



MEDIA PACK



WHAT WE DO

FINN connects the aviation, aerospace and defence industries by providing multiple opportunities for companies of all sizes to showcase their innovations and news stories. FINN facilitates and encourages conversations that lead to innovative approaches to some of the most pressing topics within the sector.



FINN is a key tool for partners during live events in the form of interviews, sponsored highlight videos and newsletters. FINN is also a leading catalyst for connecting industry and dispersing insight and knowledge 365 through wearefinn.com and its weekly newsletter.



WHO WE ARE

Farnborough International News Network is the award-winning video and digital content-led hub for the global aviation, aerospace and defence community.

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.

PIONEERING THE FUTURE

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.

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.





PARTNERING WITH FINN

We work with our clients on a one-to-one basis, creating a bespoke package based on your objectives, goals and requirements. We work holistically and see our partnership in a non-transactional way, preferring to build long-term relationships that create lasting impact and benefits for our clients.

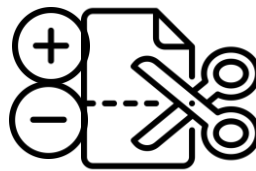
The Process:



First call to establish goals and objectives



FINN will create a proposal based on your unique objectives



Based on client feedback, package can be amended



Package confirmed and activated



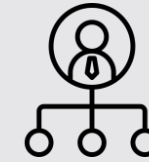
FINN provide stats and responds to client feedback throughout the package



OPPORTUNITIES



WEBSITE TOPIC SPONSORSHIP



FROM THE TOP INTERVIEW



WRITTEN CONTENT PIECE



SPONSORED NEWSLETTERS



WRITTEN OR VIDEO INTERVIEWS



SOLUS MAILER

FINN NETWORK



Above is an example of some of the companies that have representatives registered on the FINN mailing list.

FINN STATS



5.8mil+

Social Impressions*



5.48%

Engagement Rate



10,232

Social Followers*



1mil+

Video Views



6.2K+

Articles Published



180K+

Website Views **



114K+

Website Sessions **



98K+

Website Users **



48K+

Newsletter Subscribers



19.1%

Average Open Rate

*Current figures as of March 2024 across Twitter, LinkedIn and YouTube

**Cumulative annual



FINN – OFFICIAL NEWS PARTNER

FINN is an industry news platform with a global audience of 148,000 aerospace industry decision-makers and buyers, including 10% at the C-level.

FINN is the only media outlet that can guarantee reach to all FIA2024 visitors and exhibitors.

Why engage with FINN pre/post FIA?

48%

increase in length of time spent on FINN website from April to July 2022

300%

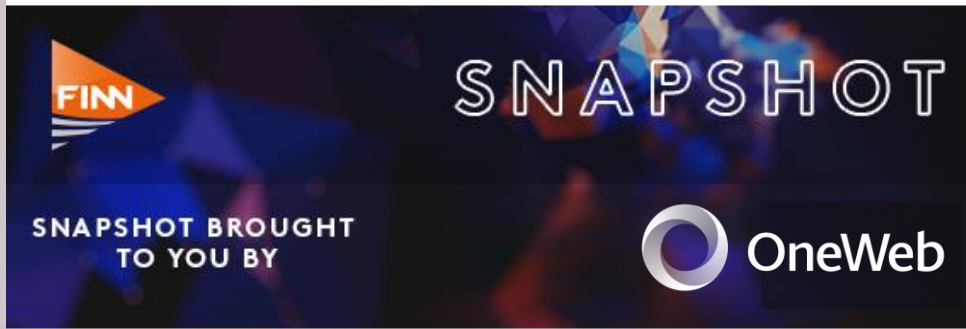
increase in the number of FINN website sessions in July 2022
(compared with average number of FINN website sessions in the first six months of 2022)

99%

increase in the number of FINN website sessions in August 2022
(compared with average number of FINN website sessions in the first six months of 2022)



FINN CHANNEL OPPORTUNITIES



THURSDAY 18th MAY



VIDEOS

'Making aviation sustainable is an international challenge'

Achieving the sustainability goals that the aviation industry has set itself will require international collaboration, said Sir Stephen Hillier, Chair of the Civil Aviation Authority, speaking at the Sustainable World Skies Summit 2023.



