MEDIA PACK

ABOUTUS WHO WE ARE

Farnborough International News Network is the awardwinning video and digital content led hub for the global aviation, aerospace and defence community. Created by Farnborough International Ltd, organiser of the industry-leading Farnborough International Airshow, FINN reports globally throughout the year.

With a reach of over 100,000 and growing across email, online and social media, FINN can help you to leverage your news to reach the right global audience via bespoke insight, content capture and distribution.

FINN features a dynamic mix of leading news, insights and industry opinion from leaders, innovators and journalists.





LEADING THE WAY

PIONEERING THE FUTURE

FINN was created out of an ambition to connect the aviation, aerospace and defence industries by providing multiple opportunities for companies of all sizes to showcase their innovations and news stories.

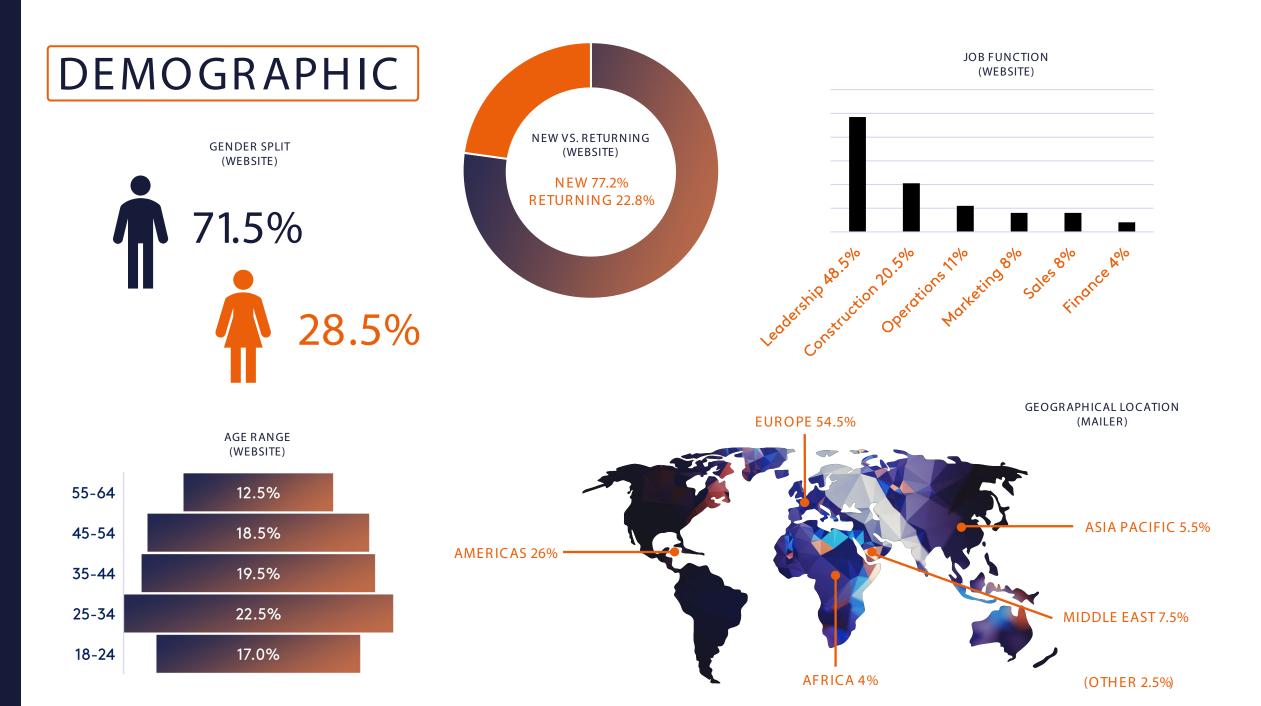
In the last five years, FINN has evolved and adapted to the digital needs of the industry, and with it brings a wealth of multi-platform opportunities.

