



ISTAT



2023 ISTAT MEDIA PLANNER

Reach key decision-makers within the
commercial aviation industry.

Jetrader / ISTAT UPdate / ISTAT Online

OVERVIEW

Fuel your marketing efforts with ISTAT media.



Jetrader

Jetrader, ISTAT's official magazine, is circulated to ISTAT members on a quarterly basis. Available in print and digital editions.

5,100 Circulation

8,364 Pass-along Readers

13,464 Total Readership



ISTAT UPdate

Sent monthly, *ISTAT UPdate* keeps members informed about timely industry and association news on-the-go.

5,100 Circulation

40% Average Open Rate



ISTAT Online

Amplify your brand by sponsoring a virtual experience or podcast designed for the ISTAT community.

Nearly 300 registrants and on-demand views

Choose from ISTAT Chats and ISTAT Learning Lab events

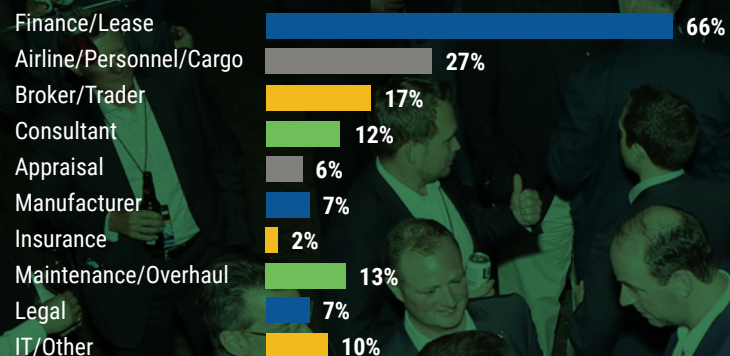
5,809 podcast downloads since launch

To reserve space, please contact Liz Barrett, Advertising Director, at 202-367-1231 or ebarrett@istat.org.

MEMBER PROFILE

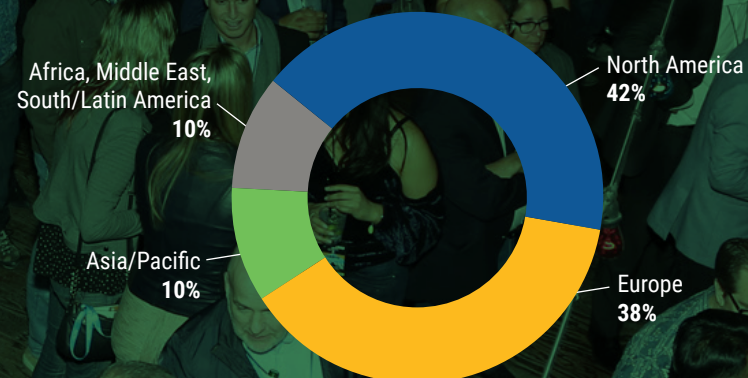
ISTAT members represent more than 5,000 professionals worldwide who are involved in all activities related to the commercial aviation sector.

MEMBER CATEGORY¹



(Members may belong to more than one category)

MEMBER REGIONS²



MEMBER JOB TITLES

CEOs	Chairmen	Marketing and Sales	Many More!
COOs	Partners	Directors	
CFOs	Principals	Managing	
EVPs/VPs	Presidents	Directors	

PURCHASING POWER

Recommend products/services for purchase	67%
Specify products/services for purchase	30%
Approve the purchase of products/services	46%

JETRADER

The official quarterly magazine for ISTAT members.

Circulation: 5,100 Total Readership: 13,464¹

Published quarterly, *Jetrader* magazine informs and educates ISTAT members on industry trends, association initiatives and information on timely issues such as today's market challenges.

Circulated to our membership of aviation executives, your message within an ISTAT publication will reach passenger and cargo airlines; airframe, engine and aviation equipment manufacturing executives; banking and leasing officials; appraisers; insurers; consultants; attorneys; and brokers throughout our industry.



WE SURVEYED ISTAT MEMBERS. HERE ARE WHAT THE RESPONDENTS INDICATED¹:

Nearly **3 in 4** rate the value of information in *Jetrader* as informative and helpful.

- The average reader spends at least **38 minutes** reading *Jetrader*.

63% perceive companies that advertise in *Jetrader* as more supportive of their industry than those that don't.

36% are more likely to consider purchasing products/services from companies that advertise their products in *Jetrader*.

Jetrader ranked **the highest importance** when compared with other industry publications.*

*As compared to *Airfax*, *Aircraft Value News*, *Airline Fleet Management*, *Airline Economics*, *Airfinance Journal*, *Speed News*, *Aircraft Technology Engineering & Maintenance*, *Cargo Facts*

¹2018 ISTAT Publications Survey

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DIGITAL EDITION

Jetrader in a fully interactive digital format.

Annual *Jetrader* Page Views: 107,000¹

The digital edition of *Jetrader* allows advertisers to reach the entire aviation community through multiple media channels.