WATCH NOW

'Nova Pangaea has its hands full delivering SAF'

Nova Pangaea Technologies is working to provide cost-effective sustainable aviation fuel (SAF) for commercial use in the UK, said Sarah Ellerby, CEO, at the Sustainable Skies World Summit 2023.



WATCH NOW

NEWS



How Henkel is helping to power the logistics drone revolution

Unmanned Aerial Vehicles (UAVs) already play an important role across a diverse range of commercial applications, from logistics to surveying and service monitoring. That role is set to grow as UAV technology develops.

READ NOW

SPONSORED NEWSLETTER

- 1 NEWSLETTER – £2,250 + VAT
- 3 NEWSLETTERS – £6,000 + VAT
- 6 NEWSLETTERS – £11,000 + VAT

Reach an opted-in database of 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:

- BRANDING** within the newsletter header
- FEATURED** content piece at the top of the mailer and hosted on the website (up to 1,000 words)
- LEADERBOARD** ad linking to your chosen URL
- ANALYTICS** report one week after publishing

RECENT SPONSORED NEWSLETTER STATS:



4.49%
Click-Through Rate



20.35%
Open Rate



55,940
Recipients

BESPOKE FILMED INTERVIEW

FROM £2,500 + VAT

Ideal for shining a spotlight on your company! With a filmed interview or demonstration, the footage is fully edited and yours to keep and use for your own marketing. Our experienced editorial team will work with you to understand your objectives and the message you would like to communicate during the interview.

This package can be utilised at an event or at another location of your choice.

SPONSORSHIP INCLUDES:

FILMING	of 3-5 minute interview with full crew, including lighting, sound, producer
EDITING	with up to two rounds of approvals
BRANDING	watermarked in corner of video
PUBLISHED	on FINN website and used in future relevant news pieces
SHARED	across FINN social media platforms
ANALYTICS	report one week after publishing
RIGHTS	to content post-event for own marketing use

RECENT INTERVIEW STATS:



432

Website page views



7,724

YouTube Impressions



1:59

Average view duration



308

YouTube video views

Stats from interview released 24th July 2023



Examples of previous interviews:
[Russ Dunn, GKN Aerospace](#)
[Paul Livingston, Lockheed Martin](#)
[John Slattery, Embraer](#)

SOME OF THE AVAILABLE TOPICS:



SUSTAINABILITY



SPACE



FUTURE FLIGHT



DEFENCE



INNOVATION



FUTURE
WORKFORCE

Additional topics available include Air Transport, Aviation Services, Business & General Aviation, Engines/Propulsion, Innovation & Technology, Leadership, Manufacturing, Regulation, Rotorcraft, Unmanned, Urban & Regional Air Mobility

