

2015 MEDIA GUIDE

AeroSafetyWORLD

The Journal of Flight Safety Foundation

2015 LINE-UP AND CLOSING DATES



Issue	Subject	Close	Materials Due	Event Distribution
FEB 2015	Analyzing safe helicopter operations	Dec. 19, 2014	Jan. 9, 2015	HAI Heli-Expo 2015, Orlando, Florida AAAE/ACI-NA Washington Legislative Conference, Washington, District of Columbia CANSO World ATM Congress, Madrid, Spain
MAR 2015	Safety issues in Middle East	Jan. 23, 2015	Jan. 30, 2015	11th Annual CHC Safety & Quality Summit, Vancouver, BC, Canada
APR 2015	New training techniques and technologies	Feb. 23, 2015	Mar. 2, 2015	WATS 2015, Orlando, Florida AAAE 49th International Aviation Snow Symposium, Buffalo, New York 40th Annual RAA Convention, Cleveland, Ohio FSF 60th annual Business Aviation Safety Summit (BASS), Weston, Florida EBACE, Geneva, Switzerland
MAY 2015	Assessing safety management practices of UAS operators	Mar. 23, 2015	Mar. 30, 2015	FSF 60th annual Business Aviation Safety Summit (BASS), Weston, Florida EBACE, Geneva, Switzerland Paris Air Show, Le Bourget, France IATA 71st Annual General Meeting, Miami, Florida 87th Annual AAAE Conference, Philadelphia, Pennsylvania
JUN 2015	Airport safety update	April 27, 2015	May 4, 2015	
JUL/AUG 2015	Maintenance safety issues	June 19, 2015	June 26, 2015	ALPA 61st Air Safety Forum, Washington, District of Columbia
SEP 2015	Cabin safety management and inflight emergencies	Jul. 24, 2015	Jul. 31, 2015	ERA General Assembly, Berlin, Germany ACI-NA Annual Conference, Long Beach, California
OCT 2015	Trends in data analysis	Aug. 24, 2015	Aug. 31, 2015	68th annual International Air Safety Summit (IASS) NBAA, Las Vegas, Nevada ATAC Annual General Meeting, Montreal, QC, Canada
NOV 2015	Safety issues in Latin America	Sep. 28, 2015	Oct. 4, 2015	68th annual International Air Safety Summit (IASS) NBAA, Las Vegas, Nevada ACI-NA International Aviation Issues Seminar, Washington, District of Columbia
DEC 2015/ JAN 2016	Safety Management Systems (SMS) effectiveness	Oct. 30, 2015	Nov. 6, 2015	Singapore Air Show

Additional Departments and other features included in ASW issues:

- President's Message
- Editorial Page
- Safety Calendar
- InBrief/Safety News
- DataLink
- OnRecord
- Safety Standards
- Strategic Issues
- Maintenance Matters
- Flight Training
- Threat Analysis
- Flight Ops
- Safety Review
- Safety Regulations
- Human Factors
- AvWeather
- Safety Management

Show your company's support of aviation safety.

Advertise in *AeroSafety World*, read by industry stakeholders and decision makers around the world.

ASW readership survey results underline the magazine's vital role as a valuable reference and information source for safety-related topics.

Did you know?

After viewing an advertisement,

over **50%** of readers have initiated a specific purchase/action or requested more information from the company featured.

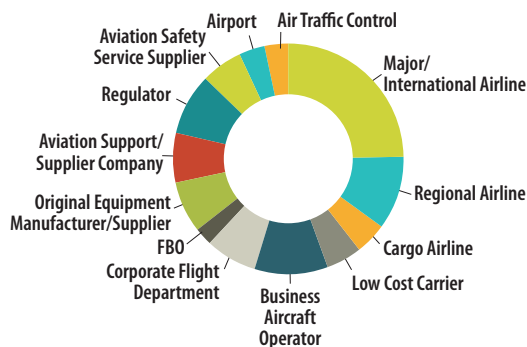
45% of readers spend up to an hour reading every issue and **38%** dedicate over an hour.

More than **half** of readers share their issue with one or more colleagues.

