
EAA Airventure Oshkosh  
AFA  
DSEI  
AUSA Annual Meeting

\*Aviation Week Network Show News App available

## Marketing Services

# Our Diverse Range of Solutions

## Engage with over a million global industry professionals

With our Marketing Services strategies, we turn ideas into **powerful marketing campaigns that drive results**. With a blend of creativity, strategy, and data-driven insights, we help businesses like yours stand out in a crowded space.

Discover industry-leading digital marketing solutions that generate ROI for your customers. With products that drive engagement across all stages of the buyer's journey, we are your strategic partner to deliver smarter programs and faster results.



### RESEARCH

Empower customers to make better decisions and establish thought leadership with actionable research-backed results.



### DIRECT MARKETING

Target your audience based on demographics, behaviors or interest, allowing for more personalized messaging.



### EVENT MARKETING

Captivate your audience with unparalleled engagement through our event marketing offerings.



### LEAD SERVICES

Drive real results from your audience with lead solutions designed to increase conversions, insights, and customer ROI.



### CONTENT MARKETING

Capture audience attention and generate results through content marketing solutions that entertain, educate, and engage.



### ADVERTISING

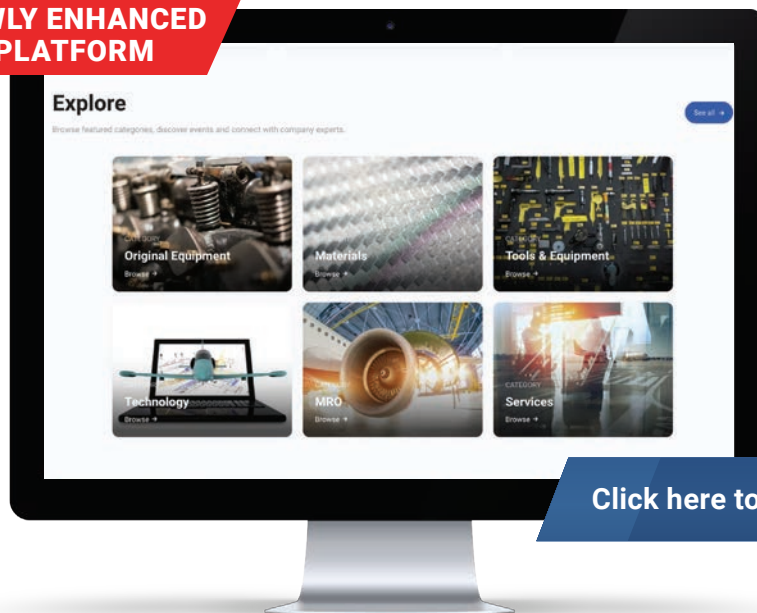
Digital or display advertisements promote product, service or brand to drive user engagement across the internet.

# Connecting Buyers & Suppliers

24/7/365 for all Products & Services

The continuously expanding Aviation Week Marketplace provides a turnkey marketing solution from the industry's most trusted brand. **Suppliers** showcase their product/service to buyers worldwide on the world's largest network and marketplace. **Buyers** browse and search the marketplace for the most relevant products/services to meet their needs.

**NEWLY ENHANCED  
PLATFORM**



**300,000+**  
website visitors  
per year



**16%** average  
click through  
rate

**“A great way to  
introduce our  
latest solutions**  
to our customers and  
potential customers, and  
have that holistic brand  
experience both on the  
Marketplace and at trade  
shows like MRO Americas.”

— Marketplace Advertiser



# A&D Media Portfolio

## Connect with Us:



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## Grow Your Business With:

- Custom Media and Advertising
- Intelligence and Insight
- Data, Analytics, and Forecasting
- Global Conferences and Exhibitions
- Digital Marketplaces