



ASIAN SKY  
GROUP



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## Media Kit 2024

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# INDUSTRY REPORTS



## Asian Sky Quarterly

Feb 24, May 24, Aug 24, Nov 24



Asian Sky Quarterly is the publication that everybody with an interest in business aviation turns to for all the latest trends and analysis.

Circulation: 12,500 (Annually)



## Business Jet Fleet Report

Mar 2024 (annual)



The Business Jet Fleet Report is the definite source of information for all the business jets operating in the Asia-Pacific region.

APAC

Circulation in 2023:  
10,000



## Civil Helicopter Fleet Report

Apr 2024 (annual)



The Civil Helicopter Fleet Report is one of our most acclaimed reports. It provides an annual overview of the fleet size and scope of the civil turbine helicopter market.

Circulation in 2023: 8,900

APAC



## Charter Report

Sept 2024 (annual)



The Charter Report provides market analysis among the charter companies across the Asia-Pacific region, as well as insights from different industry experts

Circulation in 2023:  
Estimate 4,800

APAC







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# DIGITAL PLATFORMS

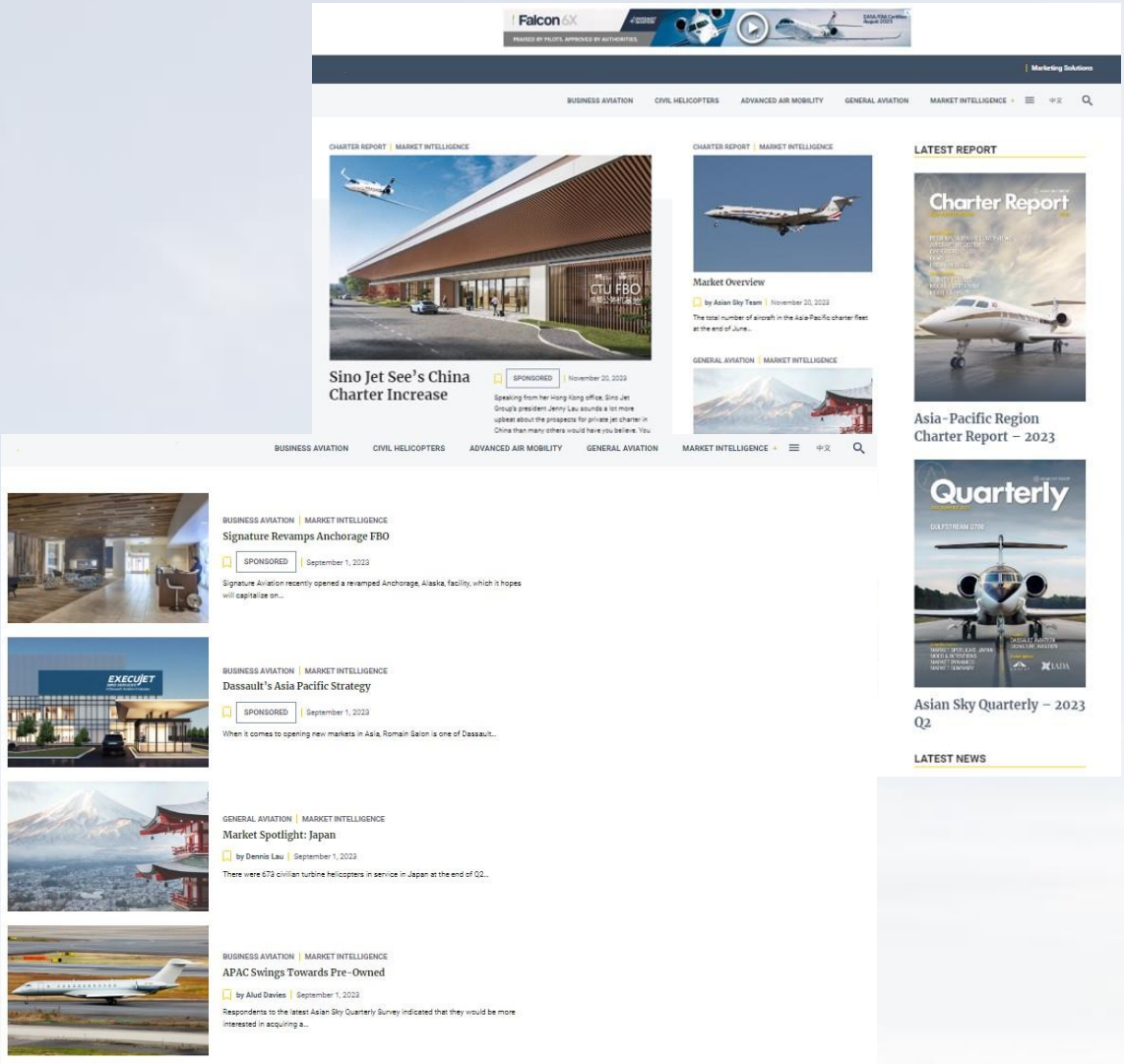


  Daily posts across all channels  
- 40,000+ Social Media Followers



 Monthly newsletters delivering content straight to your inbox



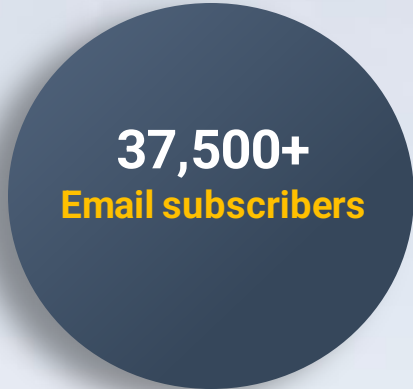
 Delivering topical news, podcasts, and videos – reaching over 60,000 industry experts

# ASIAN SKY GROUP - DEMOGRAPHICS

## Readership



## Email



## Social Media

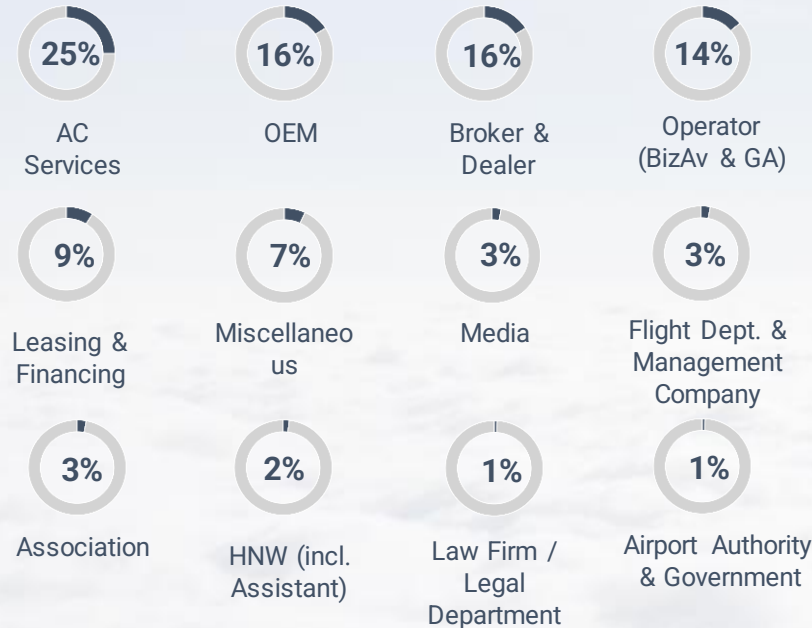


\* Google Analytics  
from Sept 23

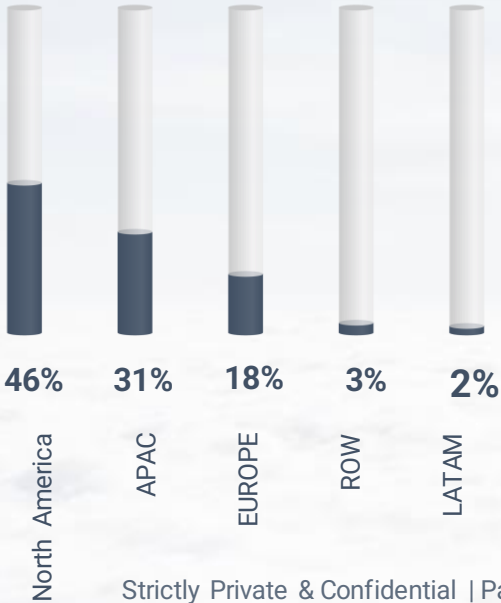
30% of readers are the  
purchasing decision-makers,  
their titles are:

- President/CEO/CCO/CMO
- Owners
- High Net Worth Clients
- Flight Department Head
- Business Development Director

