

AIR TRAFFIC TECHNOLOGY INTERNATIONAL 2025

THE INTERNATIONAL REVIEW OF AIR TRAFFIC TECHNOLOGY AND MANAGEMENT

MEDIA SCHEDULE & ADVERTISING RATES



www.airtraffictechnologyinternational.com

ASSOCIATED MEDIA PARTNERS



AIR TRAFFIC TECHNOLOGY INTERNATIONAL 2025

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Circulation and readership

Air Traffic Technology International is respected as the industry's leading review for the comprehensive exchange of the latest ideas and information. It is the established showcase for the latest and most innovative ATC/ATM technologies, products, services, simulation and training.

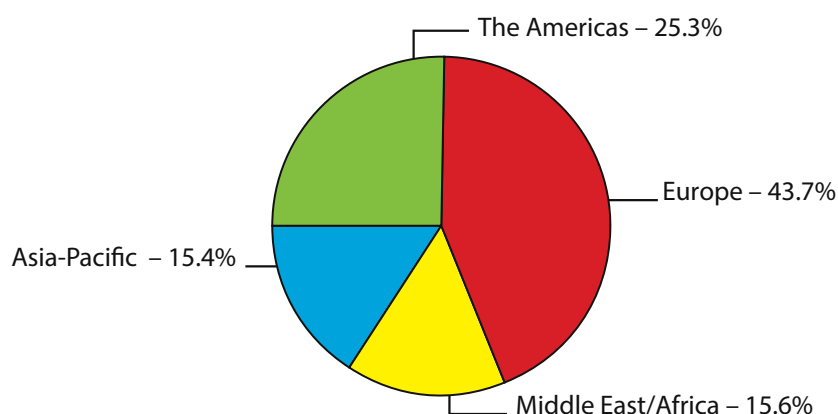
Advertisers benefit from exposure to the most senior decision makers and decision influencers at airport authorities, airlines, ANSP's, CAA/regulators, manufacturers, military, contractors & integrators in over 144 countries. They include:

- Managing Directors/CEOs
- General Managers / Directors e.g. Director ATS, ATM Director, Technical & Development Director,
- Air Traffic Controllers
- Engineers e.g. CNS Engineer, Electronics
- Operational managers / directors
- Architects
- Project Managers & Directors



Distribution

Air Traffic Technology International is published annually for September and is delivered to over 10,000 international recipients



AIRSPACE
WORLD 2024



AIRSPACE
INTEGRATION
WEEK MADRID

Bonus Circulation

Each edition benefits from bonus circulation & distribution at all major industry exhibitions and conferences. Air Traffic Technology International has official media partner status at ATCA Global (Washington), Airspace World (Geneva), ATC Forum (Dubai) and Airspace Integration (Madrid)

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Subject to availability, advertisers supporting the publication are invited to make an editorial contribution (technical article, case study or interview) - more details available upon request.

ADVERTISER GUIDELINES

Media: Advertising and editorial material should be supplied in an electronic format

Full-page (trim size): 215mm (width) x 275mm (height)

Double-page spread (trim size): 430mm (width) x 275mm (height)

NOTE: When supplying a full page or double page spread advert, please add 3mm of bleed on all sides of artwork

Half-page (horizontal): 183mm (width) x 115mm (height)

Half-page (vertical): 90mm (width) x 250mm (height)

PDF files should be created at a resolution of 300dpi using CMYK color space

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DIGITAL MEDIA & SOLUTIONS

Air Traffic Technology International offers a range of digital solutions for companies to reach their clients online with the latest platforms and software to accomplish high levels of online engagement.

BANNER ADVERTISING

ATTI offers clients the strategic branding opportunity to place banners across both our website and monthly eNewsletter.

The recently launched new website is catering to a growing audience of industry professionals from across the globe, whilst the complimentary newsletter service is reaching over 6000 of these individuals and is already boasting an average open rate of ~30%!

This screenshot shows the top portion of the ATTI website. At the top is a navigation bar with 'Home', 'News', 'In-Depth', 'Opinion', 'Events', 'Webinars', and 'About'. Below this is a 'LEADERBOARD' banner featuring a large image of a radar antenna. Underneath are several article thumbnails with titles like 'Echoshield Radar authorized by FCC' and '20km eIVLOS corridor is first in a semi-urban region'. A second 'LEADERBOARD' banner is positioned below the article grid. At the bottom of this section is a 'BASE LEADERBOARD' banner.

This screenshot shows a different view of the ATTI website. It features a 'MID PAGE LEADERBOARD' banner with a magazine cover for 'Air Traffic Technology International' dated November 2023. To the right is a sidebar for 'MPU UNITS'. The main content area displays a detailed article titled 'Drone airspace corridor opens in Paris' with a sub-headline '20km eIVLOS corridor is first in a semi-urban region'. The article includes an image of a drone and a satellite dish. At the bottom right, there is another 'MPU UNITS' sidebar and a 'CLICK FOR DETAILS' button.

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WEBINARS

ATTI offers a complete turnkey webinar service that extends the ways to reach your target audience with high-quality, expertly-produced content on the industry-leading BigMarker webinar platform. A choice of formats is available which provides sponsorship, thought-leadership and direct marketing opportunities, supported by promotion via our social media channels and newsletters – all with fully GDPR compliant data reporting post campaign.

To view some examples of our industry webinar / roundtable events and the software in action, take a look at the webinars page on our website.

EMAIL MARKETING

ATTI offers a bespoke email marketing facility with both global and segment mailings available. The email content is designed by the client and sent to our 'opted in' database of recipients (~7500) on the client's behalf. With only a very limited number of these third party mailing slots available each month, we ensure maximum impact for clients who enjoy the benefits of open rates that are double the industry standard for good i.e. ~30%

VIDEO UPGRADE

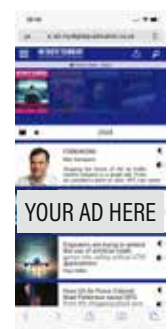
Enable video content to feature over your advertisement in the digital magazine



DIGITAL MAGAZINE TAKEOVER

Takeover the digital edition of the magazine with this package that is made up of an additional four ad placements. Exclusive to only one sponsor for the lifetime that the issue remains online this package consists of:

- 1 x presentation page
- 2 x interstitial (pop up) ads
- 1 x lily ad



CONTACT

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