



PROTOTYPERS | SPECTROMETERS | THERMOMETERS | TIME CODE GENERATORS | AUTOMATIC WIRING SYSTEMS | BUSBARS | ELECTRICAL COMMUTATORS | ELECTRICAL CONTACTS | ELECTROMECHANICAL ASSEMBLIES | ISOLATION TRANSFORMERS | JACKS | ELECTRONIC CONTROL EQUIPMENT | OSCILLATOR CIRCUIT BREAKERS | SHIELDED ELECTRIC CIRCUIT BREAKERS | THERMOSTATS | VARIATORS | CRIMP CONTACTS | EXPANSION CONNECTORS | RIVET SETS | PORT DESIGN SERVICES | RESEARCH TOOLING | TAPE | FLUOROELASTOMER SEALANTS | RUBBER COMPONENTS | SELF-ADHERING FILMS | AIRBORNE ELECTRICAL POWER SUPPLIES | ROTOR ROTORS | POWER CONVERSION DEVICES | CRANES | ELEVATORS | FORKLIFTS | INSTRUMENTS | CHRONOGRAPHY | CHRONOMETER EQUIPMENT | ELECTRON BEAM WELDING | WELDING | FUEL SYSTEMS | FUEL SYSTEMS | FUEL TANKS & SYSTEMS | FUEL TANKS | CUTTING TOOLS | ELECTRICAL TOOLS | ELECTRICAL TOOLS | PORTABLE TOOLS | REAMERS | REAMERS | ABRASIVE MATERIALS | ACID CLEANING EQUIPMENT | FURNISHING | CADMIUM PLATING | DECAL REMOVAL | PAINT STRIPPING | PASSIVATION | HANGAR DOORS | WIRE SCREENING | EQUIPMENT | ADHESIVE APPLICATION EQUIPMENT | LASER POSITIONING EQUIPMENT | AUTOMATION EQUIPMENT | STORAGE SYSTEMS | POSITIONING EQUIPMENT | WORK PLATFORMS & CABLING EQUIPMENT | WATER TREATMENT | VACUUM PROCESSES | WATER TREATMENT | SUPPLY CHAIN MANAGEMENT | AIRCRAFT DOORS | AIRCRAFT FLOORING | AIRCRAFT STABILIZED PLATFORMS | HELICOPTER FLAPS | WING SPOILERS | WINGLET EQUIPMENT | DYNAMOMETERS | ELECTRONIC EQUIPMENT | LASER MEASURING MACHINES | COORDINATE MEASURING MACHINES | COMPLIANCE AUDITS | COST EFFECTIVE MANUFACTURING CONSULTANTS | STUDIES | SECURITY CONSULTANTS | SITUATIONS | SECURITY FITTINGS | ANNUNCIATORS | WAS SERIES FITTINGS | CATCHES | CENTRIFUGAL PUMPS | CASTERS | CATCHES | CENTRIFUGAL PUMPS | ELECTRICAL SEALS | ENGINE COOLING SYSTEMS | ELECTRICAL SEALS | ENGINE COOLING SYSTEMS | FUSELAGE FLAPS | GASKETS | FLUID FITTINGS | FUSELAGE FLAPS | GASKETS | FLUID FITTINGS | IMPELLERS | KNIFE-EDGE SEALS | PNEUMATIC PUMPS | PIVOTS | PNEUMATIC PUMPS | RELEASE MECHANISMS | ROTARY PUMPS | VACUUM PUMPS | VACUUM SEALS | VENTILATION SYSTEMS | FLIGHT TESTING | HEADSETS | INSPECTION EQUIPMENT |

The aircraft manufacturing supply chain directory

A unique concept

Turning raw data into aerospace intelligence

The multi-billion dollar aerospace manufacturing supply chain worldwide is growing fast. New businesses and aircraft programs in the emerging industrial nations of the far east are increasing the complexity and the global reach of this vital industry.

Airframer provides a unique and valuable overview of this rapidly-evolving marketplace, with a simple web-based interface for subscribers to drill down into its substantial database or browse up-to-the-minute analysis.

Key data on companies, manufacturers, aircraft, products, capabilities and aerospace manufacturing news is cross-referenced by *Airframer's* in-house developed system. Result pages reveal at a glance the suppliers who are most active, the aircraft programs they support, contact data and relationships with other supply

chain participants.