OUR PURPOSE

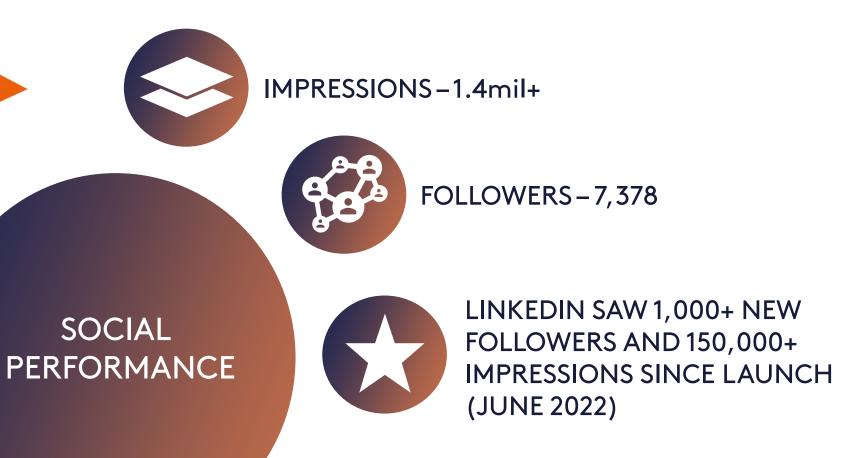
We strive to do things differently to better support and connect the global aerospace, defence and wider industry.

FINN facilitates and encourages conversations that lead to innovative approaches to some of the most pressing topics within the sector.

We act as a catalyst of change and believe in the power of connecting people through events and partnerships that inspire the pioneers of today and tomorrow.