FINN WEBSITE SPONSORSHIP

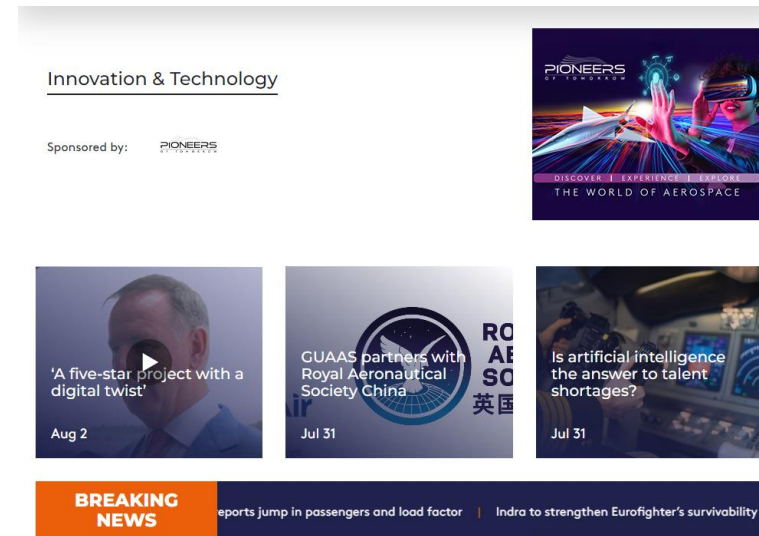
MONTHLY – £1,750 + VAT

QUARTERLY – £5,000 + VAT

ANNUALLY – £18,000 + VAT

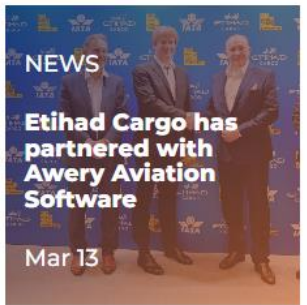
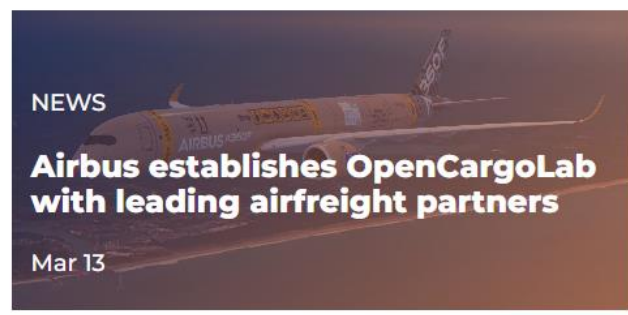
Website sponsorship is the perfect way to align your brand with a specific industry focus. With carefully selected themes relevant to the whole Aerospace and Defence sector, you can align your communications with your chosen theme.

MPU adverts are also available on our homepage.



SPONSORSHIP INCLUDES:

- | | |
|-----------------|--|
| BRANDING | pinned to the top of the topic page for the package duration |
| MPU AD | at the top of the topic page for the package duration |
| CONTENT | created by the sponsor published on the topic page and pinned at the top |
| UPGRADE | available for FINN to create the content piece |



Why FINN?

FINN is the award-winning independent aviation & aerospace news channel from the organisers of the Farnborough International Airshow, providing a video-led digital hub for the global aviation community.

Subscribe Here

FOLLOW US ON



HOMEPAGE BANNER

1 WEEK – £925 + VAT
1 MONTH – £3,500 + VAT

This prominently displayed banner at the top of the FINN homepage will see maximum impact and reach. Our homepage is the most viewed page on our website. Use this placement to grab attention and effectively alert our audience to your brand as they navigate across the FINN website.

SPONSORSHIP INCLUDES:

- LARGE ADVERT** featured at the top of the FINN homepage
- UPGRADE** available to a larger placement if desired
- LINK** to your chosen URL
- ANALYTICS** report one week after publishing

RECENT STATS:

40.1K
Website page views

28.9K
Website sessions

22.8K
Website Users

Stats are from Q4 2023

IN-ARTICLE ADVERTS

1 ARTICLE – £450 + VAT
5 ARTICLES – £2,000 + VAT

Leaderboard adverts can be placed at the header and footer of content pieces. This package can be added to any sponsorship package, or taken as a standalone opportunity. FINN reserves the right to determine which article your advert will be placed in to ensure no conflict of interest occurs.

SPONSORSHIP INCLUDES:

LARGE ADVERT featured at the top and bottom of articles

LINK to your chosen URL

ANALYTICS report one week after publishing

RECENT STATS:



40.1K
Website page
views



28.9K
Website
sessions



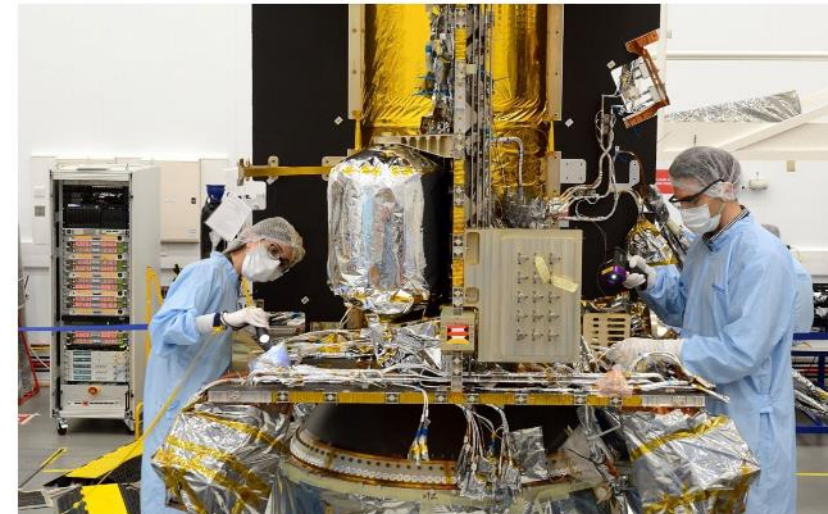
22.8K
Website
Users

Stats are from Q4 2023



Airbus boost for space start-ups

TAGS: Airbus Space, SMEs, UK



Mar 7, 2024 - 9:00 am

SHARE: [f](#) [X](#) [in](#)