96% of readers surveyed rank www.flightsafety.org as an important news source.

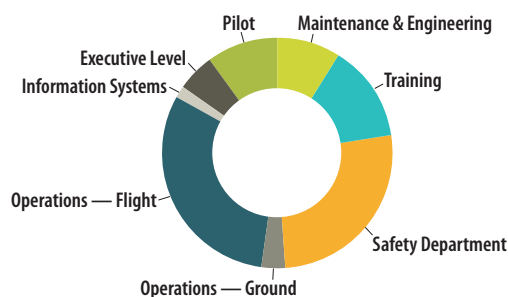
Some **60%** of readers save ASW for personal reference, **27%** route the magazine to others, and **18%** file it in a central location/library.

ASW readership encompasses a broad spectrum of aviation.

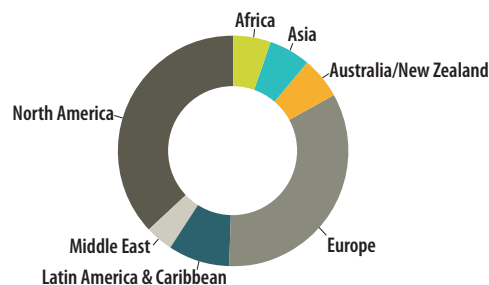


Safety is the number one priority for major and regional airlines, corporate and charter operators, training and maintenance facilities, as well as support organizations and suppliers. With its global reach, *AeroSafety World* enables advertisers to get their message about their products or services to decision makers in virtually every segment of the aviation industry.

ASW readers work in all aspects of aviation.



ASW readers represent companies from around the globe.



Support the mission of Flight Safety Foundation and other safety-minded companies around the globe by advertising in *AeroSafety World* magazine.

Flight Safety Foundation is an independent, non-profit, international organization engaged in credible research, auditing, education, advocacy and publishing to improve aviation safety. Established in 1947, the Foundation's mission is to pursue the continuous improvement of global aviation safety and the prevention of accidents. The Foundation is an official observer of the UN's International Civil Aviation Organization.

Visit our Web site: flightsafety.org | Follow FSF on Twitter @flightsafety | Find us on Facebook /flightsafetyfoundation

Flight Safety Foundation partners with the United Nations World Food Programme (WFP) to assist with improving the safety levels of their humanitarian flight operations. WFP is the world's largest humanitarian agency fighting hunger worldwide. Each year, on average, WFP feeds more than 90 million people in more than 70 countries.



—Thomas Anthony, Director, Aviation Safety and Security Program
Viterbi School of Engineering, University of Southern California

	1x		2-3x		4-7x		8-10x	
Position	FSF Member	FSF Non-Member	FSF Member	FSF Non-Member	FSF Member	FSF Non-Member	FSF Member	FSF Non-Member
Skyscraper (160 x 600 pixels)	\$1,050	\$1,275	\$1,000	\$1,150	\$945	\$1,010	\$895	\$935
Horizontal Banner (600 x 200 pixels)	\$790	\$875	\$740	\$835	\$710	\$767	\$675	\$730

All rates are in net U.S. dollars. Agencies must add appropriate commission. No advertising will be displayed on the Flight Safety Foundation home page.

"AeroSafety World is an excellent publication that I often use as a source of articles for our own publication."

—Dai Whittingham, Chief Executive, UK Flight Safety Committee

"I believe the magazine is one of the most excellent and valuable issues for the aviation world."

—Masahiko Yonemaru, Managing Director of Engineering, Association of Air Transport Engineering and Research

Acceptable Formats for PRINT Ads

AeroSafety World is printed direct-to-plate. Digital files are required. Film will not be accepted.

- Press-ready PDF
- InDesign CS3 or later (include all imported files and fonts)
- Adobe Illustrator (version CS5.5 or earlier), turn fonts to outlines, save as .ai (version 8 or later)
- Encapsulated PostScript (.eps) file, turn fonts to outlines

Imported or Embedded Images:

Minimum resolution required is 300 ppi for full-color or grayscale artwork at actual size and 1200 ppi for bitmap (black & white line art) at actual size. Images from Web sites are NOT acceptable.

