



ICAO

UNITING AVIATION

ICAO TRAINING REPORT

MAGAZINE MEDIA PACK 2014

THE ESSENTIAL
GLOBAL AVIATION TRAINING
PUBLICATION



THE WORLD'S MOST TARGETED AVIATION AND TRAINING DECISION-MAKER READERSHIP

ICAO has an important role in ensuring that the civil aviation community and particularly States have access to a pool of qualified professionals, that supports safe, secure and sustainable development of air transport.

ICAO defines training standards and encourages States to harmonize their training programmes and enhance their aviation personnel's capabilities to the highest level.

ICAO's leadership role in global and regional aviation developments makes the **ICAO Training Report** a must-read publication for the **191 Contracting States** which frequently request information on new training standards and learning technologies.



THIS MARKET REPRESENTS
FUNDAMENTAL OPPORTUNITIES
FOR AVIATION TRAINING
PROVIDERS.

ESSENTIAL CONTENT

The **ICAO Training Report** strikes at the heart of Aviation and Training challenges. The transfer of knowledge and procedures needed to improve global aviation safety, security and environmental protection is a prominent feature of the **ICAO Training Report**.

Through insightful and in-depth articles, the **ICAO Training Report** anticipates issues and underlines how regulatory frameworks should enable and support the use of modern training and learning technologies as well as industry best practices.

TOPICS COVERED

Each **ICAO Training Report** issue focuses on key areas of ICAO and industry activity, creating targeted audiences for your product and service offerings in areas including but not limited to:

- Civil aviation training figures and trends
- Global, regional and national initiatives to address the lack of qualified technical personnel
- Regulations and their role in building effective and efficient training
- New learning technologies and training methods for the next generation of aviation professionals (NGAPs)
- Response to emerging training issues and challenges.

TWO UNIQUE ADVERTISING OPPORTUNITIES

1 DISPLAY AD AND/OR ADVERTORIAL PAGE(S)

2 LISTING

In the world's only printed **Global Aviation Training Directory** published in the **ICAO Aviation Training Report**.

The Listing includes:

- Slogan (10 words)
- Corporate profile (60 words)
- E-mail address • Telephone • Facsimile
- Contact • Title • Website address.

BOOK YOUR SPACE NOW

Take advantage of the ICAO Training Report's unmatched ability to highlight your Aviation Training Centre, your new learning technologies or your most recent training achievements. Share this information with ICAO's prestigious global readership and influential executives from the regulatory and industry sectors.

MORE INFORMATION

For further advertising, information or to place an order, please contact ICAO's Advertising Sales Director:

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E-mail: info@fcmcommunications.ca

PRESTIGIOUS WORLDWIDE CIRCULATION

Though it reaches the following **191 ICAO Contracting States**, the **Training Report's** readership actually extends to some **210 countries and territories** worldwide.

Because of **ICAO's** important leadership role in all global and regional aviation developments, the **Training Report** is a must-read publication for:

- National governments and agencies.
- Top executives in regional and international transportation associations and organizations.
- Senior management in airlines, airports, air navigation service providers, manufacturers and other suppliers.
- Participants at major ICAO conferences and meetings.

EUROPE: STATES 52

- Albania
- Andorra
- Armenia
- Austria
- Azerbaijan
- Belarus
- Belgium
- Bosnia and Herzegovina
- Bulgaria
- Croatia
- Cyprus
- Czech Republic
- Denmark
- Estonia
- Finland
- France
- Georgia
- Germany
- Greece
- Hungary
- Iceland
- Ireland
- Italy
- Kazakhstan
- Kyrgyzstan
- Latvia
- Lithuania
- Luxembourg
- Malta
- Monaco
- Montenegro
- Netherlands
- Norway
- Poland
- Portugal
- Republic of Moldova
- Romania
- Russian Federation
- San Marino
- Serbia
- Slovakia
- Slovenia
- Spain
- Sweden
- Switzerland
- Tajikistan
- The former Yugoslav Republic of Macedonia
- Turkey
- Turkmenistan
- Ukraine
- United Kingdom
- Uzbekistan

