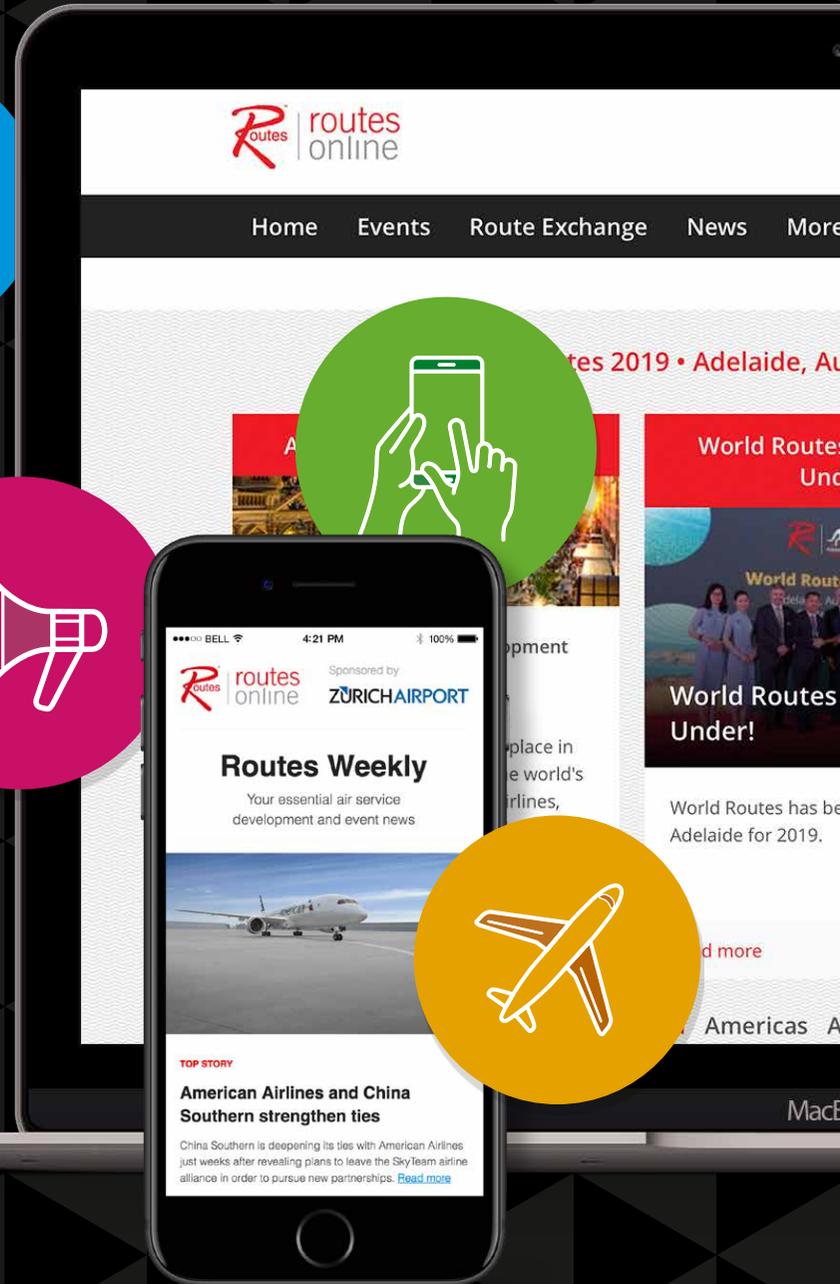
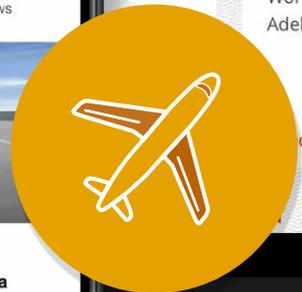


Routesonline Media Pack 2019



Introducing Routesonline

Routesonline was launched in 2008 as the online forum for the route development industry, providing airlines with a central source of market data and route development information and airports with the ability to promote their market opportunities.

It offers a multitude of digital products in line with Routes events, to help facilitate the launch of new routes, 365 days a year.

It is the platform to promote your brand, push key messages, share industry news and insight and communicate your network strategy with a highly engaged audience of air service development professionals.



