

AVION REVUE

Internacional

Media Kit Appendix

Region-specific coverage and successful digital platform

Avion Revue Internacional is the brand leader in the aeronautical sector in both Spanish and Portuguese (Brazil).

Under the umbrella brand of Avion Revue are three different titles in three territories: Spain (Avion Revue Internacional), Latin America (Avion Revue Latina) and Brasil (Avião Revue). With a combined monthly circulation of more than 75.000 copies, this extraordinary figure tells its own story about the strength of the brand.

All three magazines are monthly, but each is different, optimized to its region of coverage yet maintaining the same rich journalistic tradition and the same care in the treatment of information that has allowed Avion Revue to be so influential in the market since its launch, back in 1982.

Tu revista favorita ahora en el iPhone e iPad. Descárgala ahora.
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Disponible en el App Store

App con NÚMERO GRATIS
2.39€
CADA NÚMERO 3.99€

Búsqueda en iTunes: Avion Revue España



edición España

Acquired in 2009 by Key Publishing, Europe's number one aviation publisher with more than 21 aviation related titles in its portfolio, Avion Revue Internacional is the only magazine in the sector in Spain with a distribution controlled and certified by OJD.

Despite the decline in copy sales suffered by the rest of the press (21% in total as per OJD), Avion Revue Internacional boasts a very stable performance, healthily boosted by sales in the digital edition (AppStore).

Combined print and digital sales have established Avion Revue's circulation at higher levels than before the economic crisis, a rare performance in the media sector. Since the launch of our digital edition in 2011, Avion Revue Internacional has never slipped out of the Top 5 ranking (paid magazines category) while since February 2012 it has enjoyed 1st place, month in, month out.

As for subscriptions, not only do we have a stable customer base who have stuck with us through the economic crisis, but thanks to the digital edition, subscriber loyalty has grown by more than 40%. We draw your attention to the fact that our digital editions have not diminished copy sales or print subscriptions, resulting in a net gain of readers. Again, this is rare in the Spanish press. Our presence on social networks is also powerful and loyal; our Facebook enjoys more than 4.000 fans and our Twitter @avionrevueint has more than 6.900 followers.

Avion Revue Internacional magazine satisfies the information needs of professional and enthusiast alike, as well as the industry. In addition to the highest level technical features, news and trends, our pages offer regular interviews with significant aviation industry personalities (from CEOs to government officials), pathfinding future trends in our sector. Our VIP distribution list comprises more than 1.000 people, putting Avion Revue on the desks that matter within the aeronautical 'who's-who' and therefore providing an unrivalled platform to our wide base of national and international advertisers.

Our base of advertisers follows a divergent path to the rest of the Spanish press because it has widened, not decreased, over the past three years.



When Key Publishing acquired it in 2009, the Latin American edition was not clearly targeted to the market, in terms of content, distribution and as an advertising platform.

It used 90% of the material from the Spanish edition and only 10% of Latin American features, largely focused on Mexico and Argentina. Today 99% of the content is generated within the region by our wide base of contributors and correspondents, resident in each and every Latin American country from Miami to the Southern Cone. That's why our motto is, "We have not been told, we've been there". All this has made Avion Revue Latinoamerica the undisputed leader in the region for quality, latest news and influence.

With regard to distribution, before 2009 only those copies destined for Mexico and Argentina comprised the unique Latin American edition. All other countries received unsolds from Spain. Today, the fresh and unique 'Latinoamerica' edition is distributed to every country across the continent, from Miami to Chile and Argentina. We should also point out that Avion Revue Latinoamerica is distributed as a national publication in each country, sold on national news stands with price cover in local currency and, making it closer to the readers as a genuinely relevant and local title.

The digital edition of Avion Revue Latinoamerica has been available on the AppStore since September 2011, with even more impressive results than the Spanish edition. We have never dropped out of the top 5 in the regional AppStores while in just six months we acquired more than 1.400 subscribers.

The effort to overcome the complexities of news stand distribution across a wide array of countries while at the same time optimising content to best suit the needs of each readership has been justified by a total growth in the past five years of 330%, making Avion Revue Latinoamerica leader across the continent and the only title to cover all regions.

This allows Avion Revue Latinoamerica to offer the best platform cost/benefit to our wide base of advertisers wishing to increase their presence in the world's second biggest growth region. As with the Spanish edition, we handle a wide VIP distribution in Latin America, including presidents and CEOs of all airlines, manufacturers, suppliers and government officials at the highest level.

AVIAÇÃO REVUE

edición Brasil

Key Publishing acquired the Brazilian edition in December 2011.

Avião Revue is the only aviation magazine in the country with a distribution controlled and certified by IVC (equivalent to the Spanish OJD or British ABC). When we acquired it, it shared the market almost 50-50 with another competitor. Today IVC figures show that our circulation has increased by 10% thanks to a renewed editorial department and contributor base that include the most renowned aviation journalists and photographers. Avião Revue is once again the leader in the country.

The digital edition of Avião Revue was launched in August 2013 and the market reaction was similar to that in Spain and Latin America: we have maintained first place in the country's AppStore.

The strength of a brand

Avion Revue Internacional is a global brand, well known, authoritative and with enormous prestige. It also enjoys an unequalled sphere of influence, therefore offering you a unique, attractive and cost-effective way to put your message across. Using the synergies of the three paper editions, plus the three digital editions, your campaign can be tailored to regional needs as well – and not just by traditional ad insertions. For example, we can include flyers for a specific country or group of countries, or links to your website or multimedia contents. The opportunities are endless.

Avion Revue Internacional is also present with its three editions at the more important events, shows and industry meetings in Europe and America, always with on-site extra distribution and often with special issues (as is the case at Fidae, or Labace).



Segmented digital promotion: More business opportunities, more efficiency

Thanks to the extensive experience accumulated by Avion Revue Internacional, Avion Revue Latinoamérica and Avião Revue, we can offer you new methods of promotion and expansion for your enterprise business and activities. It is a purely digital approach, directed and targeted specifically for your interests.

Since January 2014, we have been publishing e-newsletters to our extensive, accurate, specialized database, with more than 4.000 executives and decision-makers addressees in every activity sector in each of the three regions we cover: Spain, Latin America and Brazil. We can make your message reach your target audience, whoever that is, wherever they are.



Profitability first 

FLASH INFORMATIVO Marzo 2014

AVION REVUE
Latinoamérica 

ATR y Avianca firman contrato de mantenimiento global de aeronaves por 10 años

Avianca ha seleccionado a ATR para mantener y reparar su nueva flota de aviones ATR 72-600 por un período de 10 años..

El acuerdo de mantenimiento global (GMA por sus siglas en Inglés) cubre el suministro de piezas

The above is just a sample of one of the newsletters we distribute to our Latin America database. Each e-newsletter contains the most relevant news of the month, as well as banners and sponsored links to our advertisers.

Much more profitable than investing in a traditional website, our e-newsletters are a more efficient tool as they allow your message to reach exactly who you need, in a way that is fast, scheduled and easy to follow up.