Airbus is calling on startups, SMEs, academics and non-traditional space businesses to apply to a summer 2024 programme designed to help them

“We’re particularly interested to hear from companies and non-traditional organisations, such as academics, who have not worked in the space environment before as we aim to accelerate novel organisations in this sector.

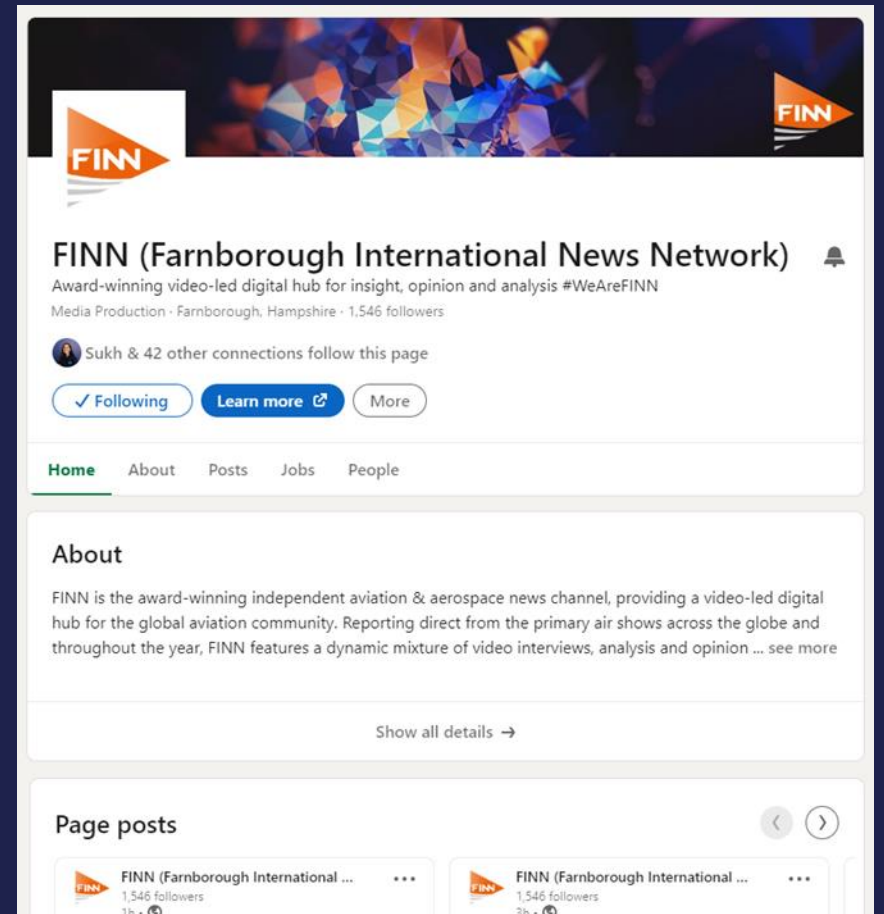
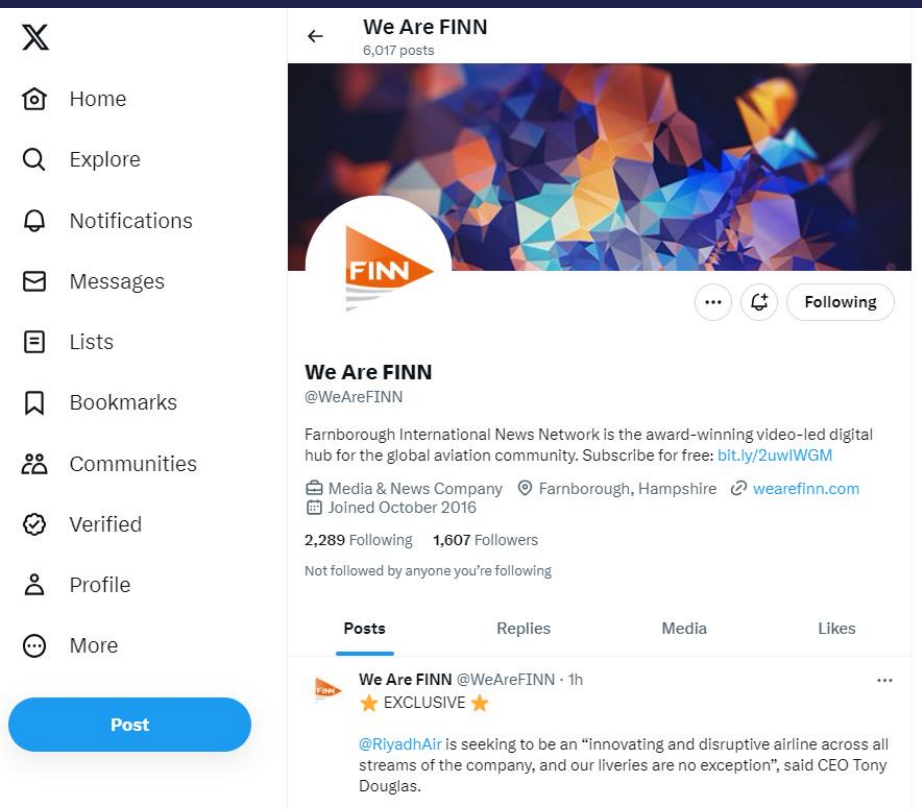
Participants will be based in a NATO member state, Australia or New Zealand and should apply via [this link](#).

