



FARNBOROUGH
INTERNATIONAL



MEDIA INFORMATION 2018

WELCOME TO FINN



Welcome from Editor-in-chief

Alan Peaford

Aerospace industry writer and
broadcaster

“The exciting thing about FINN is the sheer depth of coverage across the whole global aviation, aerospace and defence industry. From face-to-face interviews with industry leaders to looking at products and services at the world’s major industry events, we hope FINN will become the go-to platform for industry professionals.”



Andrew Pearcey

Marketing and
Communications Director,
Farnborough International Ltd.

“We have created FINN very much with the industry in mind. Our aim is to create a ‘one-stop’ digital hub for the aviation community to access insight, analysis and opinion from industry leaders and influencers. Our pedigree as organiser of the Farnborough International Airshow and strong links with our parent company ADS, ensure we bring unique insight with access to a large aviation community.”

ABOUT FINN - Farnborough International News Network

FINN (Farnborough International News Network), is the **fastest-growing** digital hub for the global aviation community

Created by Farnborough International Ltd, organiser of the industry-leading biennial **Farnborough International Airshow**

FINN features **exclusive video coverage** of the latest **news, insight, opinion and analysis** from all leading sectors of the aerospace and defence industry

FINN is the **official event tv and live blog channel for Farnborough International Airshow** and reports direct from leading industry events throughout the year

FINN is an **essential resource** for trade, industry leaders, and government bodies.

FINN highlights are sent to an exclusive **opted-in database of more than 55,000** from across the global aerospace industry, every week.

HIGHLIGHTS:

FINN is the leading video channel for the aviation industry

wearefinn.com

18,000+ page views per month
43,000+ unique users

FINN weekly newsletters reach an exclusive
global industry subscriber database of **51,000+**



FINN video drives brand awareness

Last six month's
top 5 videos:



The vision for the Cirrus Vision Jet – **10,850+ views**

Saab's new Gripen – **8,865+ views**

Introducing Boeing's BBJ Max – **3,725+ views**

Embraer at Paris Airshow – **3,225+ views**

Mitsubishi Regional Jet – 'We're ready..' – **2,580+ views**



745 followers

75,000+ impressions per month

Top tweet:

We Are FINN @WeAreFINN

#DataAnalytics in **#Aerospace** - Dawen Nozdryn-Plotnicki, Boeing Global Services on walking the walk <http://bit.ly/2in9HYy>

32,098 impressions



12,000+ video views per month
views of FINN videos and interviews

23,000+
minutes watched per month, equal to more than 16 consecutive days!

CONTENT PROFILE

FINN features a dynamic mixture of video interviews, analysis and opinion from aerospace industry leaders and innovators from across the globe.

Coverage includes:

- ▶ Industry leadership
- ▶ Innovation Civil
- ▶ Aviation Business
- ▶ Aviation
- ▶ Defence
- ▶ Space
- ▶ MRO
- ▶ Rotary
- ▶ Cargo
- ▶ Clean Tech
- ▶ Aircraft Interiors
- ▶ Unmanned Systems
- ▶ Manufacturing
- ▶ Airlines
- ▶ Future leaders



