

TEN TOP REASONS TO ADVERTISE WITH US.

1. **Aviation Trader** is a well established and respected advertising publication,
2. **Aviation Trader** gives you access to a targeted and responsive readership that includes a significant number of the industry's decision makers,
3. **Aviation Trader's** response and conversion rates are acknowledged as one of the industry's highest,
4. **Aviation Trader's** advertising rates are competitive and cost effective,
5. **Aviation Trader's** circulation is audited and therefore verifiable,
6. **Aviation Trader** is committed to continuously improving presentation standards, process quality and production techniques.
7. **Aviation Trader** is consistently published with in a week of its advertising deadlines,
8. **Aviation Trader's website** can take your message to the world,
9. **Aviation Trader** presents significant 'cross marketing' opportunities,
10. **Aviation Trader** is client focused and committed to exemplary customer service standards.



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Your aviation
business gateway

If you want to talk to people in the aviation industry, there is no better place to advertise than **Aviation Trader**. Since beginning in 1988, **Aviation Trader** has established itself as the industry's premier advertising publication, serving the needs of Australia, New Zealand and the South Pacific. Now, with the completion of our new updated website, **Aviation Trader** can take your advertising message to the world.



Helping you reach a larger audience

Every month, more than 10,000 copies of **Aviation Trader** reach the decision makers in the aviation industry. When you advertise with **Aviation Trader**, you know you are talking directly to:

- ▶ all owners of aircraft on the Australian register
- ▶ all Certificate of Approval holders
- ▶ all Air Operator Certificate holders
- ▶ all flying schools and training organisations
- ▶ senior executives in a growing number of government and non government agencies.

Helping you maximise the value of your advertising dollar

Our commitment is to drive your advertising dollar by:

- ▶ Ensuring that our advertising rates are competitive and cost effective,
 - ▶ Ensuring that our circulation remains well targeted and that our readership is relevant,
 - ▶ Ensuring that our presentation is attractive and that our content remains 'sales' specific,
 - ▶ Ensuring that we continue to develop marketing initiatives that will be of benefit to our clients,
- Ensuring that we continue to provide opportunities for clients to add value to their investment in advertising.

Helping to present your message in the most effective way

We invite you to take advantage of our professional layout service designed to help clients develop advertising concepts and effective presentations. We know the industry and can help tailor your message to attract a positive response from your chosen target market.

Helping to make advertising easier

Our commitment is to make the process of advertising a product or service easier by:

- ▶ Assisting with the preparation of artwork,
- ▶ Accepting advertising material in either draft or finished format and by phone, fax and e-mail or on film or disk,
- ▶ Optimising the dimensions of your advertisement,
- ▶ Tailoring and managing placement schedules.

Helping you connect to the aviation world

Our web-site aviationtrader.com.au compliments hard copy circulation by providing a parallel 'on line' marketplace with a sophisticated search capability. The site is designed for ease of reference and is under constant review to ensure that its contents and information base are current and that its structure and engineare reflect the latest developments in web technology. We invite you to take your message to the world by packaging your advertising to include an on line listing or participating in our corporate loyalty program designed to help you build a personalised web presence.

Helping to grow your business

We view our relationship with our clients as a partnership put in place to drive sales by creating strategic product and service awareness within the aviation industry market place. We want to believe that our reputation as a successful and respected marketing publication will by association, present our clients with the opportunity to experience strong and sustainable business growth.