[Subscribe to the FINN weekly newsletter](#)



EXPLORE OUR OTHER TOPICS

- Air Transport
- Aviation Services
- Business and General Aviation
- Defence
- Engines/Propulsion
- Event Wraps
- From The Top
- Innovation and Technology
- Leadership
- Manufacturing
- Regulation
- Rotorcraft
- Sustainability
- Space
- Unmanned



SOCIAL MEDIA PARTNER

QUARTERLY – £5,000 + VAT
SIX MONTHLY – £9,000 + VAT
ANNUALLY – £18,000 + VAT

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

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

Ideal for brand awareness and maximizing following and engagement

SPONSORSHIP INCLUDES:

BRANDING	inclusion on the cover image
BLOG PIECE	released on LinkedIn
COMPANY CONTENT	recycled from company comms/website content shared/retweeted
EVENT	inclusion on the homepage, featuring your company events on our pages
ANALYTICS	report one week after conclusion of package

RECENT STATS:



5.8mil+
Social Impressions



10,232
Social Followers



5.48%
Engagement Rate

Cumulative stats from Nov 2022 – Nov 2023

SOLUS MAILER

£3,250 + VAT PER MAILER

Keep the 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:

BRANDING	within the mailer header
BUTTONS	on mailer designed to match company branding
FEATURED	content piece within the mailer and hosted on the website (up to 1,000 words)
LEADERBOARD	ad linking to your chosen URL
ANALYTICS	report one week after conclusion of package

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?

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, contactless airport check-in 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.

[CONTINUE READING ARTICLE ONLINE NOW](#)

The future of aerospace and defense.

...to global crisis, 4PL providers are a key part of supply chain disruption on your

...nd out. Just click the link below.

...ra to the global aerospace industry, IncoRa always strives to implement innovative

...nk.

...ply chain exceptional.

[CLICK ONLINE NOW](#)

Supply Chain

de to 4PL

[Download](#)

...of News About ORA IncoRa

...A, Revised 2020

...are you are subscribed to FINN

...ational News Network

...s, Innovation, Q1/Q2 2020, Global Expansion

WRITTEN INTERVIEW

FROM £1,000 + VAT

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 during the interview. Ideal for sharing your messaging quickly, written interviews can be conducted virtually and released within one week.