ASIA / PACIFIC: STATES 39

- Afghanistan
- Australia
- Bangladesh
- Bhutan
- Brunei
- Darussalam
- Cambodia
- China
- Comoros
- Cook Islands
- Fiji
- India
- Indonesia
- Japan
- Kiribati
- Korea DPR
- Lao PDR
- Malaysia
- Maldives
- Marshall Islands
- Micronesia
- Mongolia
- Myanmar
- Nauru
- Nepal
- New Zealand
- Pakistan
- Palau
- Papua New Guinea
- Philippines
- Republic of Korea
- Samoa
- Singapore
- Solomon Island
- Sri Lanka
- Thailand
- Timor-Leste
- Tonga
- Vanuatu
- Viet Nam

AFRICA: STATES 53

- Algeria
- Angola
- Benin
- Botswana
- Burkina Faso
- Burundi
- Cameroon
- Cape Verde
- Central African Republic
- Chad
- Congo
- Côte d'Ivoire
- Democratic Republic of the Congo
- Djibouti
- Egypt
- Equatorial Guinea
- Eritrea
- Ethiopia
- Gabon
- Gambia
- Ghana
- Guinea
- Guinea-Bissau
- Kenya
- Lesotho
- Liberia
- Libyan Arab Jamahiriya
- Madagascar
- Malawi
- Mali
- Mauritania
- Mauritius
- Morocco
- Mozambique
- Namibia
- Niger
- Nigeria
- Rwanda
- Sao Tome and Principe
- Senegal
- Seychelles
- Sierra Leone
- Somalia
- South Africa
- Sudan
- Swaziland
- Tanzania, United Republic of
- Togo
- Tunisia
- Uganda
- Zambia
- Zimbabwe



GENERAL INFORMATION

RATES (US\$)

Applicable to:

DISPLAY AD & ADVERTORIAL

AD SIZE	AD FREQUENCY	
	1 time	2 times
Four-Colour		
Full page	6,875	6,355
Two thirds page	6,085	5,625
Half page	4,825	4,465
Third page	4,355	4,025
Quarter page	3,875	3,585
Double page	11,685	10,805
Outside back cover	9,075	8,395
Inside front cover	8,245	7,625
Inside back cover	8,245	7,625

Extra for 5th colour : 550

Two-Colour	1 time	2 times
Full page	5,975	5,525
Two thirds page	5,185	4,795
Half page	3,925	3,625
Third page	3,455	3,195
Quarter page	2,975	2,755
Double page	10,155	9,395

Black & White	1 time	2 times
Full page	5,275	4,875
Two thirds page	4,485	4,145
Half page	3,225	2,985
Third page	2,755	2,545
Quarter page	2,275	2,105
Double page	8,965	8,295

No additional charge for FULL-BLEED artwork

Listing in the Directory Section

US 499.

Multiply your Market Opportunities

2 SPACES for the price of **ONE**

By placing a full page, you automatically receive **ONE FREE LISTING** in the **ICAO Training Report Directory**

This represents a **NET VALUE** of US **\$499**

POSITIONING REQUESTS

Space allocation priority in the **Report** is determined on a client-by-client basis and is dependant on the total ad spaces reserved over a 12-month cycle. Order enquiries should therefore clearly indicate ad size, the number of insertions and the particular issues/sections being targeted.

TECHNICAL REQUIREMENTS

Please consult the **ICAO Training Report technical specifications and material requirements** document available via the ICAO website publications' link at www.icao.int.

SUBMISSIONS OF WHITE PAPERS

The **ICAO Training Report** encourages industry submissions of white papers and other industry perspectives. Queries should be directed to **FCM Communications** using the contact details provided below, and will be subject to editorial review.

AD BOOKING DATES 2014

NO. 1 SUMMER EDITION

Order Deadline	Material Deadline	Publication Date
9 May	17 May	20 June

NO. 2 WINTER EDITION

Order Deadline	Material Deadline	Publication Date
24 October	31 October	5 December