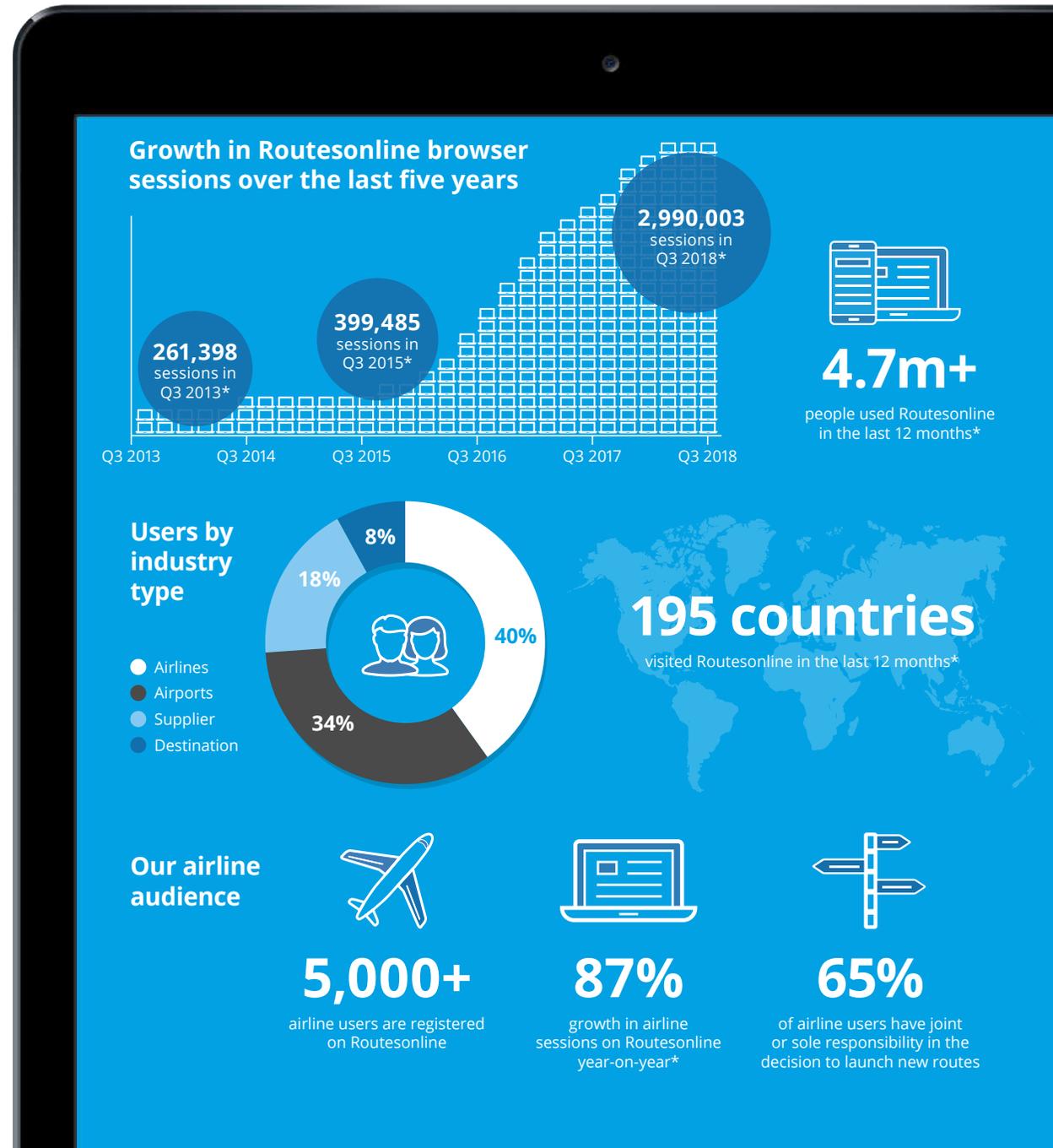
A snapshot of our audience growth

Overall traffic to the site continued to grow throughout 2018, following the integration of Airlineroute.net in 2016.

Airlineroute is the primary source for breaking route announcements, changes in schedule, aircraft and codeshare agreements. Most popular with our airline users, the integration of the Airlineroute news feed has further expanded Routesonline's diverse offering of digital products with its ability to engage, inform and educate the air service development community.

“High variety of airline partners, user-friendly interface, strong customer relationship services, important news and easy-to-use tools; all we need is in Routesonline.”

Alper Topcu
Corporate Communications Manager
TAV Airports Holding Co.



