

## GREENAIR ONLINE MEDIA INFO 2017

Launched in 2007, *GreenAir Online* has an international reputation for its independent reporting on aviation's impact on the environment and climate change and is the only publication dedicated to this area. 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:

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

*"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, Senior VP IATA and former 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](mailto: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*

## GREENAIR USAGE STATISTICS 2016

Summary by Month								
Month	Daily Avg				Monthly Total			
	Hits	Files	Pages	Visits	Hits	Files	Pages	Visits
Dec-16	75317	63645	69520	7137	2334845	1973003	2155146	221274
Nov-16	49934	46416	42167	7773	1498039	1392489	1265039	233210
Oct-16	40217	37454	33072	8461	1246752	1161081	1025261	262315
Sep-16	32450	30347	24533	6442	973515	910424	736014	193282
Aug-16	27612	25584	20826	3994	855981	793109	645618	123816
Jul-16	25850	23347	19498	3533	801355	723784	604450	109543
Jun-16	29663	26882	20057	4156	889893	806464	601730	124704
May-16	29532	26164	20430	4518	915500	811097	633344	140059
Apr-16	30323	27313	20416	4394	909715	819401	612496	131840
Mar-16	33513	30260	23024	4112	1038913	938090	713745	127474
Feb-16	32309	29215	22846	3584	936977	847257	662541	103949
Jan-16	32154	28838	23805	3004	996788	893984	737982	93151
<b>Ave Monthly</b>	<b>36573</b>	<b>32955</b>	<b>28349</b>	<b>5092</b>	<b>1116523</b>	<b>1005849</b>	<b>866114</b>	<b>155385</b>

*(source: Webalizer)*