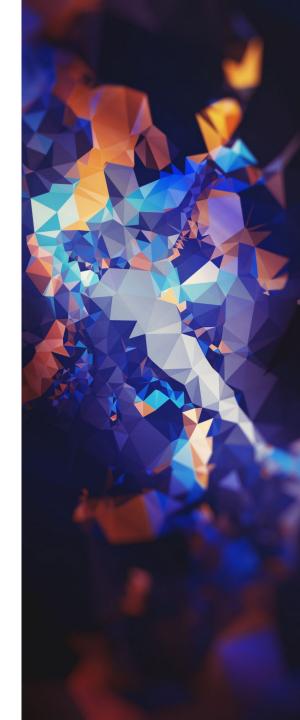


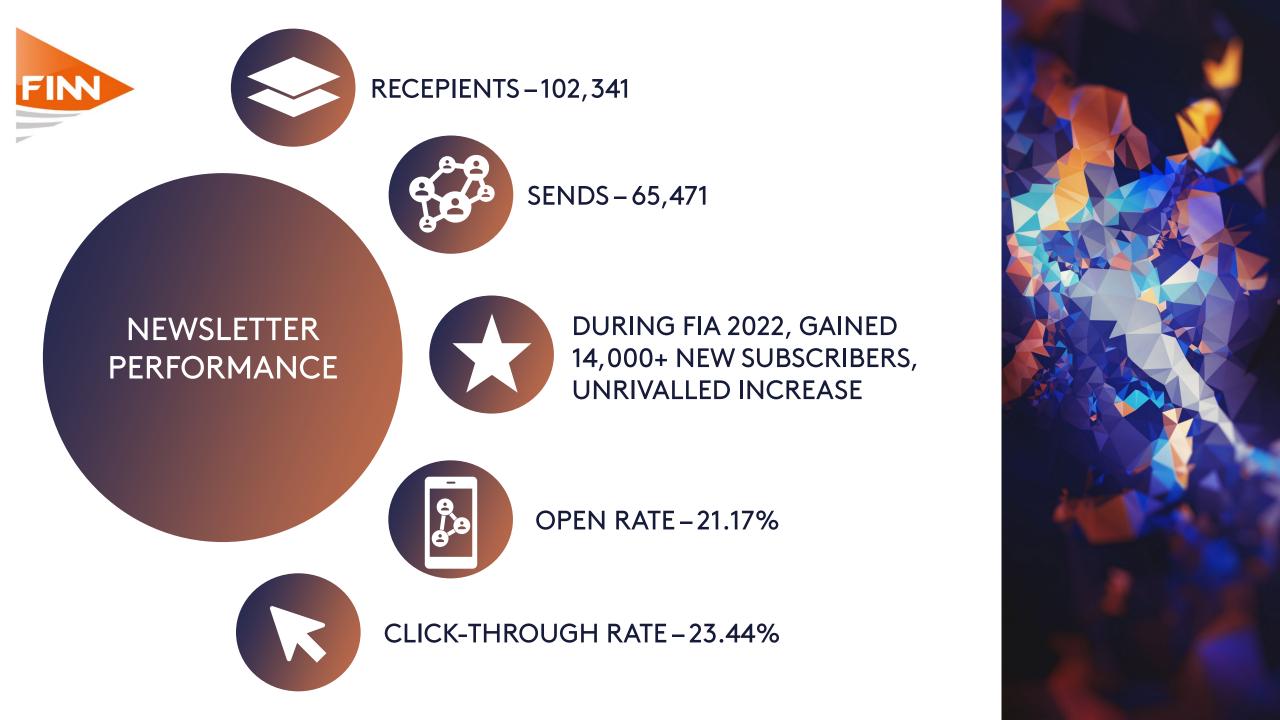


FINN

ENGAGEMENT RATE – 6.6%

CLICK-THROUGH RATE – 3.8%





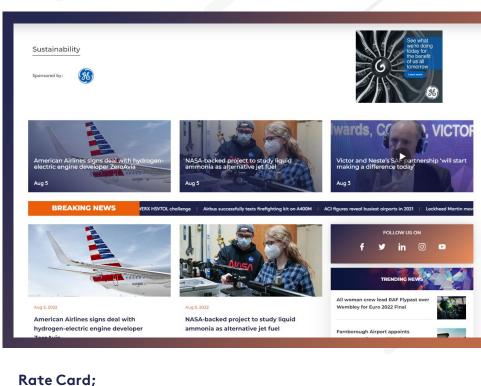
PLATFORM OPPORTUNITIES

WEBSITE SPONSORSHIP

Website sponsorship is the perfect way to align your brand with a specific industry focus. With carefully selected themes relevant to the whole Aerospace and Defence sector, you can align your communications with your chosen theme.

Sponsorship includes;

- Company branding pinned to the top of the topic page for package duration
- MPU advertisement at the top of the topic page for package duration
- Sponsor created content piece(s) (dependent on package length) published on the topic page and pinned at the top (duration dependent on package length)
- Opportunity to upgrade package for FINN to create content piece



Monthly – £1,750 + VAT

Quarterly – £5,000 + VAT

Annually - £18,000 + VAT

AVAILABLE TOPICS:



MEDIA PARTNER

Enhance your news, events, and developments with a Media Partnership, collaborating with industry focused, highly engaged social media outlets.

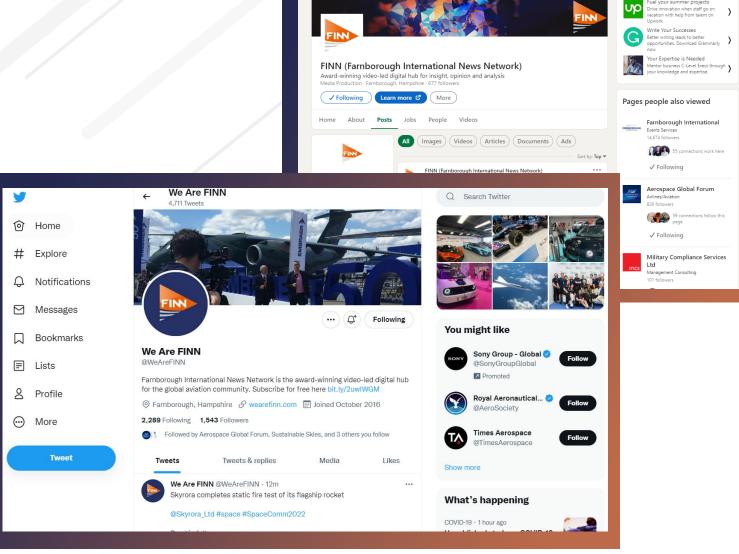
With a variation on duration depending on your business needs, branding inclusion and bespoke blog pieces, your content can be maximized within our global aviation, aerospace community.

