

# Native Advertising

Reach commercial aviation professionals across the industry by supplying your company's articles, infographics or videos on AviationWeek.com or any appropriate Aviation Week Network website. Your information will be tagged as "sponsored" for high-impact engagement and reach.

Benefits include:

- Sponsor content included for one year in the appropriate online channel. Content will be tagged 'sponsored'
- Content will be indexed and SEO'd. 30% of traffic comes from search.
- Size: must fit standard article, video, or infographic areas on Aviation Week Network websites. Links are permitted.
- Turn-key marketing support:
  - 2 placements in Daily Digest newsletter which reaches 130,000 plus professionals daily. 40% avg. open rate
  - 1 placement in an additional weekly newsletter (client choice)

Additional custom marketing program to raise page view average is recommended.

