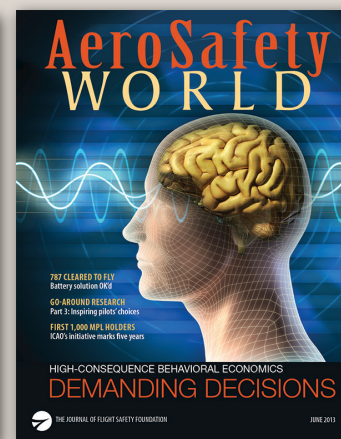
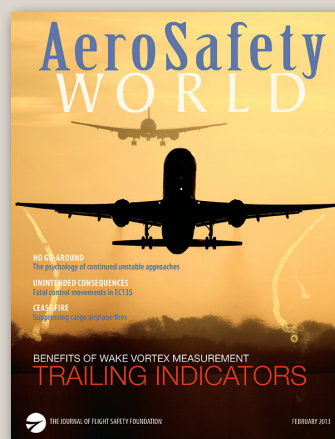


2014 MEDIA GUIDE

AeroSafetyWORLD

The Journal of Flight Safety Foundation



2014 LINE-UP AND CLOSING DATES

Issue	Subject	Close	Materials Due	Event Distribution
FEB 2014	Helicopter safety and training	Dec. 20, 2013	Jan. 10, 2014	Singapore Air Show, Singapore Heli-Expo 2014, Anaheim, CA 2014 Air Charter Safety Symposium, Ashburn, VA
MAR 2014	Cabin safety	Jan. 24, 2014	Jan. 31, 2014	RAeS, London Approach and Go-Around Safety, Orlando, FL 10th annual CHC Safety & Quality Summit, Vancouver, BC, Canada IATA Ops Conference, Bangkok, Thailand WATS 2014, Orlando, FL IFALPA 69th annual Conference, Panama City, Panama
APR 2014	Professionalism	Feb. 21, 2014	Feb. 28, 2014	FSF 59th annual Business Aviation Safety Summit (BASS), San Diego, CA
MAY 2014	Upset prevention recovery training	Mar. 28, 2014	Apr. 4, 2014	EBACE, Geneva, Switzerland IATA Cabin Safety Conference, Madrid, Spain 2014 Safety Forum: Airborne Conflict, Brussels, Belgium Asia Pacific Aviation Safety Seminar, Bangkok, Thailand 39th Annual RAA Convention, St. Louis, MO 70th Annual IATA General Assembly Meeting & World Air Transport Summit, Doha, Qatar
JUN 2014	Key safety issues in maintenance	May 2, 2014	May 9, 2014	Farnborough International Airshow, Farnborough, UK Maintenance & Engineering Safety Forum, Singapore Approach and Landing Accident Reduction (ALAR) Info Exchange, Singapore
JUL/AUG 2014	Mobile learning/training Aviation English	June 14, 2014	June 23, 2014	Maintenance & Engineering Safety Forum, Singapore Approach and Landing Accident Reduction (ALAR) Info Exchange, Singapore 5th Pan American Aviation Safety Summit, Curaçao
SEP 2014	Air Traffic Management safety priorities	Jul. 25, 2014	Aug. 1, 2014	FSF 67th International Air Safety Summit (IASS), Abu Dhabi, UAE NBAA 68th Annual Meeting & Convention, Orlando, FL ERA General Assembly, Barcelona, Spain MRO Europe Conference & Exhibition, London ISASI 2014 Seminar, Adelaide, Australia
OCT 2014	Safety issues in Africa and Middle East	Aug. 22, 2014	Aug. 29, 2014	FSF 67th International Air Safety Summit (IASS), Abu Dhabi, UAE NBAA 68th Annual Meeting & Convention, Orlando, FL
NOV 2014	Winter operations	Sep. 26, 2014	Oct. 3, 2014	ATAC Annual General Meeting & Tradeshow, Vancouver, Canada ICAO Next Generation of Aviation Professionals & TRAINAIR, Johannesburg, South Africa Ground Handling International Conference, Gothenburg, Sweden
DEC 2014/ JAN 2015	Top 10 safety issues	Oct. 24, 2014	Oct. 31, 2014	FAA International Aviation Safety Forum

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.

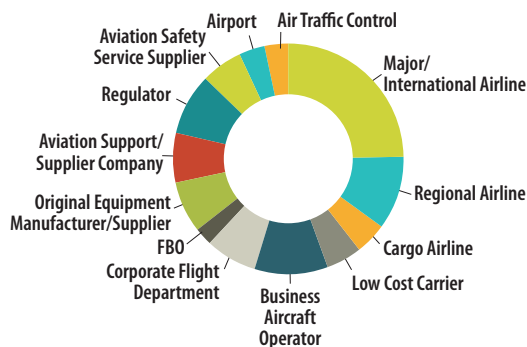
45% of readers spend up to an hour reading every issue and **38%** dedicate over an hour.

