

Aircraft Interiors | EXPO®

4 - 6 JUNE 2023

HAMBURG, GERMANY

2023 MEDIAPACK

Dear Exhibitor,

Aircraft Interiors Expo (AIX), the world's leading event for airlines and the supply chain to source the latest innovations, technologies and products for cabin interiors, are happy to announce that Showtime Media Services will produce the Official Digital Show Preview, and the Official Printed Catalogue. With the new addition this year of the Official printed Pocket guide for AIX 2023.



PROMOTE YOUR BRAND AND GENERATE MORE BUSINESS



Digital Official Preview

The Digital Official Preview link will be emailed to over 20,000 industry professionals approximately 4 weeks before the show. It will contain news stories, covering new services, product launches, promotions, mergers, new contracts and industry trends. Its digital format offers readers many additional advantages, including:

- Timesaving tools that quickly take readers right to the articles.
- Quick links for easy navigation to content on the web, advertisers sites and other articles.
- Efficient, paperless storage of the archived issues on readers PC for access at any time.



Official Catalogue

8,000 copies of the Show Catalogue will be printed and made available to all the visitors at the entrance of the exhibition hall. The catalogue will include important exhibition information including the educational programme, the floor plan, and exhibitor

profiles and stand locations. A digital replica of the Printed Catalogue will be available to download from the QR codes on-site and from the AIX website after the show.



Editorial Opportunities

We will also include a FREE editorial initiative in the Preview and the Catalogue.

All Exhibitors are invited to submit News and Editorial for possible inclusion within the Preview and Catalogue. News articles (74-150 words) for the Preview and Editorial articles (600-1,200 words with image) for the Catalogue. Articles must be comparative product pieces or generic articles looking at the ways forward for the industry.



For more information please feel free to email the editor at editorial@showtimemedia.com or telephone Brian on +44 (0) 1462 420 009.

ADVERTISING & SPONSORSHIP OPPORTUNITIES



SPONSORSHIP OF THE OFFICIAL SHOW CATALOGUE

€15,500

Take maximum 'ownership' of the Show Catalogue as the sponsor of the entire publication.

This premium package includes:

1. Advertisement banner on the front cover positioned at foot of page 30mm high x 210 mm wide. Advert Banner also placed on the contents page and the welcome page.
2. A double page spread of editorial promoting your products and services available to the industry.
3. Your company logo and image positioned next to your exhibitor entry.
4. A full page colour advertisement on a right hand page.



THE MOST IMPRESSIVE AND PROMINENT BRANDING OPPORTUNITY

HIGH VISIBILITY BRANDING

Official Digital Show Preview / Catalogue

(prices for each publication)

Frame Banner Advert	€7,000
Pop Up Advert	€6,000
In-Flow Advert	€6,000
Leader Advert	€5,050
Wallpaper Advert	€950

The Official Digital Show Preview will be emailed to 20,000 industry professionals 4 weeks before the show. The Digital Catalogue will be available to download from the AIX website after the show.

Bookmark Sponsorship €12,750

- The bookmark measures 150mm (H) x 70mm (W) and will be attached to the last page of the Show Catalogue by a coloured piece of ribbon.
- Includes a double page spread editorial where the bookmark will be positioned in production.

Bellyband €12,750

- Advert wraps around the whole catalogue and is stuck with low tac glue dots into position on your two pages of advertorial. Advert measures 70mm (H) x 570mm (W).

Exhibitor Entry Sponsorship €12,950

- 40 strips (banners) on each of the exhibitor entry and product listing pages.
- Front cover to where we would apply the banner.
- 2 pages of editorial within the main body of the publication.

Floor Plan & A-Z List Sponsorship €8,500

- 5 advert strips (banners) placed across the bottom of the Floor Plan and A-Z lists.
- Highlighted stand on the Floor Plan
- 2 pages of editorial

OFFICIAL PRINTED SHOW CATALOGUE AND OFFICIAL DIGITAL SHOW PREVIEW

(price for each publication)

Cover Positions

Outside Back Cover	€12,400
Inside Front Cover	€10,550
Inside Back Cover	€9,350

Inside Positions

Double Page Spread	€10,550
Full Colour Page	€5,650
Half Page	€3,350
Quarter Page	€2,400
Logo On The Floor Plan With A Trail Leading To Your Stand	€1,350
(Highly visible as the floor plan is used by visitors to navigate around the show – availability limited!)	
Inserts	P.O.A

Exhibitor Entry

Company Logo with Catalogue Entry	€325
Boxed Catalogue Entry with Logo	€395
Photographs with Catalogue Entry	€595
Box & Logo Next To Entry In Product Index (Per Entry)	€155
Logo Next To Entry In The Product Index (Per Entry)	€105

Pocket Guide

Full page advert	€3,000
DL (99mm x 210mm) in size the 7,000 Pocket guides will be distributed free to all visitors at the entrance to the event.	

(Highly visible as the product index is used as a buyer's guide or the rest of the year)

Call David Benson today on +44 (0) 1462 420009 alternatively email AIX@showtimemedia.com



ADVERTISING DIMENSIONS

All advertisement sizes quoted are in Width in mm (first) x Height in mm (second). Please keep type at least 10mm from the edges to avoid gutter.

Showtime Production Department

Contact: Andy Milsom on

T: +44 (0)1462 420 009

E: designers@showtimemedia.com

ARTWORK SPECS

Official Digital Show Preview and Official Printed Show Catalogue A4

DPS	Trim	420mm x 297mm
	Bleed	426mm x 303mm
Full page	Trim	210mm x 297mm
	Bleed	216mm x 303mm
Half page	Landscape (trim)	210mm x 148.5mm
	Landscape (bleed)	216mm x 154.5mm
	Portrait (trim)	105mm x 297mm
	Portrait (bleed)	111mm x 303mm
Quarter page	Trim	105mm x 148.5mm
	Bleed	111mm x 154.5mm

Pocket Guide DL

Full page	Trim	99mm x 210mm
	Bleed	111mm x 216mm

Specials A4

Sponsorship strips	Trim	210mm x 30mm
	Bleed	216mm x 36mm
Bookmark (Catalogue only)	Trim	70mm x 170mm
	Bleed	76mm x 176mm
Bellyband (Catalogue only)	Trim	580mm x 70mm
	Bleed	586mm x 76mm

HIGH VISIBILITY BRANDING

Official Digital Show Preview / Catalogue

Frame Banner Advert	(720 x 90 px)
Pop Up Advert	(768 x 576 px)
Leader Advert	(210mm x 297mm)
Wallpaper Advert*	(150 x 650 px)

* (22 second loop, sharing 3 Ads, not visible on mobile devices)

Please keep type at least 10mm from the edges to avoid gutter (Official Printed Show Catalogue only)



DEADLINES

Digital Preview news: 14th April 2023

Digital Preview Artwork: 28th April 2023

Catalogue news and editorial: 5th May 2023

Catalogue Artwork: 20th May 2023



HOW & WHERE TO SEND ARTWORK

You can email your files to designers@showtimemedia.com



FILE FORMATS

- All artwork must be CMYK, 300dpi.
- The following formats are acceptable: PDF, EPS, TIFF, JPG
- Please outline or embed fonts if sending EPS

Showtime Media Services Ltd accepts no liability for any errors created from files sent in a digital format, if any of the stated procedures have not been adhered to.



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