SPONSORSHIP INCLUDES:

- CONDUCTED** remotely over the phone or in-person
- EDITED** by FINN team (max 2 rounds of edits for approval)
- PUBLISHED** on FINN website and used in future relevant news pieces
- SHARED** across FINN social media platforms
- ANALYTICS** report one week after publishing

Examples of previous interviews:

- [Dr Maggie Aderin-Pocock MBE](#)
- [Robbie Bourke, Oliver Wyman](#)
- [Meganne Christian, ESA](#)

RECENT STATS:



180K
Website page views



114K
Website sessions



98K
Website Users



6.2K
Published articles

Stats from Nov 2022 – Nov 2023

Interview with an astronaut: Meganne Christian

TAGS: Astronaut, European Space Agency, Space Commercialisation, Space Tourism, UK Space Agency



Jul 25, 2023 - 9:23 am

SHARE: [f](#) [t](#) [in](#)

European Space Agency reserve astronaut Meganne Christian joined the UK Space Agency as exploration commercialisation lead in June 2023. Here, she talks to Hazel King about her new role and how she hopes to encourage the next generation of space explorers

Tell us about your journey towards working for the UK Space Agency

I was born in the UK but grew up in Australia so that is where I went to university. I did a Bachelor of engineering and industrial chemistry and then I did a PhD looking at hydrogen storage for fuel cell vehicles using nanomaterials. After that I was looking for a postdoc somewhere in Europe. I found one in Bologna, Italy and so moved to Italy – it was going to be a one- to two-year postdoc and I ended up staying there for nine years! That was working at the National Research Council as a material science researcher, and while I was there I also spent a year in Antarctica doing climate change research. That's when I decided to apply to become an astronaut. In 2021 when the European Space Agency [ESA] opened applications for that for the first time since 2008, I applied and amazingly got through to the end and was selected. There were 23,000 applications and 17 of us were selected – I'm still surprised!



IN THE SPOTLIGHT INTERVIEW

In FINN's In the Spotlight series, we talk to the leaders of the top companies in the aerospace and aviation industries to discuss the real talking points of the industry, both business-centric and industry-specific.

This series works in tandem with our weekly newsletter, and provides another avenue of engagement, maximising any brand exposure.

SPONSORSHIP INCLUDES:

- CONDUCTED** and edited by the FINN team
- PUBLISHED** in our popular weekly newsletter (54K+ subscribers)
- HOSTED** on our website wearefinn.com
- SHARED** across FINN social media platforms
- ANALYTICS** report one week after publishing

Examples of previous In the Spotlight Interviews:

[Dr Johannes Bussmann – Lufthansa Technik AG](#)

[Tom Gentile – Spirit Aerosystems](#)

[Tewolde Gebremariam - Ethiopian Airlines](#)

FROM THE TOP SERIES STATS:



16,240

'In the Spotlight'
page views
(all-time)



1,497

Avg. interview
page views
(average of top 3)



2:01

Avg. time spent
on 'In the
Spotlight' pages



39%

of traffic comes
from the feature
in the newsletter

EVENT PROMOTION

FROM £3,500

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 representation
EDITED	by the FINN team
RELEASED	in weekly newsletter and hosted on FINN website
ENHANCED	event listing on the FINN website events page – 300-word description, hero image, event logo and up to 3 URLs
LEADERBOARD	ad linking to your chosen URL
PROMOTION	across FINN social media platforms (up to 3 reposts/shares)
ANALYTICS	report one week after conclusion of package

RECENT STATS:



180K
Website page views



114K
Website sessions



98K
Website Users

Stats from Nov 2022 – Nov 2023

Events

Browse through the aerospace events calendar here. From airshows to trade shows, this is the place to find out which events are happening throughout the year. Find out more, add the event to your diary or visit the organiser's website.



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

SHARE:

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 www.floridaexpo.com. 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?



EVENT OPPORTUNITIES

Your PREVIEW of Farnborough International Airshow 2022

PREVIEW

SPONSORED BY **cfm**
The Power of Flight

SUNDAY 17th JULY 2022

FEATURED CONTENT

FIA 2022 PREVIEW: Business and industry reunite once again

Monday will see the return of Farnborough International Airshow after 4 years, and the return of many of the show's major exhibitors for three years.