Color: Convert all colors to CMYK.

Send PRINT materials to:

Jennifer Moore art director
E-mail: advertising@emeraldmediaus.com

Terms and Conditions

All contents of advertisements are subject to the Publisher's approval. The Publisher reserves the right to reject or cancel any advertisement if the Publisher deems it to be unacceptable for any reason. The term "advertiser" includes any advertiser's advertising agency.

All advertisements must be clearly identifiable as such. If the Publisher decides any advertisement creates the illusion of editorial matter, the Publisher reserves the right to decline such advertisement and/or to place the word "Advertisement" in it.

The advertiser's sole remedy for the failure to print any advertisement or the appearance of any errors in the advertisement not in the submitted version will be the right to place a "make-good" advertisement.

The Publisher will not be liable for any delays affecting the timing or cancellation of any advertisement scheduled to be published in the event of an act of God, action by any governmental entity, fire, flood, accidents, insurrection, act of terrorism or war, embargo, legal or illegal strikes, labor or materials shortages, transportation interruption of any kind, work slowdown, or any other condition beyond the control of the Publisher affecting production or delivery in any manner.

Please contact the Emerald Media sales team for more information.

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Additional Flight Safety Foundation Opportunities

For information on becoming a Flight Safety Foundation member, contact Ahlam Wahdan, membership services coordinator, wahdan@flightsafety.org

To subscribe to *AeroSafety World* magazine go to flightsafety.org

For information on summit sponsorship and exhibitor opportunities at Flight Safety Foundation summits, contact Susan Lausch, senior director of membership and business development, lausch@flightsafety.org

To ensure continued progress in aviation safety donate to Flight Safety Foundation to help fund a full range of programs and operations. Contact Susan Lausch, senior director of membership and business development, lausch@flightsafety.org

Save the dates for Flight Safety Foundation's 2015 Summits and Forums

Approach and Landing Accident Reduction (ALAR) Info Exchange

February 10–11, 2015
Singapore

Maintenance and Engineering Safety Forum

February 12–13, 2015
Singapore

60th annual Business Aviation Safety Summit (BASS) 2015

May 13–14, 2015
Bonaventure Resort and Spa
Weston, FL

68th annual International Air Safety Summit (IASS) 2015

TBA

Acceptable Formats for E-MEDIA Ads

72 dpi JPEG or GIF, exact size as indicated

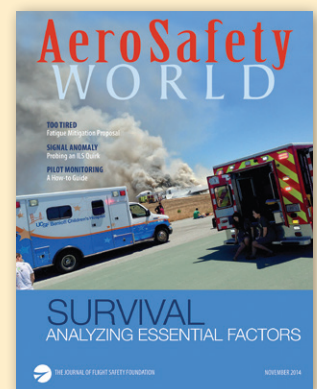
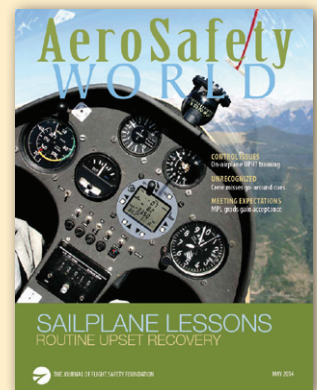
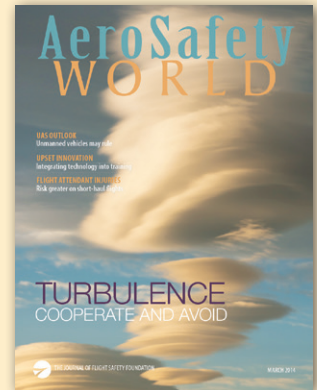
Color: Convert all colors to RGB.

Send E-MEDIA materials to:

Emerald Media
advertising@emeraldmediaus.com
tel: +1 703.716.0503

FTP: Information will be provided upon request.

A PDF of the ASW Media Guide is available on our Web site at flightsafety.org/files/asw_media_guide_2015.pdf



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