

# 2015 MEDIA GUIDE

## AeroSafetyWORLD

The Journal of Flight Safety Foundation

### 2015 LINE-UP AND CLOSING DATES



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

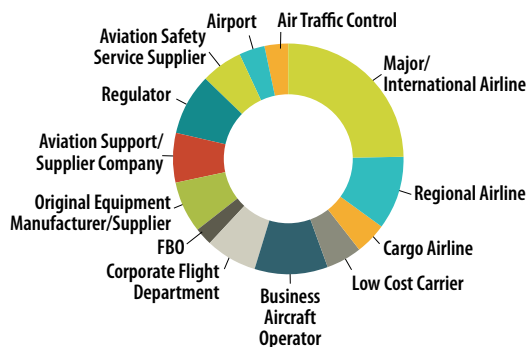
**45%** of readers spend up to an hour reading every issue and **38%** dedicate over an hour.

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

**96%** of readers surveyed rank [www.flightsafety.org](http://www.flightsafety.org) as an important news source.

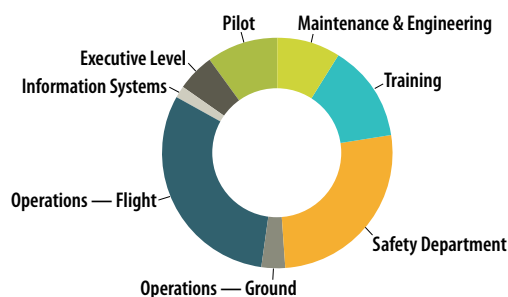
Some **60%** of readers save ASW for personal reference, **27%** route the magazine to others, and **18%** file it in a central location/library.

ASW readership encompasses a broad spectrum of aviation.

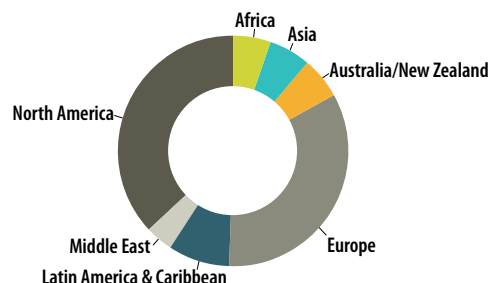


Safety is the number one priority for major and regional airlines, corporate and charter operators, training and maintenance facilities, as well as support organizations and suppliers. With its global reach, *AeroSafety World* enables advertisers to get their message about their products or services 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](http://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.



*“AeroSafety World is the single most necessary publication to understanding air safety. The quality and scholarship set the highest standard for aviation journalism. I see it as the “Economist” of aviation journalism. It is the official voice of the Flight Safety Foundation and reflects the expertise and judgement that is resident therein.”*

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

## ASW Advertising Opportunities for PRINT Media

ASW 2015 PRINT Advertising Rates (per issue)								
	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
Full Page	\$2,415	\$2,980	\$2,295	\$2,830	\$2,065	\$2,545	\$1,960	\$2,420
Half Page	\$1,810	\$2,310	\$1,720	\$2,195	\$1,550	\$1,975	\$1,470	\$1,875
2-Page Spread	\$5,250	\$7,350	\$4,990	\$6,980	\$4,490	\$6,280	\$4,265	\$5,970
<b>Special Positions</b>								
Back Cover	\$4,410	\$5,510	\$4,190	\$5,235	\$3,770	\$4,710	\$3,580	\$4,475
Inside Front Cover	\$3,300	\$4,410	\$3,135	\$4,190	\$2,820	\$3,770	\$2,880	\$3,580
Inside Back Cover	\$2,625	\$3,300	\$2,590	\$3,135	\$2,245	\$2,820	\$2,130	\$2,680