The industry will be reconvening for the next 5 days a wide array of defence companies will dive into conversation.

WATCH NOW

Pricing:
 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

SHOW PREVIEW OR WRAP

FROM £5,300

FINN release a show preview ahead of and a show wrap at the end of each Aerospace and Defence show. Sponsoring the wrap or preview enhances your show participation. FINN will create either a preview, daily or end-of-show highlights video that is sent to the email database.

SPONSORSHIP INCLUDES:

PRE-PRODUCTION	planning session
FILMING	with full crew, including lighting, sound, producer and presenter if required
EDITING	with up to two rounds of approvals
BRANDING	within the newsletter header and watermarked on video
FEATURED	in the highlights video
LEADERBOARD	ad linking to your chosen URL
ANALYTICS	report one week after publishing

Examples of previous previews/wraps:

[Event Preview at Paris Airshow 2023](#)

[End of Show Wrap at Sustainable Skies World Summit 2023](#)

Your daily SHOW WRAP of Farnborough International Airshow 2022

SHOW WRAP

SPONSORED BY **EY**
Building a better working world

WEDNESDAY 20th JULY 2022

FEATURED CONTENT

FIA 2022 DAY 3: Plenty of space to innovate

The importance of innovation was highlighted on day three of the airshow, which included more aircraft deals and a gathering of the British space industry to discuss how to accelerate delivery of the UK's National Space Strategy.

WATCH NOW

NEWS FROM THE SHOW

Maximizing value by investing in strategic supply chain capabilities

After two years under the cloud of the COVID-19 pandemic, business as usual has become a distant memory, but the outlines of a post-pandemic future are slowly coming into focus.

READ NOW

How can your bold vision be transformed into a sustainable reality?

EY
Building a better working world

RECENT STATS:



5.45%
Avg. Click-Through Rate



20%
Avg. Open Rate



55,940
Avg. Recipients



4,109
Avg. Video Views

STAND SHOWCASE

FROM £6,000

First time exhibiting? Or showcasing a new product or technology you'd like to highlight? Set to the backdrop of 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	with up to two rounds of approvals
RELEASE	in weekly newsletter and hosted on FINN website
OPTIONAL	b-roll, behind-the-scenes and interview footage
ANALYTICS	report one week after publishing

Example of previous stand showcase:

[Microsoft at Farnborough International Airshow 2022](#)

RECENT STAND SHOWCASE STATS:



454

Website page views



1,405

YouTube Impressions



2:43

Average view duration



262

YouTube video views

Stats from Microsoft Stand Showcase 2022



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

August 24, 2022

SHARE: [f](#) [t](#) [in](#)



Paris Air Show 2023: Enterprise Florida helps SMEs showcase world-class products and services

July 12, 2023

SHARE: [f](#) [t](#) [in](#)



TAGS: Enterprise Florida Inc, Paris Air Show 2023, SMEs

At Paris Air Show 2023, there was the largest ever Enterprise Florida pavilion. There were 17 exhibitors, highlighting the “true mosaic” of all the companies in Florida, according to TJ Villamil, Senior Vice President, International Trade and Development at Enterprise Florida.

“We have Team Florida, with all our local economic development partners representing the state, as well as Space Florida and Embry-Riddle Aeronautical University,” he added. “Florida is a leader in aviation and aerospace, and I’m sure as you go around, you’ll see why.”

Tour of the state

FINN took a whistle-stop tour of the pavilion, catching up with companies representing the industry across the state of Florida, including FEAM Aero, Future Metals LLC, Airgroup Dynamics, Advanced Composite Structures, Viewpoint Systems, D&D Enterprises LLC, Delta International Inc and Aerospace Technologies Group.

“It’s great to advocate for the region obviously – we’ve been in Florida for 30 years and expanding across the state, so it is great to be a part of this delegation and this whole exhibit. We cast a wide net, from operators to OEMs to lessors and everything in between, so we love it here, said Scott Diaz, VP Business Development & Marketing, FEAM Aero.

For Villamil, it is important for Enterprise Florida to give a platform for SMEs to present their solutions on the world stage at events like Paris Air Show. “We help small to medium sized manufacturers and service providers in the state, and it is really important for these companies to get up and going and get out and sell their products and services to the world and showcase why Florida continues to lead in this important industry,” he said.