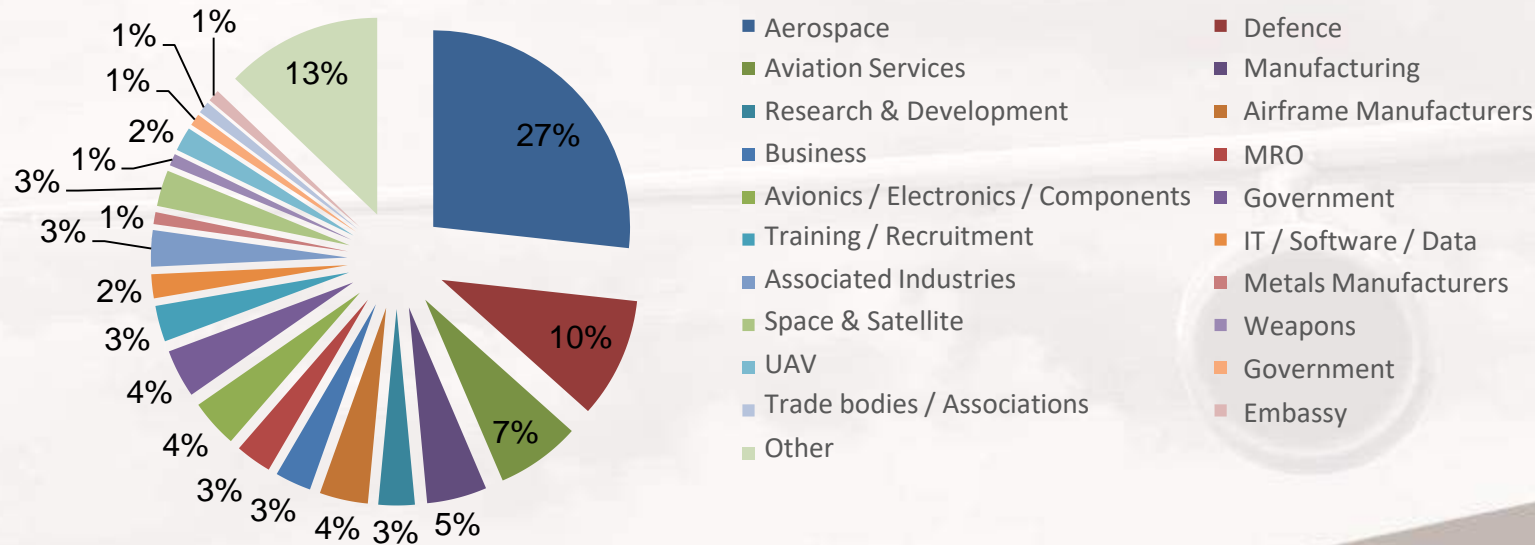
AUDIENCE PROFILE

Extensively promoted to Farnborough International's global database, digital and social channels

Exclusive and fast-growing FINN subscriber group

Forecast audience based on Farnborough International's 2016 profile

Farnborough International Airshow 2016 audience by sector:



GLOBAL AUDIENCE

FINN is *by the industry, for the industry.*
Reaching all leading aviation brands.



BAE SYSTEMS



BOMBARDIER
the evolution of mobility



NORTHROP GRUMMAN



TAI

THALES



KEY CONTENT PARTNERSHIP OPPORTUNITIES

Small number of high value content partner opportunities, each tied to a core industry topic

Each partnership is designed to provide a platform for delivering thought-leadership through a range of opportunities, including brand messaging, sponsored features, video interviews, traditional web advertising, and white paper submission.

Quarterly, half yearly and annual packages, to suit a range of timing and budgetary options.

