



ICAO

UNITING AVIATION

# ICAO JOURNAL

MAGAZINE MEDIA PACK 2015 - 2016

REFLECTING ALMOST 70 YEARS OF AUTHORITATIVE LEADERSHIP



THE MUST-READ PUBLICATION FOR OVER 13,200 CIVIL AVIATION DECISION-MAKERS IN 191 ICAO CONTRACTING STATES

## THE ICAO JOURNAL: GLOBAL CIVIL AVIATION'S MOST RESPECTED INFORMATION SOURCE

ICAO's flagship periodical is a unique and powerful source of civil aviation news and policy for the 13,200 aviation experts and dignitaries who make up the **Journal's** worldwide readership. These decision-makers look to the **Journal** for comprehensive and authoritative news and analysis, making it one of the industry's most respected and read publications.

The **Journal** is an effective method for ICAO to communicate their message to high level officials in 191 countries, offering advertisers unmatched access to decision-makers involved with aviation related products and services.

### ESSENTIAL CONTENT

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

- SAFETY
- SECURITY
- ENVIRONMENT
- TRAINING
- EFFICIENCY (AIR NAVIGATION)
- GLOBAL AND REGIONAL STANDARDS
- AIRPORT DEVELOPMENT
- MANAGEMENT STRATEGY

### STATE PROFILES

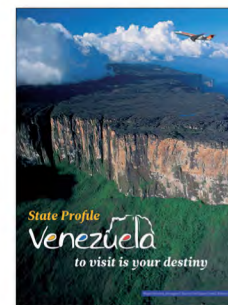
A GREAT TOOL FOR ICAO MEMBER STATES AND ADVERTISERS

ICAO continues to provide its Member States with exclusive opportunities to showcase, in their own words, the most significant achievements, plans and initiatives for contributing to the overall efficiency of air transport in their territory. More than 25 States have already projected on several pages a robust image of their civil aviation activities and many more will take advantage of this powerful communications vehicle in 2014.

### Book Your Space NOW

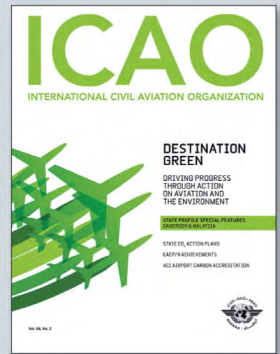
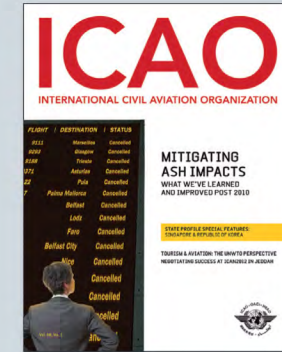
and take advantage of the **Journal's** unmatched ability to highlight your State's successes to ICAO's prestigious global readership of influential executives from the regulatory and industry sectors.

YOUR STATE DESERVES THE SAME EXPOSURE AND PRESTIGE



### UNIQUE QUATERLY PUBLICATION

The **Journal** reaches four times a year to more than 13,200 aviation decision-makers in 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](mailto:info@fcmcommunications.ca)

# PRESTIGIOUS WORLDWIDE CIRCULATION

Though it reaches the following 191 ICAO Contracting States, the Journal'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 Journal is a must-read publication for:

- National government ministries and agencies.
- Top executives in regional and international transportation associations.
- Senior management in airlines, airports, air traffic control centres, manufacturers and other suppliers.
- Participants at major ICAO conferences and meetings.



- EUROPE: STATES 52**
- Albania •Croatia •Greece •Malta •Russian Federation •The former Yugoslav Republic of Macedonia
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  - Cameroon •Egypt •Kenya •Morocco •Somalia •Zambia
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## GENERAL INFORMATION

### RATES (US\$)

APPLICABLE TO DISPLAY AD, ADVERTORIAL AND STATE PROFILE.

Ad size	Ad Frequency		
Four-Colour	1 time	3 times	4 times
Full page	6,875	6,355	5,875
Two thirds page	6,085	5,625	5,205
Half page	4,825	4,465	4,125
Third page	4,355	4,025	3,725
Quarter page	3,875	3,585	3,315
Double page	11,685	10,805	9,985
Outside back cover	9,075	8,395	7,755
Inside frontcover	8,245	7,625	7,045
Inside back cover	8,245	7,625	7,045

Extra for 5<sup>th</sup> colour: 550

Two-Colour	1 time	3 times	4 times
Full page	5,975	5,525	5,105
Two thirds page	5,185	4,795	4,435
Half page	3,925	3,625	3,355
Third page	3,455	3,195	2,955
Quarter page	2,975	2,755	2,545
Double page	10,155	9,395	8,685

Black & White	1 time	3 times	4 times
Full page	5,275	4,875	4,515
Two thirds page	4,485	4,145	3,835
Half page	3,225	2,985	2,755
Third page	2,755	2,545	2,355
Quarter page	2,275	2,105	1,945
Double page	8,965	8,295	7,665

No additional charge for FULL-BLEED artwork



## POSITIONING REQUESTS

Space allocation priority 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.

## SUBMISSIONS OF WHITE PAPERS

The ICAO Journal 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.

## TECHNICAL REQUIREMENTS

Please consult the ICAO Journal's technical specifications and material requirements sheet, available via the ICAO website 'publications' link at [www.icao.int](http://www.icao.int).

## AD BOOKING DATES 2015

Issue	Order deadline	Material deadline	Publication date	
No.1	Spring	16 February	2 March	15 May
No.2	Summer	4 May	18 May	16 July
No.3	Fall	3 July	17 July	20 September
No.4	Winter	7 September	21 September	4 December

## Special additional distribution

Each MEMBER STATE publishing a STATE PROFILE will distribute additional copies of their particular issue to select regional and international contacts.