Ideal for brand awareness and maximizing following and engagement

Sponsorship includes;

- Branding inclusion on cover image (front and centre, 100% of traffic to the page will see brand)
- LinkedIn blog piece (FINN branded, company opinion)
- Content recycle (recycled content from company comms/website, sharing and retweeting etc.)
- Event inclusion on home page (company events can be featured on page, 75% of traffic to the page will see brand)

Available platforms: LinkedIn and Twitter



Promotec

Fuel your summer projects

Rate Card;

Quarterly - £4,750 + VAT 6 Monthly - £9,000 + VAT Annually - £17,000 + VAT

NEWSLETTER **SPONSORSHIP**

Reach an opted-in database of over 65,000 industry professionals through our weekly newsletter packages.

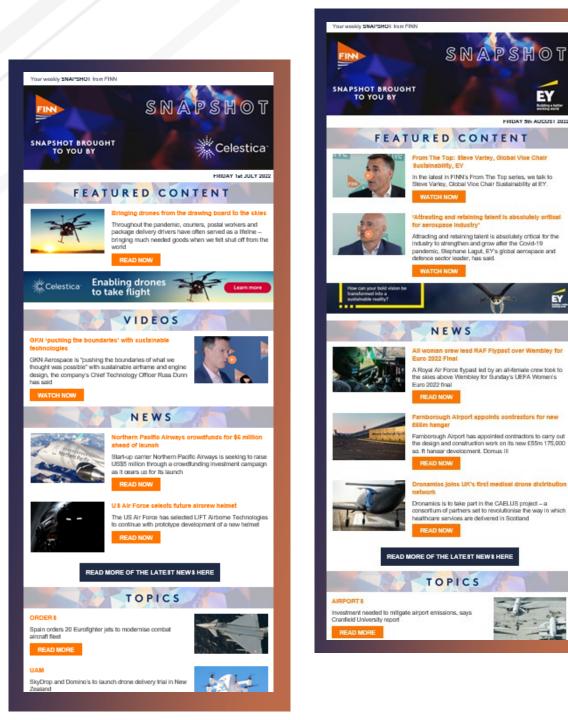
Sent weekly, the FINN newsletters offer a dynamic mix of written and video updates from across the aerospace and aviation industry.

Sponsorship includes;

- · Company branding within the newsletter header
- Content piece featured at the top of the mailer and hosted on the FINN website – this can be a video or written article of up to 1,000 words
- · Leaderboard advert linking to URL of choice

Rate Card;

1 newsletter – £2,250 + VAT 3 newsletters – £6,000 + VAT 6 newsletters - £11,000 + VAT



EY

EY

FRIDAY 5th AUCUST 2022

SOLUS MAILER





The flight ahead Technology trends that will alter the ways we fly

For the next few months, and maybe even the next few years, the future of flying will be all about face masks, contactiess airport check'n and new airplane cleaning technologies to ease travelers' concerns about COVID-19.

But there are many more fundamental changes afoot — and they were in the works long before the pandemic, as airlines and aviation authorities prepare for a future where skies are crowded with all kinds of aircraft.

Here, Raytheon Technologies' experts in aviation and air traffic management offer their predictions as to how air travel will change in the coming decade.

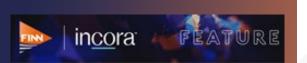


This mailer is being sent on behalf of Raytheon Technologie

as part of FIA Connect 2020

You are receiving this email as you are subscribed to FINN

Famborough International News Network ShowCenter, ETPS Road, Fernborough, Hamphine, GU14 BPD, United Kingdom +44 (0)7222 B32000



It's never been clearer ...