Full listings and powerful search options are easily at hand for aircraft programs, supplier companies and all types of product and service.

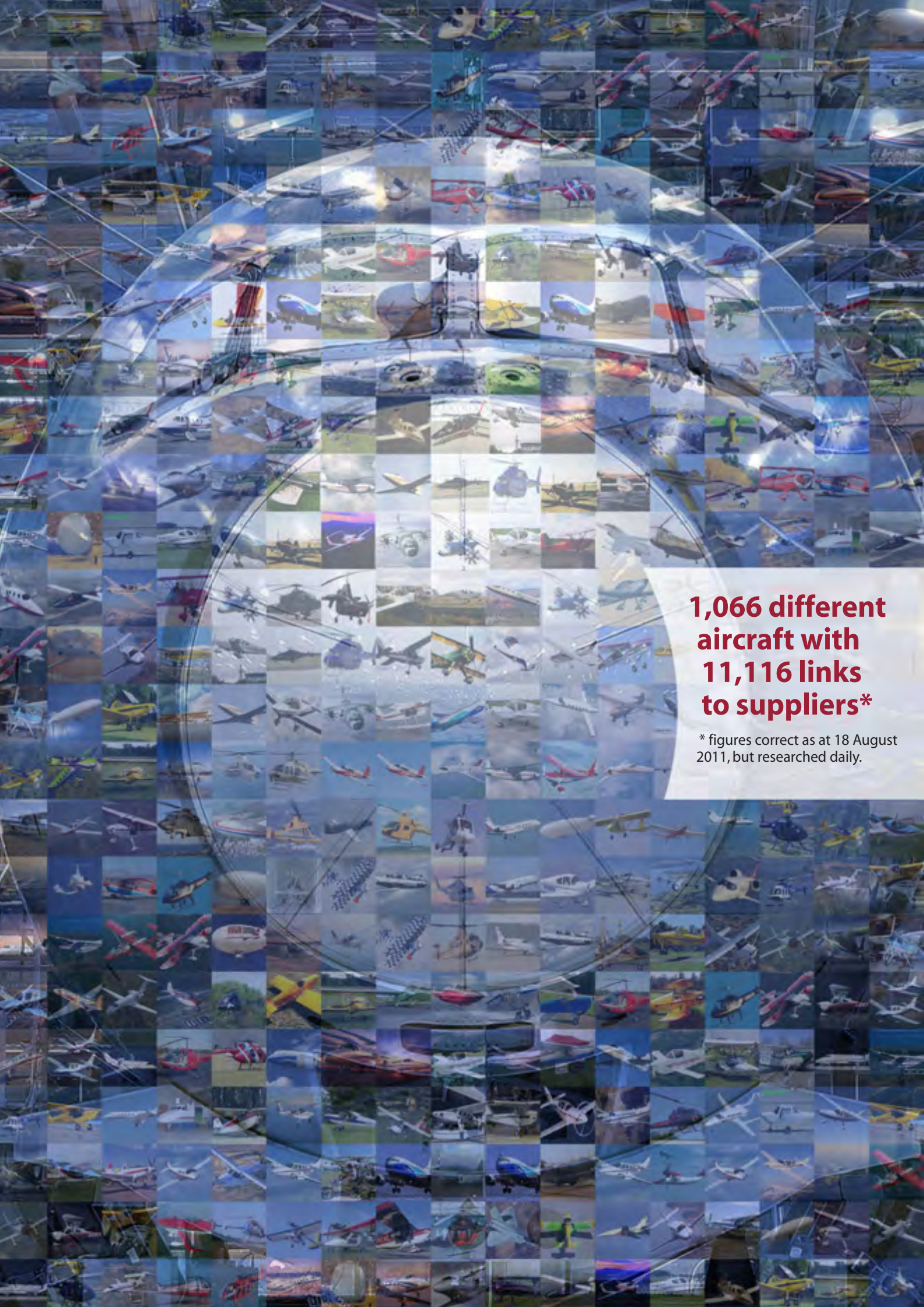
In addition, *Airframer's* own unique web crawler/search engine indexes tens of thousands of aerospace primary company web sites on a continuous basis, to provide subscribers with directly relevant and aerospace-focused search results.

The author TS Elliot once wondered;

“where is the knowledge we have lost in information?”

Airframer is the aerospace sector's answer to this puzzle; extracting knowledge from raw data to provide subscribers all around the world with highly valuable aerospace market intelligence.