Route Exchange membership

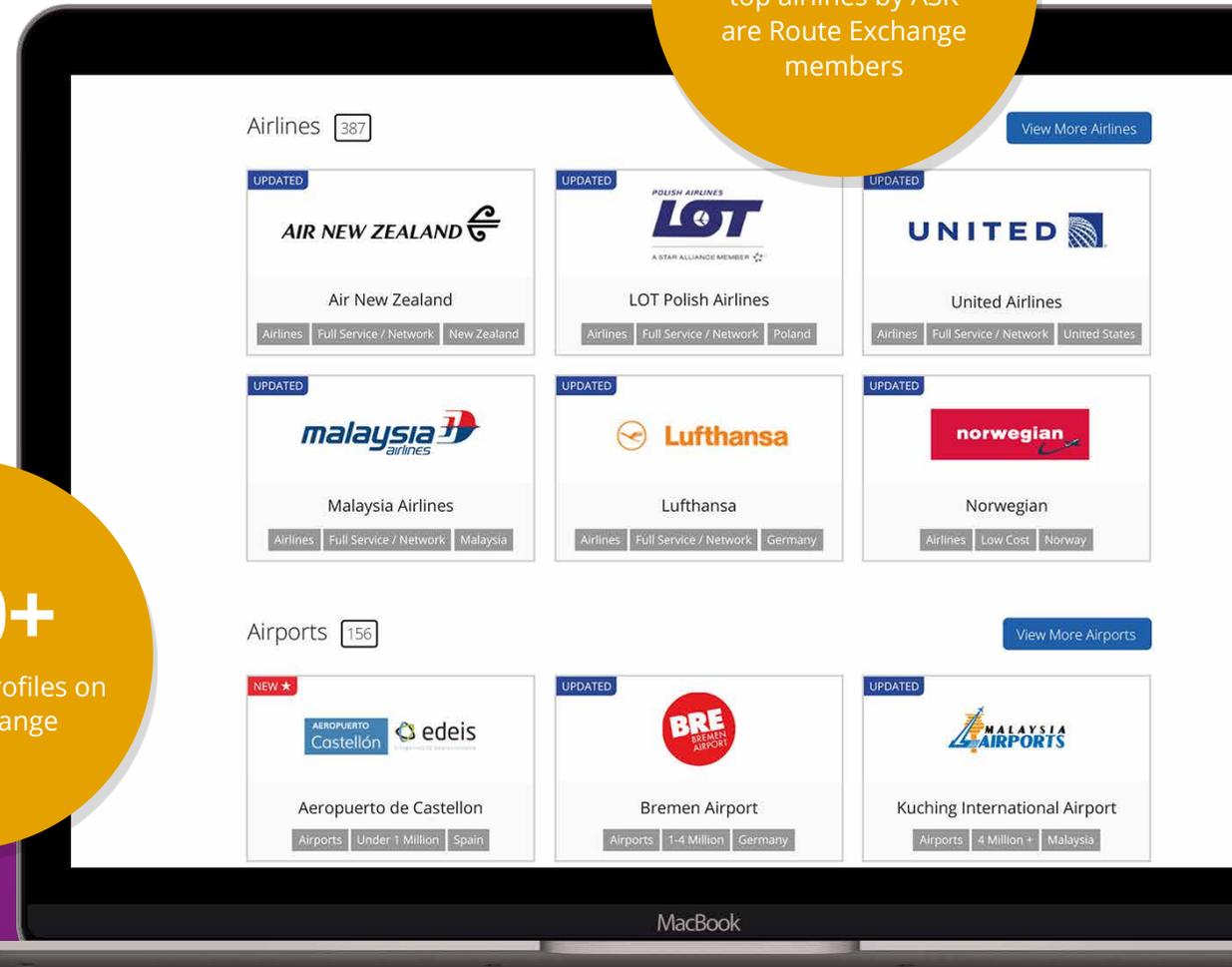
Integrated into Routesonline is the Route Exchange, a unique user-friendly platform facilitating the exchange of key data and information, to influence business decisions on the launch of new routes and the evolution of existing services.

100

top airlines by ASK are Route Exchange members

390+

airlines have profiles on Route Exchange



What does membership include?