[Subscribe to the FINN weekly newsletter](#)



Space-Comm Expo 2023: BAE Systems' Azalea mission to transform data collection



Paris Air Show 2023: Addressing supply chain issues through collaborative initiatives

PAVILION WALKTHROUGH

FROM £8,000

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, Pavilion Walkthroughs offer 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

with up to two rounds of approvals

RELEASE

in weekly newsletter and hosted on FINN website

OPTIONAL

b-roll, behind-the-scenes and interview footage

ANALYTICS

report one week after publishing

Examples of previous walkthroughs:

[Enterprise Florida at Paris Airshow 2023](#)

[UK Pavilion at Dubai Airshow 2021](#)

RECENT WALKTHROUGH STATS:



134

Website page views



3,833

YouTube Impressions



2:13

Average view duration



109

YouTube video views

Stats from Enterprise Florida Pavilion Walkthrough at Paris Airshow 2023

OTHER FINN OPPORTUNITIES

Bespoke 3/6/12 month packages are available and can include any combination of the opportunities FINN offers.



FROM
£5,000 +
VAT

PRESS ANNOUNCEMENTS:

The FINN team can attend and film the announcement and release it 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.

This includes:

- Pre-production planning session if required
- Filming with a 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



FROM
£2,250 +
VAT

SPONSORED NEWSLETTERS:

Each week, FINN sends out a SNAPSHOT newsletter. Sponsorship for these newsletters includes:

- Co-branded (with FINN) banner at the header of the email
- Leaderboard advertisement with URL
- Article published on wearefinn.com



FROM
£1,000 +
VAT

WRITTEN INTERVIEW/ARTICLE/ANALYSIS PIECE:

This could be an interview, a bespoke article or an analysis piece on a topic of your choice, written and edited by FINN, with a maximum of 1,200 words. It would be published on wearefinn.com and shared across FINN social media platforms and included within the weekly newsletter.



FROM
£5,000 +
VAT

FROM THE TOP INTERVIEW:

FINN run a From The Top programme, a series of interviews with the leaders of the top companies within the aerospace and aviation industry. Conducted with a chosen senior representative from the sponsor, this would give an insight into the organisation, what keeps the leader up at night, focuses for the year ahead, etc.



FROM
£1,750 +
VAT

WEBSITE TOPIC SPONSORSHIP:

Sponsorship of a topic page on wearefinn.com for a chosen duration.

This includes:

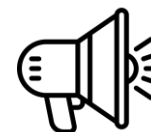
- MPU advertisement with URL on the topic homepage
- Logo with URL on the topic homepage



FROM
£750 +
VAT

GUEST BLOG POST/OP-ED:

This would be a blog post or op-ed written by the sponsor (maximum 800 words), published on the FINN website, shared across FINN social media platforms and included within the weekly newsletter.



FROM £500
+ VAT

GUARANTEED EDITORIAL COVERAGE OF PRESS RELEASE:

This opportunity guarantees editorial coverage of your press release, published on the FINN website, shared across FINN social media platforms and included within the weekly newsletter.

PARTNERSHIP BENEFITS



Enhanced Reputation

Positioning your company as a leader within the aerospace industry, attracting clients and customers.



Ongoing News Coverage

When you have newsworthy press releases, launches, appointments, or other announcements, FINN will share and optimise the content for web audiences, amplifying the reach of your updates and keeping you top of mind.



Thought Leadership

Your company will be recognised as a platform for thought leadership in aerospace, further elevating its industry influence.



Meaningful Engagement

Engaging with organisations and individuals through our partnership, enhancing brand awareness, and strengthening your position within the industry.

NEXT STEPS



1.

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



2.

Our team will design a bespoke partner package.



3.

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



4.

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 is 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 is to be submitted as high-resolution JPEG in RGB format. No gifs. If tracking is required, the accompanying URL must include a UTM

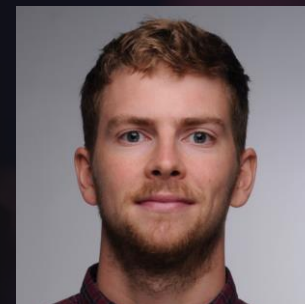
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