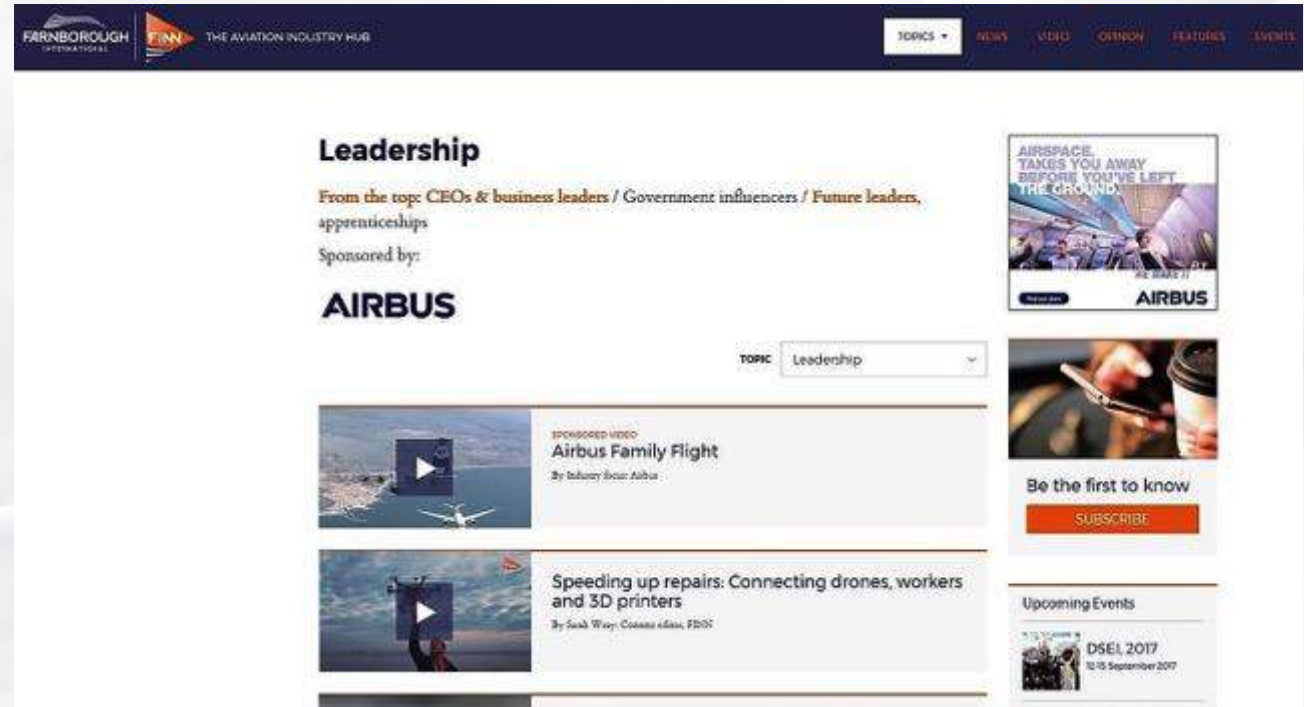
Benefits of partnering with FINN:

- ▶ Unique opportunity for business and industry leaders to publish their insights alongside experts and journalists who regularly contribute to FINN.
- ▶ Partners reach highly targeted audiences with a range of native content formats, from video interviews to features.
- ▶ Small number of opportunities ensures that partner content is always aligned with high quality, relevant content.
- ▶ High profile home page positioning of content enables maximum audience reach.
- ▶ All partner content is tagged with key topics and appears in targeted search and subject listings.
- ▶ FINN is designed for viewing on all devices, so all content is optimized for whichever platform visitors choose.
- ▶ FINN's expert ghost writing and video production services are available to help partners create the most effective campaigns.

KEY PARTNERSHIP PACKAGES

Each key partner package includes the following:

- ▶ Branded sponsorship of one of the FINN 'topic' sections, with linked logo and company profile
- ▶ One sponsored feature per quarter – your experts share their thought leadership
- ▶ One video or written feature interview per quarter – the FINN team will create the video or article
- ▶ One MPU advertisement, throughout the sponsorship, delivered to a minimum 20% page views throughout the site



KEY CONTENT PARTNERSHIP RATECARD AND SUMMARY

KEY PARTNER RATE CARD	KEY PARTNER PACKAGE SUMMARY	
QUARTERLY PACKAGE	1 x Branded sponsorship of 'topic' (duration or sponsorship) 1 x linked logo and company profile (duration or sponsorship) 1 x sponsored feature 1 x video or written feature interview 1 MPU advertisement, duration of sponsorship (20% views)	£11,950
SIX MONTH PACKAGE	1 x Branded sponsorship of 'topic' (duration or sponsorship) 1 x linked logo and company profile (duration or sponsorship) 2 x sponsored feature 2 x video or written feature interview 1 MPU advertisement, duration of sponsorship (20% views)	£19,950
ANNUAL PACKAGE	1 x Branded sponsorship of 'topic' (duration or sponsorship) 1 x linked logo and company profile (duration or sponsorship) 4 x sponsored feature 4 x video or written feature interview 1 MPU advertisement, duration of sponsorship (20% views)	£32,950

