

GREENAIR ONLINE MEDIA INFO 2014

Since its launch in late 2007, *GreenAir Online* has gained an international reputation for its independent reporting on aviation's impact on the environment and climate change. Through its website and e-newsletter, *GreenAir* has built a highly influential worldwide audience and readership that potential advertisers would find hard to reach elsewhere.

Unlike specialist printed publications, *GreenAir* not only reaches its readership instantly but the power and global reach of the internet allows for a wider audience base. For example, not everyone interested in environmental issues reads an aviation publication. *GreenAir's* focused editorial and up-to-date news content can be read quickly anywhere with an internet access, an important feature in today's busy and fast-moving world.

Online advertising provides numerous benefits over traditional hard-copy advertising:

- Ability to reach a wide base of international readers quickly
- Your message is carried within a concise, targeted and timely format
- More attractive advertising rates (you benefit from lower production costs)
- Flexibility over copy (you can easily and rapidly change the content of your advertisement)
- Allows for more creativity (use of eye-catching moving images, for example)
- Potential customers are just one click away from your website

READERSHIP

GreenAir's readers include environmental, CSR, international affairs, operations, research, technical and policy executives, officials and management drawn from:

- Airlines
- Airports
- Air navigation service providers
- NGOs and environmental groups
- Local, national and regional (eg EC) governments, authorities and civil aviation administrations
- Regulatory bodies (eg FAA, Eurocontrol, EASA)
- International organizations (eg ICAO, UNWTO)
- Research and academic institutions
- Financial, legal and carbon market organizations
- Environmental consultants and organizations
- Industry trade associations (eg IATA, A4A, AIA)

"GreenAir has fast become essential reading for those working in the aviation and environment field. Not only is there good coverage of the most important advances the industry is making, but also the political process surrounding the topic."

Paul Steele, Executive Director of the Air Transport Action Group (ATAG)

"I find GreenAir interesting and helpful. I don't always agree with its opinions and angles on some stories but I respect the work greatly."

Nancy Young, Vice President, Environmental Affairs, Airlines for America (A4A)

ADVERTISEMENT RATES

	Size (in pixels) (width x depth)	1 Month	1 Year
Top Banner (all pages)	450 x 80	£950	£9500
Section Banners (front page only)	450 x 80	£500	£5000
Top Left-hand Button (solus)	180 x 100	£400	£4000
Top Right-hand Button	160 x 100	£350	£3500
Run-of-Column Buttons	160 x 100	£250	£2500
Newsletter Banner	450 x 80	£350 (2 issues)	£3500 (25 issues)

First-time advertisers receive a 25% discount on rates above

Rates quoted are in UK Sterling but advertisers may pay in US Dollars or Euros at the prevailing rate of exchange pre-agreed at time of booking. Please consult for other advertisement sizes. Button advertisers may vary the depth of advertisements by +/- 20 pixels. Most graphic formats are accepted (please check first if in doubt).

Terms and conditions apply.

To advertise with *GreenAir* or to discuss other promotional opportunities, please contact sales@greenaironline.com or call +44 (0)7770 881066 Postal address: GreenAir Online, 4 Loveday Road, London, W13 9JS, United Kingdom

"We were really pleased with the results from our banner on Greenair Online - not just the quantity of visitors but the quality, which we assessed by the number of pages visited on our site."

Marc Landgraf, Director Restructuring, responsible for Sustainable Aviation at Lufthansa Consulting

VISITORS TO GREENAIR ONLINE BY MONTH

	2008	2009	2010	2011	2012	2013
January	2135	21318	41810	43259	99397	60036
February	3553	22112	41010	52476	92784	56026
March	4992	27883	48698	67540	71794	61680
April	6584	27867	43648	58844	58570	67887
May	8214	27050	46985	52085	56131	69339
June	8186	26453	49709	55191	54695	77021
July	11020	30998	52272	64455	58054	77007
August	11457	41848	57062	91033	52947	69537
September	11548	41001	48677	60448	49996	84524
October	17650	56066	47592	75585	65475	83381
November	17030	54295	52390	90861	77294	92165
December	19005	41403	45558	63529	61846	80790
TOTAL	121374	418294	575411	775306	798983	879393

(Source: Webalizer)