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.

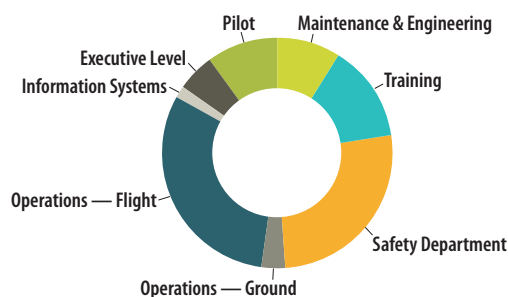
Some **60%** of readers save ASW for personal reference, **27%** route the magazine to others, and **18%** file it in a central location/library.

ASW readership encompasses a broad spectrum of aviation.

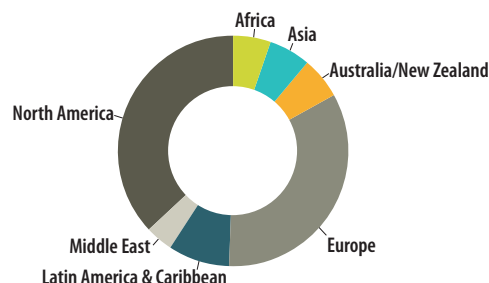


Safety is the number one priority for major and regional airlines, corporate and charter operators, training and maintenance facilities, as well as support organizations and suppliers. With its global reach, *AeroSafety World* enables advertisers to get their message about their products or services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



“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 2014 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
Special Positions								
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 2014 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 (120 x 240 pixels)	\$1,575	\$1,800	\$1,495	\$1,710	\$1,345	\$1,540	\$1,275	\$1,465
Button 1 (120 x 90 pixels)	\$1,050	\$1,275	\$1,000	\$1,150	\$945	\$1,010	\$895	\$935
Button 2 (120 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 2014 Dailies Advertising Rates (per day)					IASS 2014 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 (120 x 240 pixels)	\$1,575	\$1,800	\$1,495	\$1,710	Vertical Banner (120 x 240 pixels)	\$1,575	\$1,800	\$1,495	\$1,710
Button 1 (120 x 90 pixels)	\$1,050	\$1,275	\$1,000	\$1,150	Button 1 (120 x 90 pixels)	\$1,050	\$1,275	\$1,000	\$1,150
Button 2 (120 x 60 pixels)	\$525	\$700	\$475	\$660	Button 2 (120 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 2014 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

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.

Cheryl Goldsby

cheryl@emeraldmediaus.com

tel: +1 703.737.6753

Kelly Murphy

kelly@emeraldmediaus.com

tel: +1 703.716.0503

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 Kelcey Mitchell, director of events and summits, mitchell@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 2014 Summits

59th annual Business Aviation Safety Summit (BASS) 2014

April 16–17, 2014

Sheraton San Diego Hotel & Marina, San Diego, CA

67th annual International Air Safety Summit (IASS) 2014

November 11–13, 2014

Jumeirah at Etihad Towers, Abu Dhabi, United Arab Emirates

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:

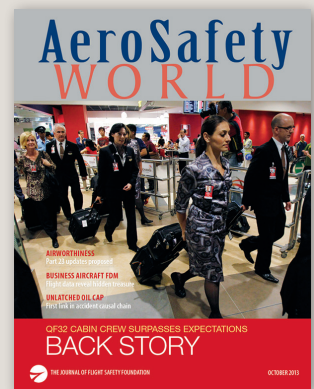
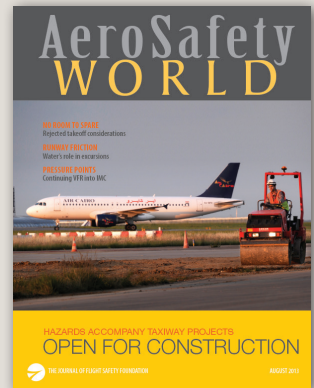
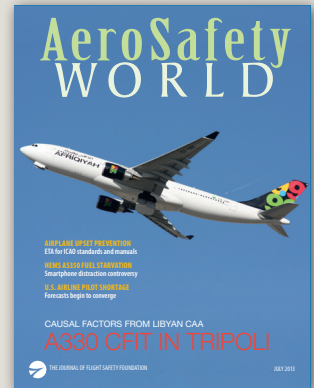
Emerald Media

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_2014.pdf



**FLIGHT
SAFETY
FOUNDATION**

801 N. Fairfax Street, Suite 400
Alexandria, VA 22314-1774 USA

+1 703.739.6700

+1 703.739.6708 fax

flightsafety.org