Unique profile page

Create your own profile page to showcase your organisation's brand, image and message

Email campaigns

Target senior network planners with your own bespoke marketing messages

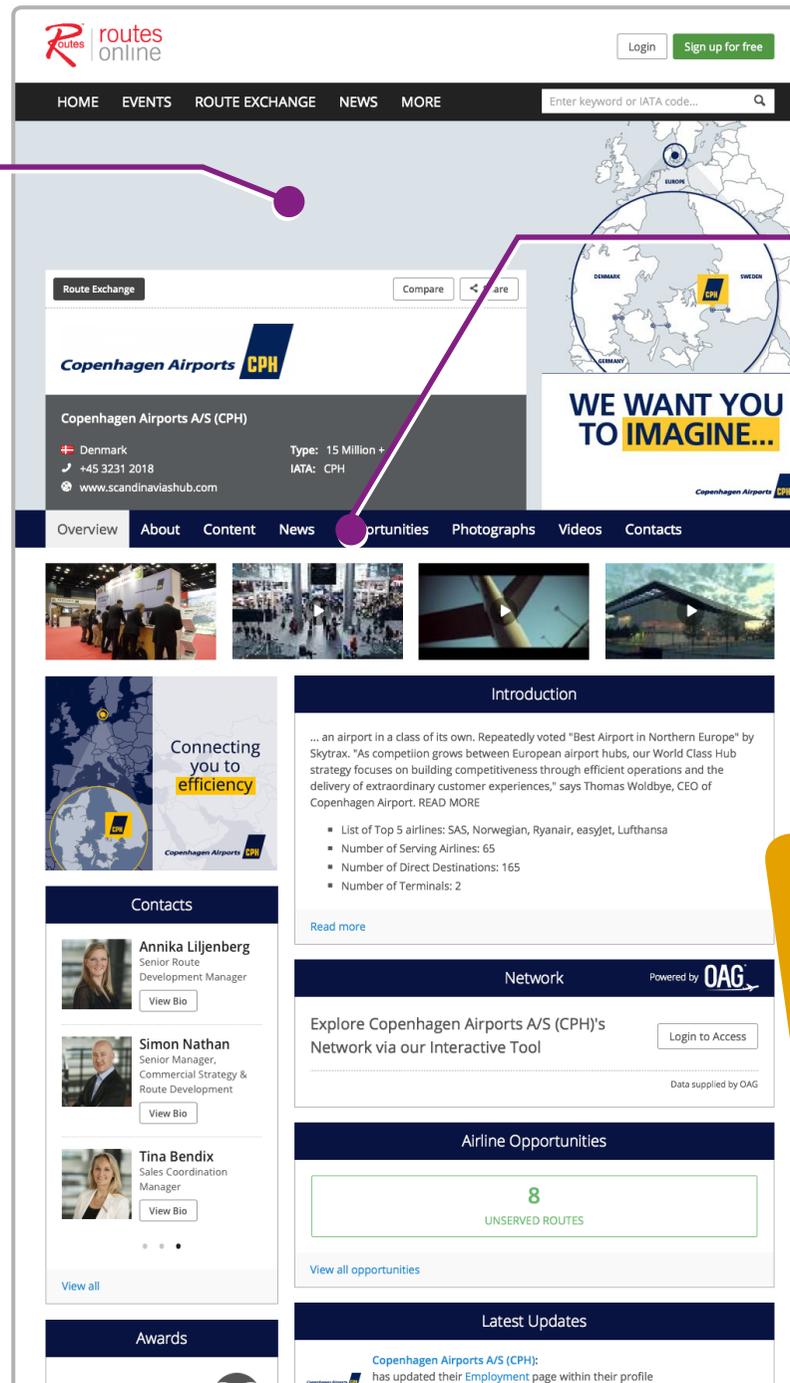
Airline requirements

Gain exclusive access to carriers' network strategies and strengthen your business case

Membership costs

Under 1m passengers: £1,500
 1-4m passengers: £3,000
 Over 4m passengers: £5,000
 Destination/tourism authority: £5,000

Airport passengers per annum in 2018



Request for Proposals

Receive access to airline RFPs in advance of non-members

Unlimited news posts

Your news and press releases will appear on your profile and the Routesonline news page

Enhanced editorial content

Your logo will feature alongside our editorial content

Airline opportunities

Upload route opportunities for airlines to consider and provide additional data analysis to strengthen your bid further

“We believe Route Exchange is an excellent media tool to target a qualified audience with our brand and key messages.”

Tina Bendix
 Brand Manager - Aviation Marketing
 Copenhagen Airports

Advertising with Routesonline

Routesonline offers an affordable and effective way to reach your target audience and increase brand awareness. Detailed analytics and reports allow you to measure your return on investment, providing accountability and transparency at all times.