## Readership by segment



## Readership by region



# PUBLICATION ADVERTISING

Asian Sky Group Reports	Full Page Image Ad	Double Page Image Ad	Inside Front Cover	Facing TOC/ Publisher's Note	Advertorial Sponsored Feature	Sponsored Content: Editorial Interview, Company Profile Aircraft Spotlight	Cover Sponsorship
Annual Report and Bi-Annual Report	\$8,000	\$12,000	\$10,000	\$12,000	\$20,000/DPS	\$15,000/DPS	\$30,000
Asian Sky Group Reports	Full Page Image Ad	Double Page Image Ad	Inside Front Cover	Facing TOC/ Publisher's Note	Sponsored Content: Editorial Interview, Company Profile Aircraft Spotlight	Cover Sponsorship per report	
Asian Sky Quarterly	\$8,000	\$10,000	\$15,000	\$10,000	\$15,000/DPS	\$30,000 – Quarterly	

## Remarks

1. All advertorials will be marked 'sponsored content'. The client provides images and press releases for layout design and text development.
2. All layouts should use Asian Sky Group's guidelines

Maximize exposure in Asian Sky Group's reports through one of many sponsorship opportunities to reach a wider audience of industry decision-makers. To capture the undivided attention of readers, sponsor the front cover of a report with a strong image that signifies your company and get the following additions:

- Front Cover with company name
- Foreword
- Q&A Interview with Senior Executives
- Aircraft / Product Spotlight

Annual and Quarterly Bi-Annual Reports: \$40,000



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# DIGITAL SERVICES

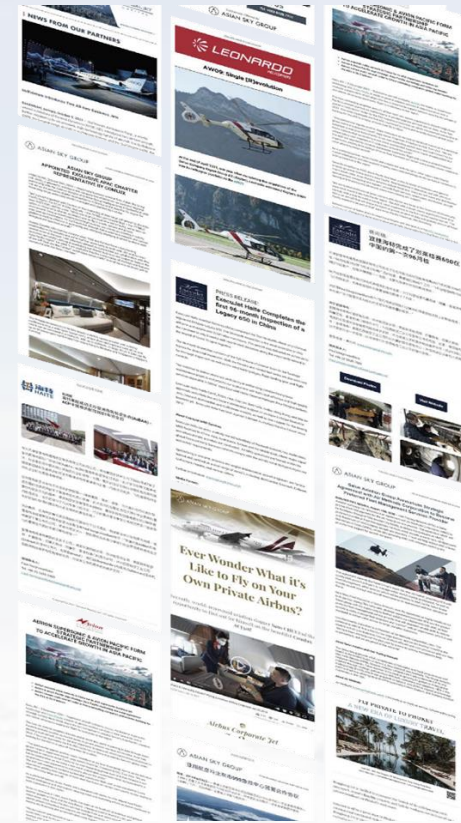
EDM Service to the subscribers	Total
Full database (37k)	\$2,500
Remarks: <ul style="list-style-type: none"> <li>Client provides ready-to-go materials and landing URL for output</li> <li>Material deadline: 5 working days prior to the launch date</li> <li>Additional services: To create the layout of the EDM, text development. Additional cost \$500.</li> </ul>	

Newsletter / WebSite Banner Ads	Rate
News / Report* Section	\$1,000/ per week
Monthly Newsletter Banner	\$1,000 /newsletter
* News / Report sections are the only sections of the website that support advertising	



## EDITORIAL SERVICES

Assist with writing and editing press releases, corporate brochures, and other documents, as well as helping to distribute them if needed.



# JAKARTA FORUM

Asian Sky Forum	Month and Year	Location
Business Aviation	June 2024	Jakarta

- ✓ 100 – 160 participants
- ✓ Run over 2 days
- ✓ Content organized in the form of panel discussions and fireside chats with industry leaders and professionals



Sponsor Level	Lunch or Networking Drinks	Logo on main screen & Backdrop	Lobby Table	Brochures in Attendee Bag	Speaker Opportunity	Number of passes included	Cost (US)
Premier	✓	✓	✓	✓	✓	4	\$10,000
Event Sponsor	✗	✓	✓	✗	✓	2	\$6,000

# EDITORIAL CALENDAR 2024



“ Asian Sky Group has been very professional and our trusted partner. They value customer's communication goals and provide customized solutions based on the deep understanding and insight into the aviation industry. It has been a pleasure working with Asian Sky Group.

