

Quarterly magazines
directed at the prehospital
healthcare service

airway

The magazine of the Association of Air Ambulances

Media Information & Advertising Rates 2018



Advertising Rates

Position	Cost	Member Discount (10%)
Half Page	£500 + VAT	£450 + VAT
Full Page	£900 + VAT	£810 + VAT

VAT at the prevailing rate.

Discount for future bookings available.

Advertisement Dimensions

Size	Dimension (mm)	Print
Half Page	148 x 210	Colour
Full Page	297 x 210	Colour

If you require a designer to create your advertisement, we have a membership benefit offering high quality design at a discounted rate.

Timeline of Design & Print

Issue	Deadline of Inclusion	Distribution
March 2018	TBC February	TBC March 2018
June 2018	TBC May	TBC May 2018
September 2018	TBC August	TBC September 2018
December 2018	TBC October	TBC December 2018

Please note all news stories must be forwarded to info@aoaa.org.uk no later than five weeks before distribution date.

Terms and Conditions of Advertising

All advertisements should be paid for at the time of confirming your booking unless a different term of payment has been agreed in advance. For more information please email info@aoaa.org.uk or contact 01564 339959.

Airway: access to your customers

Airway is the publication of the Association of Air Ambulances (AAA). It was created to share information, stimulate debate, educate, advise and promote best practice across the air ambulance sector in all aspects, including Clinical, Communications and Air Operations. The magazine is distributed across Air Ambulance and Ambulance Service organisations covering the UK.

In recent years the publication has expanded, with an increase in news from the air ambulance services and ambulance services, as well as new, incisive features exploring key issues from across the sector. Airway will feature news and views from the sector's major figures and will take an in-depth look at the issues that affect the sector both now and in the future.



Circulation of the magazine will increase throughout the year, not only via subscription from more individuals who work or volunteer with member charities but also by reaching out to key stakeholders and influencers in the broader sector, including commercial partners and all 650 MPs in Parliament. The increase in circulation will be largely via the digital version but each member will still receive a number of printed copies. The circulation target by the end of 2018 is 5,000.

With an increase in pages, there will also be an increase in advertising to allow associate members and non-member interested parties to increase their exposure to key customers and stakeholders in the sector. The increase in high quality readers will further enhance this uniquely targeted opportunity.

Why Advertise in Airway?

- Airway is distributed and circulated to the Air Ambulance, Ambulance Service and Pre-hospital Care communities across the UK.
- Airway's monthly e-newsletter - the short and punchy eAirway - gives further advertising and promotion opportunities.
- Airway is available on the AAA website and available for download.
- Airway's editorial means it is of interest and relevance to all elements and at all levels of the sector, including key influencers and decision makers.
- Airway is distributed at national and European prehospital care conferences and exhibitions.
- Associate Members receive a 10% discount on advertising and copies of Airway for their own offices.
- Each air ambulance service is supplied with their own copies of Airway, allowing for an even broader potential readership.
- Fresh, unique and up-to-date content in every Airway ensures a committed readership.



What makes Airway unique?
aooa.org.uk

 **airway**
The Newsletter of the Association of Air Ambulances
Company Number: 8341197

Airway's editorial is known for its professionalism, quality and integrity. It has an independent editor who chooses editorial content for its newsworthiness, interest and importance to members. It is used by the AAA to inform, educate, raise issues, advise and share best practice.

Associate members and other suppliers to the sector are able to use Airway as an invaluable platform to share important messages with members.

Airway is the only publication to specifically target air ambulance and ambulance service communities only.

From the Editor, Nick Campion

Airway is uniquely positioned in the pre-hospital care sector, not only because of its well-defined and engaged audience but also because it is the primary communications tool for the increasingly important and influential Association of Air Ambulances. Airway carries all of the Association's latest news and has unique access to the stories behind major developments in the Association and the broader sector.

As Airway continues to grow, we're very pleased to offer more advertising opportunities so you can target the key decision makers and influencers among our growing number of readers.

Nick Campion
Editor

Information

If you are interested in advertising in Airway please contact us via:

By email: info@aoaa.org.uk

By phone: 01564 339959