Our display advertising rates include exposure in both print and digital editions. Interactive ads drive decision makers directly from your ad to your website. Premium positioning opportunities offer the ability to integrate sound, video and animation. Link to the landing page of your choice and generate an immediate response from customers.



ISTAT MEMBERS ARE HIGHLY ENGAGED WITH ISTAT DIGITAL PUBLICATIONS¹:

***Jetrader* Digital Edition**

Average of **5 minutes** spent reading per visit

More than 26,900 pageviews per issue



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¹ Calculated from August 2021 to August 2022

ISTAT UPDATE

The official monthly e-newsletter for ISTAT members.

Circulation: 5,100 Average Open Rate: 40%

Now more than ever, professionals consume information on the go. *ISTAT UPdate* e-newsletter allows members to stay informed about timely industry and association news whether they are in the office or on the road.

Sections include:

- News from ISTAT
- ISTAT Calendar
- Member Updates
- Jetrader* Magazine
- Foundation Happenings



ENJOY THE BENEFITS OF A TARGETED E-NEWSLETTER¹:

Over 72% of members rate the value of information in *ISTAT UPdate* as sufficient or extremely informative and helpful.

The average reader spends at least **11 minutes** reading *ISTAT UPdate*.

30% forwarded to others for additional exposure.

Cross-promoted in *Jetrader* magazine and other ISTAT communications pieces.

Directs visitors to the landing page of your choice to facilitate the purchasing process.

Archives are accessible for unlimited online viewing.

Limited available ad space makes each position exclusive.

¹ 2018 ISTAT Publications Survey

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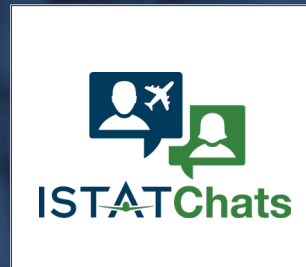
ISTAT ONLINE

Facilitating conversation and learning through virtual experiences.

Nearly 300 average registration and on-demand views

ISTAT CHATS

ISTAT Chats is designed to be a free-flowing, non-scripted fireside chat between two industry icons. That's right, there will be no PowerPoint presentation. Instead, attendees will discover a combination of history, mentorship, inspiration and counsel woven into conversation. It's a rare view into the ISTAT community that many may not know.



ISTAT LEARNING LAB

ISTAT Learning Lab is an educational offering that will focus on relevant topics for the commercial aviation finance, leasing and trading industry. These labs are ideal for those looking to dive deeper into specific topic areas and connect with industry experts.



Visit istat.org/ISTAT-Online and contact Liz Barrett for more information about upcoming virtual event opportunities.

BECOME A SPONSOR

Receive valuable exposure by sponsoring an ISTAT virtual event for just \$2,000. Benefits include:

- Sponsor recognition in 2 e-blasts to more than 12,000 industry professionals
- Sponsor logo recognition in 1 issue of ISTAT Update
- Sponsor recognition in select ISTAT social media posts promoting the event (LinkedIn, Facebook, Instagram, and Twitter)
- Sponsor recognition in the ISTAT app
- Sponsor recognition in event registration page
- A 30-second pre-roll audio ad read by moderator
- Verbal recognition of sponsor in last 2 minutes of event
- Opportunity to include a resource/handout (case study, white paper, brochure) to all attendees

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ISTAT ONLINE

Sponsor the ISTAT Podcast and reach leaders in the commercial aviation industry.

5,800 downloads since podcast launch

ISTAT PODCAST

The new ISTAT Podcast features conversations with leaders throughout the commercial aviation industry. Host Peter Negline, ISTAT board member and head of strategy and market research at BOC Aviation Limited, leads these conversations around a variety of intriguing topics. Listeners tune in to hear stories from commercial aviation leaders, how they ventured into the profession, and what they think about the current environment.



Visit istat.org/ISTAT-Online and contact Liz Barrett for more information about upcoming virtual event opportunities.

SPONSOR THE ISTAT PODCAST

Align your brand with ISTAT content and promote your organization and solutions by sponsoring an upcoming podcast episode. Contact Liz Barrett for a schedule of topics.

For just \$2,500, you'll receive recognition in up to (4) four podcast episodes per month, including:

One 30-second spoken ad within the first minute of the episode

A mention of the advertiser within the last two minutes of the episode

Sponsor recognition in ISTAT Update and ISTAT social media channels

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2023 PRINT AD RATES, DEADLINES, AND SPECS



SPRING ISSUE

Q&A: ISTAT Award Winner
Event Recaps: ISTAT Holiday
Receptions

Ships in March 2023

Ad Close: 12 December 2022

Materials: 19 December 2022

SUMMER ISSUE

Q&A: Industry Interview
Event Recaps: ISTAT
Americas 2023, ISTAT
Asia 2023

Ships in June 2023

Ad Close: 17 April 2023

Materials: 24 April 2023

AUTUMN ISSUE

Q&A: Industry Interview

Ships in September 2023

Ad Close: 10 July 2023

Materials: 17 July 2023

WINTER ISSUE

Q&A: Industry Interview
Event Recap: ISTAT EMEA 2023

Ships in December 2023

Ad Close: 2 October 2023

Materials: 9 October 2023

All rates are net and per issue.