Complex global supply chains are extremely susceptible to disruption. The question is how can supply chain evolve to better respond to these disruptions?



Fourth-party logistics can help.

Though they can't make your business immune to global crises, 4PL providers are particularly effective at mitigating the impact of supply chain disruptions on your operations.



How?

Read our article, "4PL vs Disruption," to find out. Just click the link below.

As an experienced provider of 4PL services to the global aerospace industry, Income (previously Wesce Airceaft and Pattenair) always strives to implement innovative solutions that drive success for our customers.

We are here to help make your supply shaln exceptional.



Keep industry up to date with all your latest news or announcements.

Sent to the FINN database, a solus mailer is the perfect opportunity to communicate your message to a strategic industry audience, with exclusive sponsor content.

Limited opportunity with only FOUR solus mailers available per year.

Sponsorship includes;

- Company branding within the mailer header
- Mailer buttons designed to match company branding
- Content piece featured within the mailer and hosted on the FINN website – this can be a video or written article of up to 1,000 words
- Leaderboard advert linking to URL of choice

Rate Card;

£3,250 + VAT per mailer

1-2-1 INTERVIEWS

Ensure your company is highlighted as a key player within the Aerospace and Defence industry with a 1-2-1 interview.

Our experienced editorial team will work with you to understand your objectives and the message you would like to communicate within the interview.

Written interviews – ideal for sharing your messaging quickly, written interviews can be conducted be conducted virtually and released within one week.

Video interviews – these can be conducted at a live event or conducted at your offices or factory locations.

Sponsorship includes;

- Interview conducted and edited
- Interview released in a weekly newsletter and hosted on the FINN website

Rate Card;

Written interview – £1,500 + VAT Video interview – Price dependent on location, specification, etc.

'Embracing data in the space domain promises insights at unrivalled speed'

TAGS: Aerospace, Data, Data Analytics, Data-Sharing, Palantir, Space



🛱 Jul 14, 2022 - 1:30 pm

SHARE: 🛐 🗾 in

SHARE: **f** 🗾 in

Embracing data in the space domain will deliver insights for customers at "unrivalled speed", according to Guy Williams, head of UK defence at Palantir Technologies.

naissance (ISR)

th's atmosphere

he Colorado-headquartered software company, which builds products focused on helping customers integrate, understand and integrate with data consult operations in to its contract with the U.S. Space Systems Command (SSC), ensuring "isions platform until March 2023.

resh opportunities for companies seeking improved awareness, command

et is provide software that can deliver insights at unrivalled speed," Williams

around sort of space domain awareness, so providing customers with an

ent of space warning in there, but also understanding the proximity of

Sustainability the hot topic at FIA22's Airline Leaders Summit

🛗 August 9, 2022





TAGS: Airline Leaders Summit, Emirates, Farnborough International Airshow 2022, IATA, Pratt & Whitney, Sustainability

The pressing issue of sustainability for the aviation industry was the hot topic at the Airline Leaders Summit at the 2022 Farnborough International Airshow last month.

The event saw captains of industry gather to discuss the key challenges facing the sector as it emerges from the Covid slowdown. And the issue of the environment was front and centre.

"We have to acknowledge that while our contribution to man made CO2 is low today, as other industries decarbonise, the contribution from aviation will increase and that really is the challenge," said Willie Walsh, director general of the International Air Transport Association (MA).

"We know that decarbonising the airline aviation industry is going to be difficult, but we have committed to net zeroby 2050."

EVENT PROMOTION

FINN's industry reach can help you to promote your own events, webinars and conferences.

The FINN team will work with you to understand the event, the target audience and provide a write up about the event as well as additional promotional benefits.