FINN WEEKLY NEWSLETTER SPONSORSHIP PACKAGE

- **FINN FOCUS** is a monthly digest of the latest thought leadership, news and exclusive content surrounding the aerospace industry.
- **FINN SNAPSHOT** is a weekly round-up of highlights on wearefinn.com
- **FINN SNAPSHOT** and **FOCUS** sent to opted-in industry database of **55,000+**
- High level of engagement

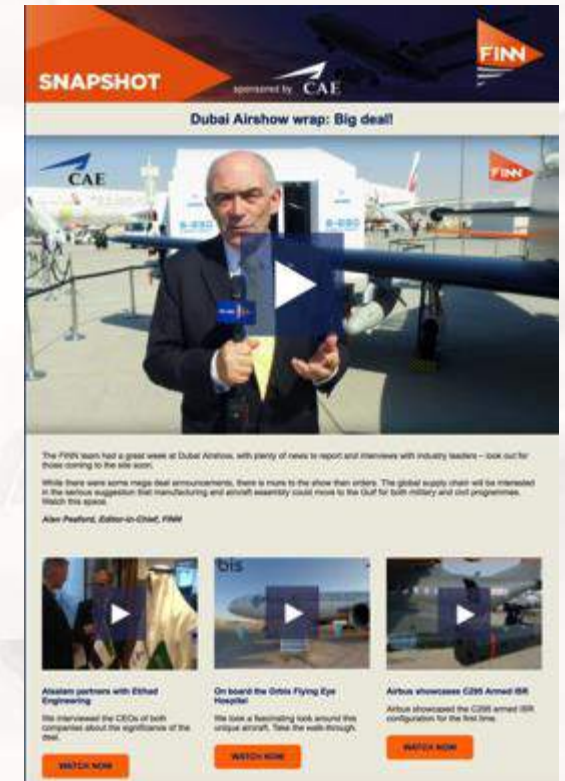
FINN Highlights sponsorship package includes:

- ▶ Includes sponsor banner advertisement/logo
- ▶ Article of up to 1,000 words published on FINN & included in newsletter
- ▶ MPU advertisement on FINN, run of site, min 20% page views
- ▶ Upgrade option: Ghost writing service

SPONSORSHIP RATE CARD

Monthly package
(4 newsletters) £5,000

www.wearefinn.com



FINN SHOW HIGHLIGHTS PACKAGE

- The FINN team attends major airshows, interviewing senior industry figures and innovators. We create a short film highlighting the key announcements and takeaways from each show, setting them in the context of what they mean for the industry. Highlight videos are amongst the most popular items on our site.
- FINN highlights examples include: [Paris 2017](#), [Dubai 2017](#) and [Singapore 2018](#)

FINN show highlights package includes:

- ▶ Your logo throughout the video
- ▶ Your logo on the accompanying article
- ▶ Your logo on the dedicated email sent to 55,000+ recipients
- ▶ Your content included in the email – e.g. your show announcement/content of your choice

Get in touch to enquire about shows we are attending or to request a show wrap you'd like to sponsor.



FINN SHOW WRAP SPONSORSHIP RATE CARD

One show	£9,950
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FROM THE TOP SERIES SPONSORSHIP

Exclusive interviews with the most senior leaders in aerospace

The screenshot shows a website interface for the 'From the Top' series. At the top left is the Farnborough International logo with the text 'FROM THE TOP'. To the right is a 'TOPIC' dropdown menu set to 'All Topics'. Below this are three video thumbnails, each with a play button icon. The first thumbnail shows a man in a suit in front of an aircraft engine, with the text 'FROM THE TOP: From The Top: Dr Johannes Bussmann, Lufthansa Technik AG' and 'By Sarah Wray, Editor, FINN'. The second thumbnail shows a man in a suit, with the text 'FROM THE TOP: From The Top: Nick Leontidis, CAE' and 'By Sarah Wray, Editor, FINN'. The third thumbnail shows an aircraft, with the text 'Embraer's John Slattery on the E2 jet - a "profit-hunting machine" coming in April' and 'By Sarah Wray, Editor, FINN'. To the right of the video thumbnails are two promotional boxes. The first box features a 'C Series lead the way BOMBARDIER' logo and a 'SUBSCRIBE' button. The second box features a 'Subscribe to the FINN newsletter' text and a 'SUBSCRIBE' button. Below these is an 'Upcoming Events' section with a small thumbnail and the text 'Aircraft Interiors Expo'.