Full-color	1x	2-3x	4x
Two Page Spread	\$6,090	\$5,660	\$5,180
Cover 4	\$4,310	\$4,070	\$3,790
Cover 2 or 3	\$3,900	\$3,660	\$3,380
Full Page	\$3,470	\$3,230	\$2,950
1/2 Page Spread	\$3,470	\$3,230	\$2,950
2/3 Page	\$2,730	\$2,540	\$2,320
1/2 Page Island	\$2,330	\$2,170	\$1,980
1/2 Page	\$2,020	\$1,880	\$1,720
1/3 Page	\$1,700	\$1,580	\$1,440
1/4 Page	\$1,230	\$1,140	\$1,050
Black-and-white	1x	2-3x	4x
Full Page	\$2,520	\$2,340	\$2,140
2/3 Page	\$2,180	\$2,030	\$1,850
1/2 Page	\$1,590	\$1,480	\$1,350
1/3 Page	\$1,290	\$1,200	\$1,100
1/4 Page	\$990	\$920	\$840

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file. There will be a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Ad Dimensions are width by depth.

Jetrader	Dimensions
Two Page Spread Bleed	17" x 11.125"
Full Page/Cover 2, 3, 4 No Bleed	7" x 9.5"
Full Page/Cover 2, 3, 4 Bleed	8.625" x 11.125"
1/2 Page Spread	15.417" x 4.583"
2/3 Page Horizontal	7" x 6.333"
2/3 Page Vertical	4.583" x 9.5"
1/2 Page Island	4.583" x 7"
1/2 Page Horizontal	7" x 4.583"
1/2 Page Vertical	3.333" x 9.5"
1/3 Page Horizontal	7" x 3"
1/3 Page Vertical	2.166" x 9.5"
1/3 Page Square	4.583" x 4.583"
1/4 Page Vertical	3.333" x 4.583"

Trim Size: 8.375" x 10.875" | **Live Area:** 7" x 9.5"

Two Page Spread Live Area: 15.417" x 9.5"

Cancellation Policy

Any print advertising cancellations must be received before the stated Ad Close date on the editorial calendar.

2023 DIRECT MAIL OPPORTUNITIES

Advertise your products and services by including your flier, brochure or postcard in the clear plastic bag in which *Jetrader* is mailed. Whether you are promoting an event, a new product or your entire product line, placing a direct mail piece in the polybag with our publications will ensure tremendous exposure for your company.

LIMIT TWO for Jetrader

(5,100 copies required. ISTAT can print single sheet, double sided full-color pieces for an additional \$850)

Direct Mail Rates*

Jetrader	Rate
1 Page (2 surfaces)	Call for pricing
2 Pages (4 surfaces)*	Call for pricing
Postcard	Call for pricing

*3 pages (6 surfaces) or more available; quotes supplied upon request.

Direct Mail Dimensions

Direct Mail	Dimensions
1 Page (2 surfaces)**	5.75" x 8.5"
Postcard	6" x 4.25"
Heavy Card Stock Insert	5.25" x 8.25"

** 2+ pages (4+ surfaces) are the same dimensions

Direct-mail piece should not exceed dimensions of publication with which it will be mailed. If folding is required, additional fees apply.

Advertising Sales

Liz Barrett, ebarrett@istat.org, +1.202.367.1231

Production Contact

Ian Allen, iallen@istat.org, +1.202.367.2334

2023 DIGITAL ADVERTISING RATES AND SPECS



Jetrader Digital Edition

Ad Unit	Ad Size	Rate
Digital Skyscraper	200 x 783 px	\$1,590
Digital Edition Sponsor Max	7.5417" x 9.7917"	\$1,590
Digital Toolbar	360 x 50 px	\$1,060
Ad Link	Included	Included

Format: JPEG, PNG or GIF file @300 dpi. No max file size. No videos.

Ad Materials: Due to Ian Allen at iallen@istat.org. See print deadlines.

ISTAT Update E-newsletter

Ad Unit	Ad Size	3 Months	6 Months	12 Months
Leaderboard (Four positions available)	650 x 90 px	\$1,320	\$2,370	\$4,320
Sponsored Content (Two positions available)	180 x 150 px	\$1,050	\$1,890	\$3,480
Rectangle (Three positions available)	180 x 150 px	\$975	\$1,710	\$3,090

Format: JPEG or PNG file @72dpi. Max file size 100kb. RGB colors only.

For Sponsored Content Ads, please supply a headline (5-7 words), summary (50-70 words) and URL. No contact information will be included.

Ad Materials: Due 2 weeks before distribution to Ian Allen at iallen@istat.org.

Cancellation Policy

Due to limited inventory and exclusive positioning, all online advertising is non-cancelable after commitment.

Place your print outsert
in the digital edition
of Jetrader for an
additional \$150 each!



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ISTAT HEADQUARTERS

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ADVERTISING SALES

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