



MEDIA PACK

- The only airport magazine and website focused on the ACI Asia-Pacific Region
- Full coverage including magazine, website, and email campaigns
- Featuring: CEO interviews, airport profiles and all the regional hot topics
- Retail/F&B innovation, airport design and ACI Asia-Pacific news & events

Published by
aviation media

ADVERTISER INFORMATION



WHAT IS

ASIA-PACIFIC AIRPORTS?

Asia-Pacific Airports (APA) is a combination of magazine, website.

Both magazine and website will act as a key communication tool for ACI Asia-Pacific and provide a forum for airport related news, views and features. They will also provide a vehicle for airports to promote and market themselves, and a direct route for suppliers of products and services.

Each issue of the magazine contains exclusive interviews with airport CEOs, takes a closer look at infrastructure development across the region and showcases customer service, environmental and retail innovation.

Other issues covered on a regular basis include:

- Marketing and communications
- Safety & Security
- New revenue streams
- Retail/F&B development
- IT
- Passenger services
- Baggage handling
- Land development
- Safety
- Airport ownership
- Planning & design



WHAT IS ACI?

The Airports Council International (ACI), created in 1991, is the international association of the world's airports. It is a non-profit organisation, the prime purpose of which is to foster co-operation among its member airports and with other partners in world aviation, including governmental, airline and aircraft manufacturing organisations.

Through this co-operation, ACI makes a significant contribution to providing the travelling and shipping public with an air transport system that is safe, secure, efficient and environmentally compatible.

Created by the merger of ACI's Asia and Pacific regions, Asia-Pacific is the fastest growing of all ACI's regions and possibly the most dynamic in terms of airport development and traffic growth.

Its 97 members operate 526 airports in 43 countries and territories across Asia-Pacific and the Middle East, which between them handled 1.94 billion passengers, 39.7 million tonnes of cargo in 2012. The region also leads the world in terms of growth in aircraft movements which are currently rising at 6.5% annually.

Around 5.7 billion passengers passed through the world's airports in 2012, the largest percentage of which were handled in the Asia-Pacific region (30%), followed by Europe (28%) and North America (27%).

DISTRIBUTION

More than 10,000 copies of Asia-Pacific Airports magazine are distributed to named individuals by mail and online.

APA also enjoys bonus distribution at all ACI Asia-Pacific events and other key aviation related conferences and exhibitions across the region, such as Routes Regional Asia, Inter Airport (China & South East Asia), Airport Build & Supply and Aerodrome India.

WHAT ARE THE BENEFITS OF ADVERTISING IN APA?

- It is 100% dedicated to the ACI Asia-Pacific region
- The distribution is unique as it is based on ACI Asia-Pacific own mailing list, which is continually being updated
- Suppliers and airports are able to market themselves to ACI Asia-Pacific Airports and airlines for less than one US dollar per airport (based on placing a full page advert in a single issue of Asia-Pacific Airports magazine)

As the official ACI Asia-Pacific magazine, Asia-Pacific Airports can provide exposure to delegates at all ACI Asia-Pacific events through bonus distribution. By distributing the magazines at these important events, your message can be reinforced to all attendees. If you are exhibiting it can support your presence, and if you cannot make it to the show your message is still there.

WHO WILL READ

ASIA-PACIFIC AIRPORTS?

Asia-Pacific Airports magazine is distributed to a broad range of job titles within airports, from CEO and General Managers to the heads of operational divisions and departments, as well as World Business Partners (WBPs) and regional associates. Asia-Pacific Airports also gives airports key access to airline management, which make up 10% of the magazine's circulation.

READERSHIP BREAKDOWN BY ORGANISATION

28%	Airport (Large)
30%	Airport (Medium)
12%	Airport (Small)
10%	Airlines
10%	Supplier
10%	Government/Investment Agencies

READERSHIP BREAKDOWN BY JOB FUNCTION

39%	Airport Senior Management (CEO, Director, VP)
29%	Airport Middle Management Airline Senior Management (CEO, Director, SVP)
8%	Airline Middle Management
5%	Government Agencies
12%	Supplier
5%	Investment Agencies

ADVERTISING CONTACTS:

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www.aci-apa.com

WHAT'S AVAILABLE

MAGAZINE

Double page Spreads, Full pages and Half page adverts, with special positions are available on a first come first served basis.

Want a more creative solution?

Bellybands, Bookmarks, Gatefolds and inserts are all available!



E-CAMPAIGNS

Every issue of Asia-Pacific Airports (APA) will be emailed to over 10,000 people, each campaign delivered directly to inboxes across the region. Each ad campaign will have spaces for sponsorship or banner placement, allowing digital marketing opportunities.



WEBSITE

Asia-Pacific Airports (APA) website will contain daily news plus all the articles from the magazine as well as ACI event reports and stories relevant to the region.

There is a choice of banner placements on the site which can be animated and link directly to your own website.



**ADVERTISING
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