Audience

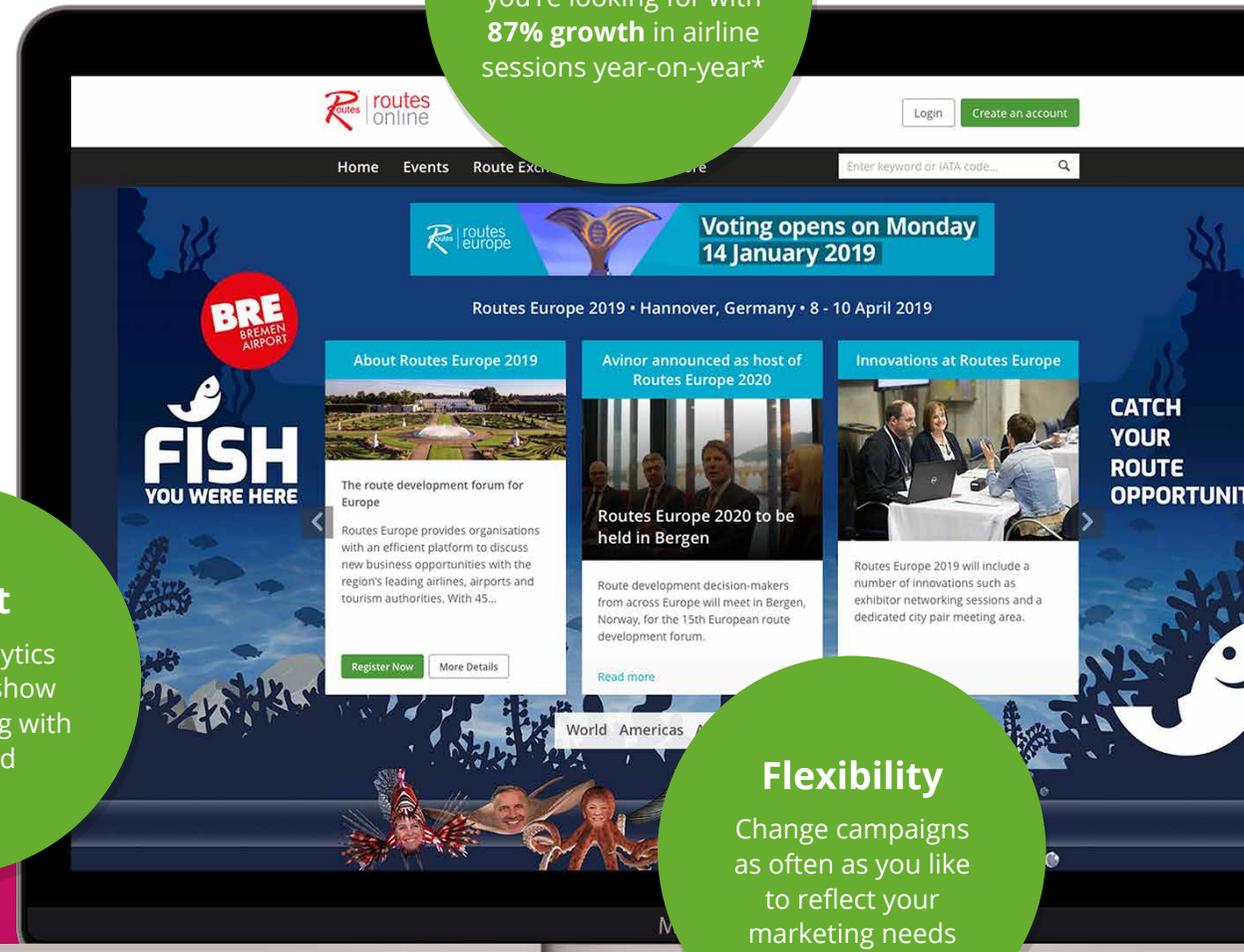
We have the audience you're looking for with **87% growth** in airline sessions year-on-year*

Insight

Detailed analytics and reports show who's engaging with your brand

Flexibility

Change campaigns as often as you like to reflect your marketing needs



Advertising options

Banner placement

With leaderboard and MPU banner advertising you will receive full run of site, giving you the opportunity to effectively communicate your brand and key messages.

Cost

£2,000 per month

Homepage takeover

Gain full ownership and branding of the Routesonline homepage, keeping your brand in prime position to push key messages. In the last 12 months there has been over 900,000 pageviews of the homepage.