Sponsorship includes;

- Interview conducted with nominated representative and edited
- Interview released in a weekly newsletter and hosted on the FINN website
- Enhanced event listing on the FINN website events page – 300-word description, hero image, event logo and up to 3 URLs
- Leaderboard advert linking to URL of choice within one weekly newsletter
- Promotion of the event via FINN social channels up to three reposts/shares

Rate Card;

£3,500 + VAT

Enterprise Florida takes business online with first Florida International Trade Expo

TAGS: Enterprise Florida Inc, Florida International Trade Expo



🛗 Feb 11, 2021 - 10:23 pm



The first Florida International Trade Expo takes place from March 16-18

Enterprise Florida Inc (EFI), the official economic and trade development agency for the State of Florida, will be throwing open its doors for business online with the very first Florida International Trade Expo.

The Expo takes place from March 16-18 and visitors can register at <u>www.floridaexpo.com</u>. The virtual event will feature more than 150 of the state's leading products and services providers. The Expo is aimed at agents, distributors, buyers, representatives, and wholesalers seeking high-quality products for distribution and sale in Europe, Latin America and the Caribbean, Canada, Mexico, Africa, Asia and Middle East.

FINN spoke to Enterprise Florida's Senior VP for International Trade and Development Manny Mencia and Mike Cooney, Director, International Trade and Development and Aviation, Aerospace and Defence Specialist, about the virtual event – a first within the US.

The Florida Trade Expo virtual event is the first major multi-sector trade show within the US. Can you give a little background on how and why the event was established?



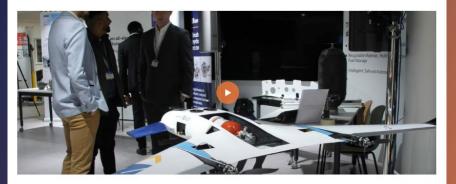
MM: "Enterprise Florida has one of the largest and most aggressive international trade development programs in the United States. Our international business community is one of the largest and most impactful in the United States in economic terms."

BESPOKE

CONTENT CREATION

A look around GKN Aerospace's UK Global Technology Centre

TAGS: Aerospace Technology Institute, ATI, GKN Aerospace, Jet Zero Council



🛗 Nov 25, 2021 - 11:51 am

SHARE: 🚺 🗾 in

GKN's UK Global Technology Centre (GTC) opened its doors this autumn. The 10,000m2 centre focuses on sustainable aviation research and development, including hydrogen propulsion technologies, advanced composite structures for electric aircraft, additive manufacturing, and industry 4.0 processes to enable the high rate production of aircraft structures.

The GTC was jointly funded by GKN Aerospace (£17m) and the UK Government (£15m), through the Aerospace Technology Institute.

The facility has already delivered the first fully-integrated wings, empennage and EWIS to Eviation for the Alice all-electric aircraft. The centre also serves as the base for GKN Aerospace's £54m hydrogen-propulsion development programme H2GEAR, as well as leading GKN Aerospace's technology partnership in Airbus' 'Wing of Tomorrow' technology programme.

Centre will host 300 engineers at full capacity

At full capacity, the collaboration centre will host 300 engineers from GKN Aerospace and its partners. It also includes a training centre, affiliated to Weston College, to provide technical skills and help develop the next-generation of aerospace engineers.

Emma Gilthorpe, CEO of the Jet Zero Council, said there was no single solution towards Jet Zero and the GTC would help

FINN's experienced editorial and filming team can work with you to create a tailormade content package for audio visual and written channels to highlight a factory facility, technology unit, event, conference, etc.

The team would work with you for pre-production planning through to delivery and can also assist with content syndication.

Give audiences an insight into your brand through dynamic and impactful podcasts, films, web video, and editorial, with the creation of news content for global media syndication or simply to be housed on FINN channels.

Sponsorship includes;

- Pre-production planning session
- Full production including lighting, sound, producer, with presenter and journalist if required
- Editing days and agreed rounds of approval project dependent
- Animation of titles and logos
- Interview released in a weekly newsletter and hosted on the FINN website
- Optional b-roll footage, interviews, editorial pieces, web video, and syndicated offering

Rate Card;

Price starting from £15,000 + VAT

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237

EVENTOPPORTUNITIES

PAVILION

WALKTHROUGHS

A walkthrough the UK pavilion at the Dubai Airshow 2021

E December 15, 2021 SHARE I I

TAGS: ACLAS Technics, ADS Group, Belcan, Dubai Airshow 2021

Dubai Airshow played host to a pavilion of UK talent.