**1,066 different
aircraft with
11,116 links
to suppliers***

* figures correct as at 18 August
2011, but researched daily.

Analysing every new-build aircraft program worldwide

Airframer's data includes every powered aircraft in series production, or in physical development, and the companies involved in the manufacturing supply chain from top to bottom.

Aircraft

Over a thousand distinct aircraft models are currently in production or development worldwide, and *Airframer's* database analyses them all. From the headlining commercial and military projects like the A380, 787, Typhoon and F-35, right down to kit-built light sport aeroplanes, fixed wing and rotary, turbine powered to solar; all are included. For each of the 25 most complex aircraft programs *Airframer* subscribers can download an in-depth PDF-format report, updated every single day!

Supply chain

Data is maintained on over 4,000 supply chain

companies. Each is linked to the specific product and service categories in which they trade, and involvement in specific aircraft programs noted and categorised. Nine major product areas encompass management, design, materials, components, airframe systems, avionics, power systems, production and testing.

For subscribers, there are *Index* PDF-format reports for the major supply categories, again updated every day.

Latest news

Aircraft, companies and supply chain categories are all intelligently linked to news releases in our fast-expanding archive. Only announcements specifically related to the business of aircraft manufacture make it past our editors, so the result is a resource that delivers fast and insightful background information.





**4,278 companies
in 1,752
product categories
with 23,083 links
between***

** figures correct as at 18 August 2011, but
researched daily.*

Valued by the leading companies

Your best customers are our biggest fans

Aircraft manufacturers around the world – Boeing, BAE Systems, Agusta and Dassault, to name just a few – have ongoing subscriptions to the *Airframer* web site. They recognise its unique ability to speed the process of identifying potential suppliers, whatever the service, sub-assembly or component in demand.

Tier one suppliers – Spirit, GKN, AIDC, Honeywell, Hamilton Sundstrand and many more – also subscribe, as do companies involved in tooling, composites, electronics, interiors, testing, software, materials, design, manufacturing and consultancy, such as Deloitte, Morgan Stanley, Goldman Sachs, Barclays and UBS.

Many subscribers select *Airframer*'s corporate option, that provides unlimited access to all staff at all of their locations by virtue of their network IP addresses.

Individuals responsible for purchasing, management, engineering, research, business development and program management make up the bulk of *Airframer*'s subscribers, with others specialising in sales and marketing, or consultancy.

Every unique user (whether a paid subscriber or not) can access our unique 'Tracker' system to tag the companies, aircraft programs and types of supply in which they are most interested. Our weekly emails are then customised for every recipient to read the most relevant news to their own business.

In short, *Airframer* is in the web 'favourites' menu of specifying and purchasing decision-makers at aerospace companies around the world. If these individuals are your customers, then there is no better place to promote your business.



**1.2 million impressions of
11,500 web pages by
360,000 unique visitors***

annual figures for year to August 2011



Turning intelligence into new business for you

For companies providing aerospace manufacturing services, *Airframer* has at last made cost-effective advertising possible. Wherever you are in the supply chain – from design software to major assemblies, from fasteners to avionics – you will find an excellent range of advertising opportunities.

The most popular option is the **enhanced web listing**. This adds a description, logo and scrolling gallery of pictures to the company listing page, and our researchers prioritise keeping this company data fully up-to-date. Enhanced listing advertisers are highlighted in all search results and throughout our PDF-format reports, appear in rotation in the right-hand column of every page, and their news releases stay longer on the news front page. The option includes a free subscription, and is excellent value for money.

The web site also has **web banner**

advertising, with one of no more than four banners appearing randomly at the top of all of the 10,000-plus pages.

The weekly news update goes to over 10,000 aerospace manufacturing professionals and includes just one **email banner** right at the top, or **text announcements** throughout.

The daily-updated PDF-format *Index* reports (currently 25 on individual aircraft programs and 29 on product sectors) are each available for **sponsorship**. Otherwise only available to subscribers, the sponsored reports are made freely available to all. They feature the sponsor's name on the cover, solus full page advertising inside and a free enhanced listing.

Each option will bring your company to the attention of buyers and specifiers in aerospace's biggest spending organisations, and full details and prices can be found overleaf.