- Your logo throughout the video
- Linked logo on the accompanying article with short sponsor profile
- Promoted via email and social via email and FIA 2018 channels



MEDIA INFORMATION 2018

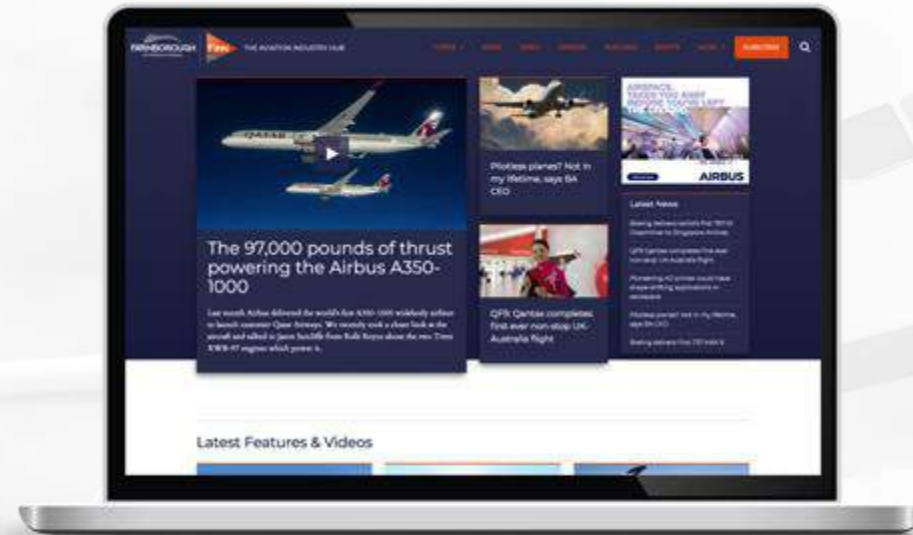
FIA 2018 CONTENT PACKAGES

Overall site sponsor during FIA 2018

£44,950

Your chance to 'own' the FIA 2018 hub during the show as the premier sponsor

- Splash branding on the home page
- Top banner slot/branding in daily wrap email
- One piece of content pinned on the homepage throughout the show
- Sponsor the news section – your logo on this page <https://www.wearefinn.com/topics/news/>
- Pin your news/show announcement at the top
- One MPU – min. 20% rotation



FIA 2018 CONTENT PACKAGES

FIA 2018 preview video

£14,950 or £44,950
show package

Get ahead. Reach the audience with your message as they plan their attendance at the show

- Show preview video delivered Friday pre-event
- Video features your logo
- Accompanying article features your logo
- Video on the site and sent by email to database
- Show package includes MPU – min. 20% rotation



FIA 2018 CONTENT PACKAGES

FIA 2018 daily wrap video

£14,950 or £44,950
show package

Feature your branding on the must-see daily highlights programme, posted and emailed each evening of the show.

- Daily show wrap video
- Daily highlights video on the site and sent by email to database
- Video features your logo
- Accompanying article features your logo
- Show package includes MPU – min. 20% rotation



FIA 2018 CONTENT PACKAGES

FINN sessions

**£14,950 per day or
£44,950 show package**

Align your branding and content with industry thought leaders at the inaugural FINN Sessions.