And FINN was there to pay a visit to some of those exhibiting...

Tim Goodhead, Senior Vice President of Belcan said: "We help our clients generate better outcomes through engineering services, technical services of recruitment or manufacturing supply chain solutions. We've had 18 months of two-dimensional communication with our clients, this has given us the opportunity to go three-dimensional see the interaction i think both parties benefit from that."

Dubai Airshow - platform for "digging into" emerging markets

Meeting businesses from wider markets was the goal of Charles Henery, Managing Director of ACLAS Technics. He said: "ACLAS Tecnics are a structural component MRO based in the UK. We focus on the ATR, Airbus and Boeing platforms. We're very interested in the emerging markets, so we're looking at southeast Asia, Asia and the Middle East. Dubai Do you organise a national or regional pavilion? Our filmed walkthroughs are an ideal way to showcase the companies in attendance and why the sector would want to do business with or in the region.

Capturing up to eight business areas or companies in one video offering you the chance to engage with new audiences.

Sponsorship includes;

- Pre-production planning session
- Filming with full crew including lighting, sound, producer and presenter if required
- Editing days with two rounds of approvals
- Pavilion walkthrough released in a weekly newsletter and hosted on the FINN website
- Optional b-roll footage, behind the scenes footage and interviews

Rate Card;

Starting from £8,000 + VAT

STAND SHOWCASES

First time exhibiting? Or showcasing a new product or technology you'd like to highlight? Set to the backdrop or your stand, showcases are designed to highlight your company, demonstrating why the industry should be doing business with you.

Capturing product/technology footage and speaking to multiple company representatives in one video the film offers you a chance to engage with new audiences.

Sponsorship includes;

- Pre-production planning session
- Filming with full crew including lighting, sound, producer and presenter if required
- Editing days with 2 rounds of approvals
- Stand showcase released in a weekly newsletter and hosted on the FINN website
- Optional b-roll footage, behind the scenes footage and interviews

Rate Card;

Starting from £6,000 + VAT

Microsoft's AirSim uses virtual world to prepare aircraft for real life challenges

Hugust 24, 2022

SHARE: f 🗾 İn



TAGS: Autonomous Flights, Microsoft, Project AirSim, Simulation, Technology

Microsoft's Project AirSim, a new platform to safely build, train and test autonomous aircraft through high-fidelity simulation, offers developers a "unique" opportunity to use a scalable system that ensures their models can meet real-world challenges, Ganesh Rao, general manager at Microsoft Autonomous Systems said.

In these realistic environments, models using artificial intelligence can run through millions of flights in seconds. This means the simulators learn how to react to variables as they would in the physical world.

Project AirSim can help clients assess how their vehicle would fly in rain, sleet or snow, or whether a drone's camera can see a wind turbine on an overcast day just as well as a clear one.

Saving time and money

Speaking at the Farnborough International Airshow 2022, Rao explained: "It helps you simulate real worlds in a virtual environment. You fly missions for drones, aircraft, different planes, and test it out, validate and use that for certification and training, in a safe way, in a way that can scale based on your need, at a much cheaper cost and time."

SHOW PREVIEW OR WRAP

The opportunity to sponsor FINN's show preview or wrap for an event in the Aerospace and Defence calendar, enhancing your show participation.