*All rates are in net U.S. dollars. Agencies must add appropriate commission.*

PRINT Size Specifications												
	Non-Bleed				Bleed				Trims to			
	Inches		Millimeters		Inches		Millimeters		Inches		Millimeters	
Dimensions	Width	Height	Width	Height	Width	Height	Width	Height	Width	Height	Width	Height
2-Page Spread	15.77	9.125	400.6	231.8	17.25	11.25	438.2	285.8	17	11	431.8	279.4
Cover or Full Page	7.035	9.125	178.7	231.8	8.75	11.25	223.3	285.8	8.5	11	215.9	279.4
Half Page (horizontal)	7.035	4.563	178.7	115.9	8.75	5.62	223.3	142.9	8.5	5.5	215.9	139.7
Half Page (vertical)	4.14	9.125	105.2	231.8	4.88	11.25	124.0	285.8	4.76	11	120.8	279.4

Note: Page trim size: 8.5 in x 11 in (215.9 mm x 279.4 mm). Bleed allowance: 0.125 in (3.2 mm) on each side. Safety area for bleeds: 0.25 in (6.4 mm) inside trim. Gutter safety: 0.35 in (8.9 mm).

## ASW Advertising Opportunities for E-MEDIA

ASW 2015 e-Newsletter Advertising Rates (per month)								
	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
Vertical Banner (150 x 240 pixels)	\$1,575	\$1,800	\$1,495	\$1,710	\$1,345	\$1,540	\$1,275	\$1,465
Button 1 (150 x 90 pixels)	\$1,050	\$1,275	\$1,000	\$1,150	\$945	\$1,010	\$895	\$935
Button 2 (150 x 60 pixels)	\$525	\$700	\$475	\$660	\$445	\$590	\$410	\$555

*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.*

BASS 2015 Dailies Advertising Rates (per day)					IASS 2015 Dailies Advertising Rates (per day)				
	1x		2–3x			1x		2–3x	
Position	FSF Member	FSF Non-Member	FSF Member	FSF Non-Member	Position	FSF Member	FSF Non-Member	FSF Member	FSF Non-Member
Vertical Banner (150 x 240 pixels)	\$1,575	\$1,800	\$1,495	\$1,710	Vertical Banner (150 x 240 pixels)	\$1,575	\$1,800	\$1,495	\$1,710
Button 1 (150 x 90 pixels)	\$1,050	\$1,275	\$1,000	\$1,150	Button 1 (150 x 90 pixels)	\$1,050	\$1,275	\$1,000	\$1,150
Button 2 (150 x 60 pixels)	\$525	\$700	\$475	\$660	Button 2 (150 x 60 pixels)	\$525	\$700	\$475	\$660

*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.*

ASW 2015 Web Site Advertising Rates (per month)								
	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](mailto: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](mailto:wahdan@flightsafety.org)

To subscribe to *AeroSafety World* magazine go to [flightsafety.org](http://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](mailto: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](mailto: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:

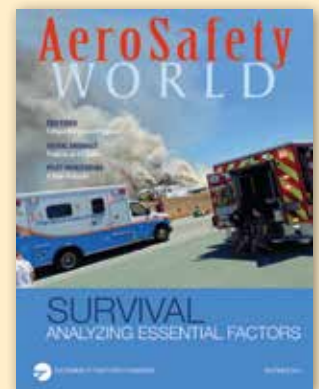
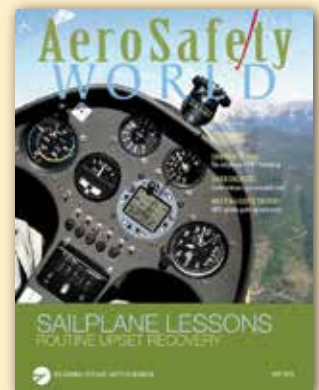
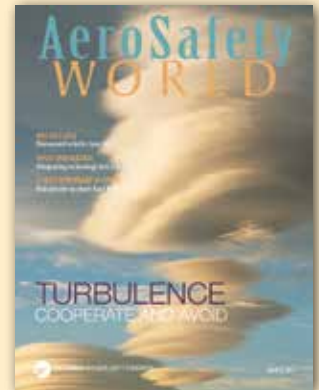
Emerald Media

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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](http://flightsafety.org/files/asw_media_guide_2015.pdf)**



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