

VISION

To provide concise accurate reports, trends and innovations and news of the aviation commercial, military and private sectors.

To communicate and stimulate business to business growth for both advertisers, service providers and manufacturers within Africa.

MEDIA FORMATS

Print Media - A glossy full colour magazine, distributed through postal services to subscribers and various CAA's throughout Africa. On sale in pilot shops and local book stores in Southern Africa

Digital Magazine - Containing the EXTRA fresh releases for the month once the magazine has gone to print. Launched in September 2017 this is growing in demand and is already distributed to most of the broader African Market

Social Media - Facebook

Search for @worldairnewsmag on Facebook

Web Page - www.airnews.co.za

- ▶ Celebrating 45 Years of aviation journalism circulating throughout Africa
- ▶ International contributors over 18 correspondent journalists
- ▶ An Exclusive Niche
a faithful target market extending from the Senior Government officials including Heads of State to the private aviation enthusiasts, and now an extensive data base extending throughout Africa
- ▶ The Official Journal for
 - The Commercial Aviation Association of Southern Africa
 - The Airlines Association of SA
 - The Association of SA Aircraft Traders
 - Association of Training Organisations of SA
 - Aerodromes & Airports Association of SA
 - Association of Aviation Maintenance Organisations
 - SA Society of Aerospace & Environmental Medicine,
 - Helicopter Association of Southern Africa
 - Aircraft Owners & Pilots' Association of SA
 - Airside Operators' Association of SA
 - African Business Airlines Association
 - East African Commercial Aviation Association

FEATURES ON A MONTHLY BASIS INCLUDE

World and African Airlines - Trends and Purchases

Air Shows & Various Aviation Conferences

Domestic & Regional Airliners

Aircraft Manufacturers

Aviation Economics

Military Aircraft

Helicopters

Drones

Airports

Space

Training

Turboprops

Corporate Jets

Aviation people

Technical innovations

Aviation Service industry

Safety and Communications

Vintage Aircraft & Historical Aviation Events



2018 EDITORIAL PLAN

Although every effort has been made to ensure accuracy, we cannot guarantee that no changes will be made to this plan due to unforeseen circumstances without prior notice during the course of the year. Not listed above because of space limitations, but nevertheless covered by our editorial team, will be the many important air shows, exhibitions, conferences etc which are held every year or biennially, such as AAD, EBACE, NBAA, HAI, Farnborough, Paris, Dubai, Singapore, AFRAA, AASA, CAASA and many others.

- **JANUARY:** The year ahead for both airlines and general aviation through the eyes of industry leaders and observers will be assessed.
- **FEBRUARY:** The task ahead during 2018 . An overview of what is facing all aspects of military aviation from basic training to combat flying during this coming year.
- **MARCH:** Our annual survey of the corporate jet industry including the role these aircraft play in the world economy. The feature will also include a detailed listing of the corporate jets of all sizes available on the market today.
- **APRIL:** Military transport aircraft today. This survey will not only include aircraft, but also the wide range of helicopters suitable for military operations.
- **MAY:** The reference to helicopters in the April edition will be followed this month by a look at the civilian helicopter industry today with particular reference to its growth in Africa.
- **JUNE:** With the biennial Africa Aerospace and Defence exhibition in Pretoria a scant few months away, this month's issue will see the first of a series of monthly articles covering the run-up to what is generally considered to be the biggest and most important civilian and military exhibition and air show in Africa. The article series will hinge on who will be coming and what they will be bringing.
- **JULY:** The growing trend towards the use of turboprop power in both general aviation aircraft and domestic and regional airliners around the world, as well as some of the types which are available in both sectors. The second in the monthly series for the run-up to AAD 2018.
- **AUGUST:** State of the African Airline Industry with articles written by industry leaders, as well as the 2018 Schedule Airline Directory. In addition it will also have the last run-up article for AAD 2018.
- **SEPTEMBER:** A special spotlight on AAD 2018 show edition covering all exhibitors and what they will be displaying and other information to assist visitors to the show. This will also carry a report on the annual AirVenture Oshkosh air show, the largest of its kind in the world, and The Farnborough Airshow
- **OCTOBER:** Aircraft suitable for patrol duties – both maritime and ground. Also included in the line-up will be the first report of AAD 2018 with additional coverage in this month's Airnews Extra digital section.
- **NOVEMBER:** A close look at the Russian helicopter industry and its influence on the military situation in Africa will be studied in this month's special report.
- **DECEMBER:** . An overview of the core important developments in the African aviation industry during the past year.



TARGET MARKET

-  GOVERNMENTS
-  STATE OFFICIALS
-  MILITARY OFFICIALS
-  SENIOR EXECUTIVES
-  MANAGEMENT
-  PILOTS
-  AIRCREW
-  COMMERCIAL
-  AVIATORS
-  SERVICE PROVIDERS
-  ENTHUSIASTS

READERSHIP

READERSHIP TRENDS

As was the case in the previous year, 2017 saw unrest, strife or civil war in a number of African and Middle Eastern States, which hindered the distribution in areas such as Libya, Mali, the Central African Republic, Somalia; the north-eastern parts of Nigeria and far eastern parts of the DRC where postal services collapsed.

Innovation and the demand to keep with the times and meet the demand for the magazine in Africa led to the development of the digital version of the magazine.

Our latest readership survey conducted among paid subscribers showed that an average of 4,1 % people read each edition (both printed and digital)