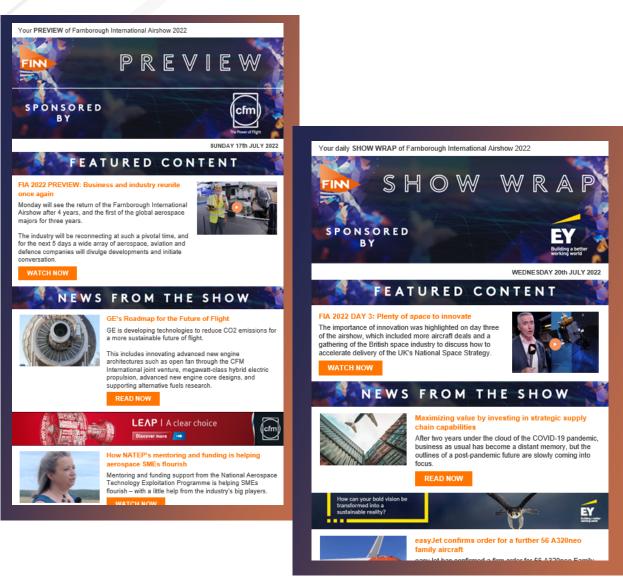
FINN will create either a preview, daily or end of show highlights video that is sent to the email database. The opportunity provides brand content and representation in the video.

Sponsorship includes;

- Company branding within the newsletter header
- Company featured in the highlights video
- Company logo watermarked on the highlights video
- Leaderboard advert linking to URL of choice

Rate Card;

Tier 1 event (Farnborough, Paris) - £14,000 + VAT Tier 2 event (Dubai, Singapore, Bahrain) - £7,500 + VAT Tier 3 event (EBACE, NBAA, AIX, GUAAS, SSWS) - £5,300 + VAT)





ANNOUNCEMENTS

Planning a press announcement at an event and looking to enhance coverage?

The FINN team can attend and film the announcement, releasing to the FINN database with a write up from FINN's editor. A bespoke package will include 1-2-1 interviews and b-roll capture for future use.

Sponsorship includes;

- Pre-production planning session if required
- Filming with full crew including lighting, sound, producer and presenter if required
- Video released and hosted on the FINN website
- Optional b-roll footage, behind the scenes footage and interviews

Rate Card;

Starting from £5,000 + VAT

Raytheon UK announces agreement to acquire Northern Space and Security

July 20, 2022

SHARE: 👩 🗾 in



TAGS: Farnborough International Airshow 2022, Northern Space And Security, Raytheon Technologies, Space

Raytheon UK has entered into an agreement to acquire Northern Space and Security Ltd (NORSS), a UK-based specialist in space domain awareness, orbital analysis, space surveillance and tracking.

NORSS, headquartered in the northeast of England, delivers orbital analyst technical services to the UK Space Agency, providing critical capabilities to both government and UK satellite operators.

MoD contract

Additionally, NORSS is contracted with the Ministry of Defence to develop a new simulator system for developing and testing future British military satellite systems and constellations.

The company is dedicated to developing the essential skills and experience needed for orbital analysts to ensure the long-term sustainability of the benefits from space.

"Bringing together the complementary capabilities of these two leading space companies will enhance the quality of the UK's orbital analysis and space situational awareness technologies," said Jeff Lewis, chief executive of Raytheon

NEXT STEPS



Talk through your objectives with a member of our team and discuss which package is best for you.



Our team will design a bespoke partner package.



Our team will work with you from beginning to end, ensuring you maximise your package.



Time for your package to go live, which will be at a mutually agreed time to ensure maximum promotion from both parties.

Useful Information

- All packages will be invoiced in UK Sterling
- The fee is exclusive of VAT. The amount of VAT due shall be calculated and added to the fee at the rate prevailing on the date of the invoice
- All packages are invoiced at 100% once a signed booking form is received and payment is due within 30 days net. If the payment terms need to be negotiated, this is to be discussed with your account manager at the time of enquiry
- Standard website advert size is 300 x 250 pixels. Artwork to be submitted as high resolution JPEG in RGB format. No gifs. If tracking is required, the accompanying URL must include a UTM
- Standard newsletter advert size is 728 x 90 pixels. Artwork to be submitted as high resolution JPEG in RGB format. No gifs. If tracking is required, the accompanying URL must include a UTM





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