Mike Shih, VP of China Sales and Strategy,  
Textron Aviation

**TEXTRON**

“ For the Asia region, Asian Sky Group is one of our primary sources for market intel. The information from quarterly and annual reports feeds into our overall market data bank with key indicators showing areas for growth and operator stats. The data received is reliable, credible, and can be easily actioned.

Peter Lochhead, Head of Sales, MedAire Asia-Pacific

**MedAire**  
An International SOS Company

“ Every year, we are eager to receive the Asia-Pacific Business Jet Fleet Report which becomes a reference in the industry. Thanks to its expertise it gives some great indicators about the Asian market, which was emerging 10 years ago. Asian Sky Group pioneered and developed a complete set of publications highlighting the challenges and opportunities in the Asia region.

Jérôme Desmazures, Dassault Falcon

**DASSAULT AVIATION**



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# OUR MEDIA CLIENTS



# BUSINESS AVIATION FORUM Q2 2024

**Location: Jakarta, Indonesia**

**Venue: TBD**

**Event date and time: 26 – 27th June 2024**

## Evening Cocktail Reception

- Date: 25th & 26th June 2024
- Time: 18:00 - 20:00
- Location: TBC
- No. of participants: 50 to 100 people

## Business Aviation Forum

- Date: 26th & 27th June 2024
- Time: 09:00 - 17:00
- Location: TBC
- No. of participants: 100 to 160
- Lunch and refreshments each day

**Ticket: US\$350 for the 2-day event**



**Confirmation deadline: 1st May 2024**



# SPONSORSHIP SUMMARY



## Premier Event Sponsor

- Lunch Sponsor
- Pre-event Networking Drinks
- Welcome Sponsor

## Event Sponsor

- All sponsors will be provided with a table in the lobby reception area and space for roll-up banners
- Add-on sponsor options
  - Refreshments
  - Slido
  - Seat drop
  - Lanyard





# PREMIER EVENT SPONSORS

## At the event

- Brand logo placement on the main screen & the event registration backdrop
- 1 x speaker opportunity (keynote, opening, or closing)
- 1 x table in a prominent position in the lobby entrance with space for a roll-up banner and product models
- Brochures placed in the Asian Sky delegate bag
- 4 x delegate passes to attend the 2-day event
- Includes Asian Sky Newsletter banner ad (2 Months)



Option  
01

Lunch Sponsor

Option  
02

Networking Drinks  
Sponsor

Premier Sponsor Cost: US\$10,000



# PREMIER SPONSOR - LUNCH (1 DAY)



## At the event

- Lunch sponsor on 1 day
- Brand/logo display on every table
- Brand mentions for all lunch announcements

**2 x Sponsorship Available**



# PREMIER SPONSOR - NETWORKING DRINKS



## At the event

- Networking drinks sponsor x 1 day before the forum starts
- Brand/logo display at the venue entrance

**2 x Sponsorship Available**





# EVENT SPONSORS



## At the event

- Table in the lobby entrance w/ space for roll-up banner and marketing collateral
- Sponsor's brochure placed in Asian Sky delegate bag
- 1 x panelist opportunity
- 2 x delegate passes for the sponsor to attend the event
- Includes Asian Sky Newsletter banner ad (1 Month)

**10 x Sponsorship Available**

**Sponsor cost: US\$6,000**



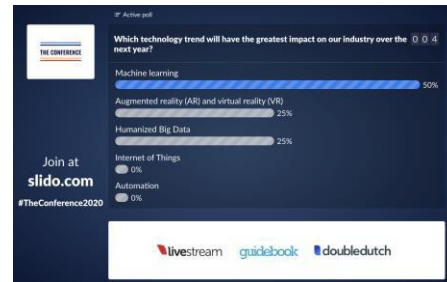
# EVENT SPONSORS - ADD-ON OPTIONS

## Option A - Refreshments



- Refreshment sponsor for 2 days event
- 2 x refreshment breaks in each day
- Brand logo placed on each table
- 1 x sponsorship available

## Option B - Slido



- 2 days event sponsor for the Slido interactive app
- Brand logo placed on the Slido screen
- 1 x sponsorship available

## Option C - Seat Drop



- Sponsor can provide their own seat drops to place on attendee seats post-lunch each day
- 2 x sponsorship available

## Option D - Branded Lanyards



- Branded lanyards provided with every attendee name badge
- 1 x sponsorship available

**Cost = Event Sponsor + USD2,000 Each Option**





# ASIAN SKY GROUP

[www.asianskygroup.com](http://www.asianskygroup.com)