Cost-effective, targeted advertising, throughout 2012

Index sponsorship £2,495 per year

Index sponsorships can be booked at any time subject to availability, and run for a full calendar year. Advertisement artwork can be updated during the year.

- Choose from 25 aircraft programs or 29 industry sectors
- **Exclusive to one sponsor per Index**
- Name on the front cover
- Full page advert on the inside front cover
- Banner advert on the program/sector web page
- Usually subscribers-only, your sponsored Index will be made available to all web visitors
- Includes free enhanced listing (worth £495)
- Includes a free corporate subscription for all staff (worth £550)

Enhanced listing £495 per year

Enhanced listings can be booked at any time, and run for a full calendar year. Text and photographs can be updated during the year.

TOP
VALUE

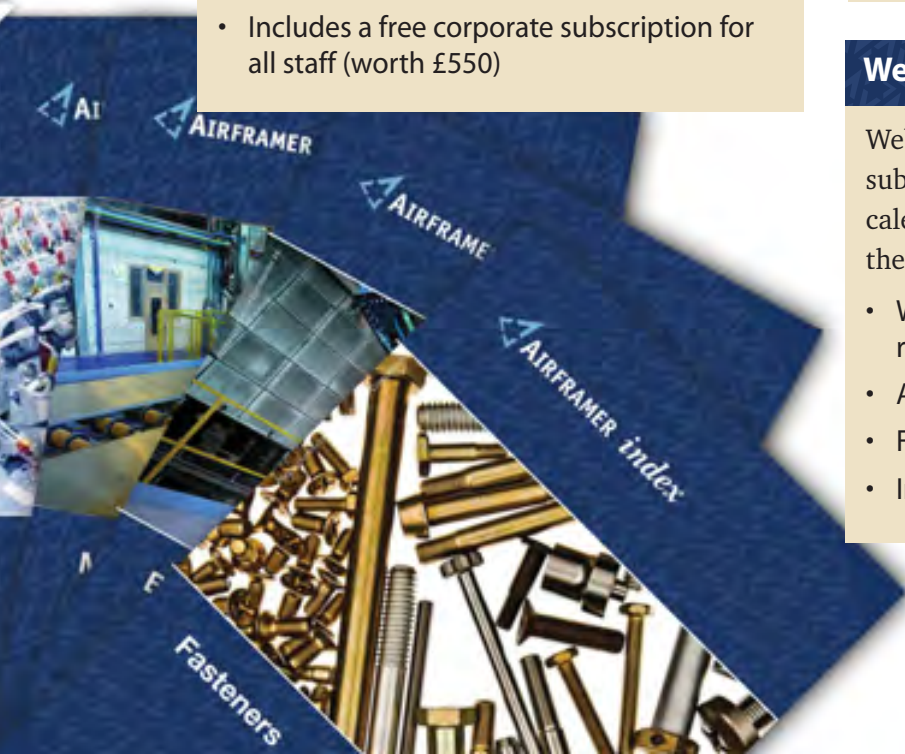
Key features:

- Profile in 'enhanced listings' column (randomly)
- Add 150 word profile, logo and a scrolling photograph gallery (optional)
- Name highlighted in web search results
- Name highlighted in web directory listings
- Name highlighted throughout all PDF Index reports
- Press releases highlighted on news front page
- Includes a free subscription (worth £275)

Web banner £1,495 per year

Web banners can be booked at any time subject to availability, and run for a full calendar year. Artwork can be updated during the year, and can be animated or static.

- Web banner, every fourth impression randomly on almost every page
- Appears throughout the 10,000+ page site
- Full standard size 468 x 60 pixels
- Includes a free subscription (worth £275)





Email banner **£395 per week**

Our news email is sent every Thursday, compiled and personalised individually for every recipient.

- Only one banner per email
- Appear at the top of the message
- Reaches over 10,000 industry professionals

Email text announcement **£195 per week**

- 75 words of text, with headline and web link, on weekly news email
- Reaches over 10,000 industry professionals

Over 1,500 unique visitors will use Airframer today

Call us now to start advertising immediately

We'll be delighted to hear from you...

Contacts



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Mark's diverse career in media has spanned publishers large and small, and titles ranging from airline guides to childcare journals. He is your main contact for advertising in *Airframer*.

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Airframer is published by Stansted News Limited.

134 South Street, Bishop's Stortford, Hertfordshire CM23 3BQ, United Kingdom.

Company registered in England, number 2224522.