- FINN Sessions panel preview – 1-2 weeks before the show. Include your panellist and branding
- FINN Sessions daily highlights video, included in daily email during the show and features your logo
- Choose a FINN Sessions topic track or sponsor the full programme
- FINN Sessions speaker interviews to run post-show – sponsor per topic/day. Features your branding
- Show package includes MPU – min. 20% rotation

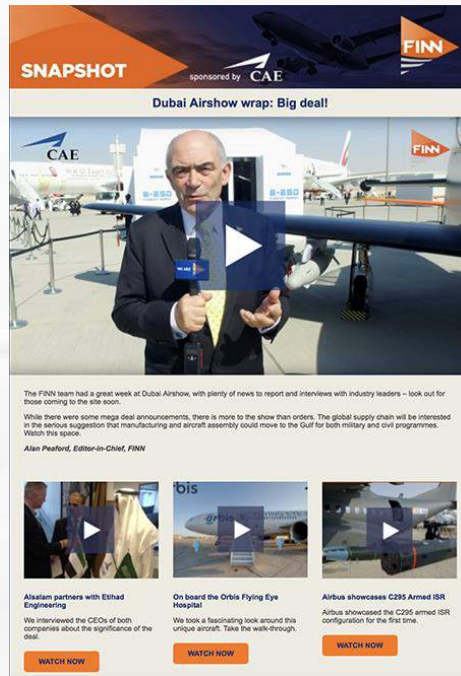


FIA 2018 CONTENT PACKAGES

**FINN daily highlights
email newsletter** **£3,000**

Including your branding and messaging in this daily wrap email, delivered to the show database each evening.

- 2X banner slots
£2,000 per day each
- 2X sponsored content slots – content runs on FINN or links to your site £2,000 per day each slot



SNAPSHOT sponsored by CAE **FINN**

Dubai Airshow wrap: Big deal!

The FINN team had a great week at Dubai Airshow, with plenty of news to report and interviews with industry leaders – look out for those coming to the site soon!

While there were some mega deal announcements, there is more to the show than orders. The global supply chain will be interested in the serious suggestion that manufacturing and aircraft assembly could move to the Gulf for both military and civil programmes. Watch this space.

Alan Peaford, Editor-in-Chief, FINN

Alitalia partners with Etihad Engineering
We interviewed the CEOs of both companies about the significance of the deal.

On board the Orbis Flying Eye Hospital
We took a fascinating look around this unique aircraft. Take the walk-through.

Airbus showcases C295 Armed ISR
Airbus showcased the C295 armed ISR configuration for the first time.

WATCH NOW **WATCH NOW** **WATCH NOW**

MPU for July **£3,000**

Feature your linked ad on the site during its busiest period.

Min. 20% rotation across the site



**AIRSPACE.
TAKES YOU AWAY
BEFORE YOU'VE LEFT
THE GROUND.**

WE MAKE IT FLY

AIRBUS

Find out more

FIA 2018 CONTENT PACKAGES

Overall show wrap

£14,950

Feature your branding on the must-see event highlights programme, featuring news, analysis and a summary of the key industry takeaways.

- Sponsor the overall FINN show wrap
- Video features your logo
- Accompanying article features your logo
- Email features your branding
- Show package includes MPU – min. 20% rotation



FIA 2018 CONTENT PACKAGES

Airtime packages

- 300 minutes on the outdoor network and 150 minutes on the indoor network for the trade days of the show
- 480 minutes on the outdoor network and 240 minutes on the indoor network for the trade days of the show

£12,950

£19,950



Truck wrap branding

A unique feature of FIA and FINN LIVE is the fleet of trucks that comprise the outdoor screen network that dots the chalet line and points of entrance to the show. The trucks represent a highly visible and impactful branding opportunity.

Rate per truck:

£29,950

Or for the fleet:

£99,950



FIA 2018 CONTENT PACKAGES

Flying display highlights

Each day's flying display will be captured and edited into an all-encompassing highlights package aired across both FINN and the FINN LIVE network the following day. These will also be included in the Daily Wrap e mail which is mailed to the entire FINN database

Package price per day
£5,950

Show package
£15,950

Daily News highlights

Each day's broadcast is interrupted once an hour to bring you the latest Breaking Show News that punctuate the world's largest air show. From deals being announced or signed, new initiatives making the headlines or new innovations that are dominating the aerospace sector, FINN LIVE will be keeping all attendees up to date via this news segment.

Package price
£9,950