A homepage takeover delivers unparalleled brand exposure around key dates in the Routes events calendar, where airline traffic to Routesonline is at its highest levels. Maximise your event attendance by communicating key messages before, during and after each Routes event. For further information on high-exposure dates, please speak to the Routesonline team.

Package includes

- Exclusive takeover of Routesonline's homepage
- Leaderboard and MPU banners

Cost

Starting from £10,000 per week

News takeover

Breaking News is one of the most visited pages by airline users, providing you with the ideal opportunity to place your brand in front of your target audience.

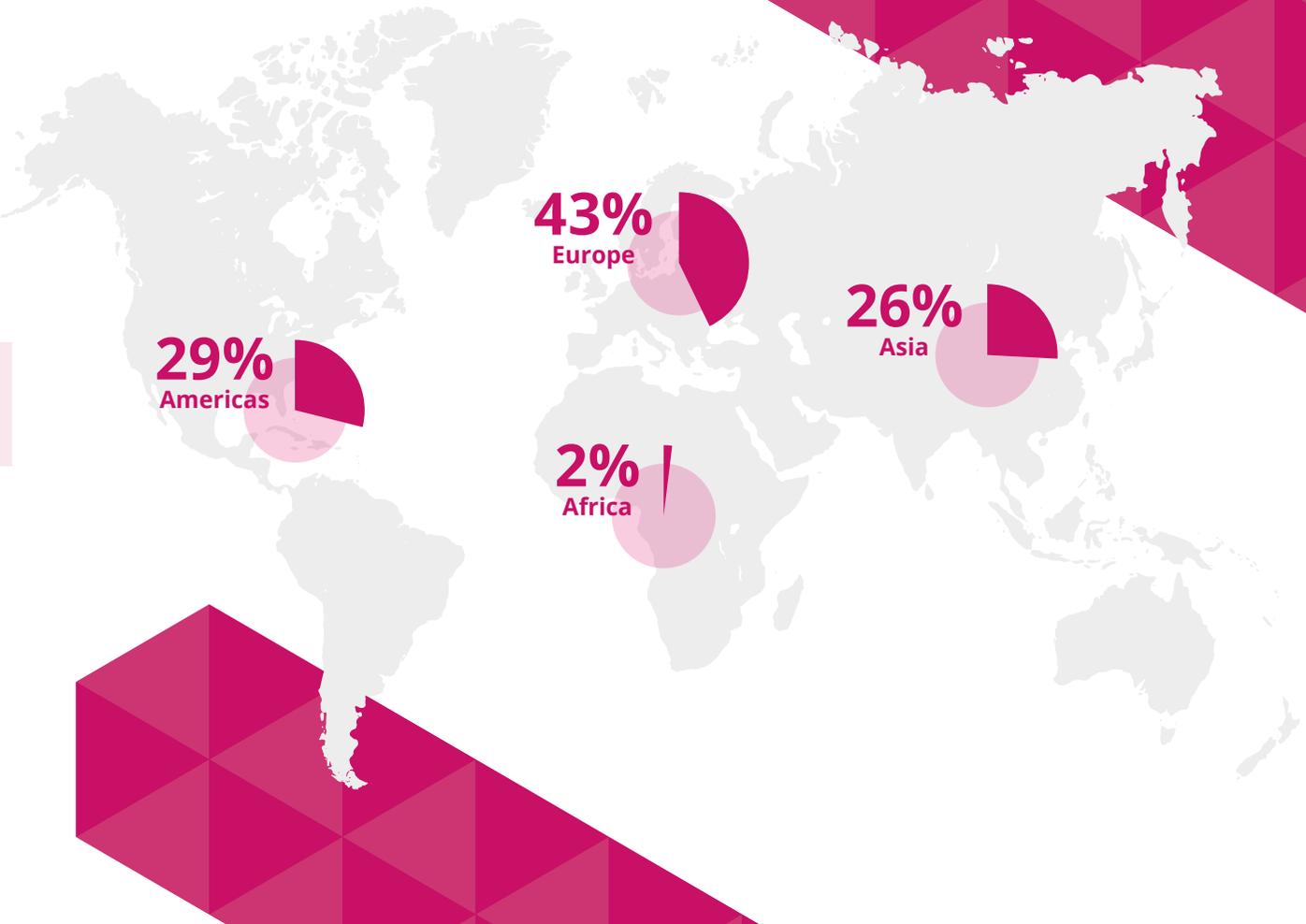
Package includes

- Exclusive takeover of news pages

Cost

Starting from £6,000 per week

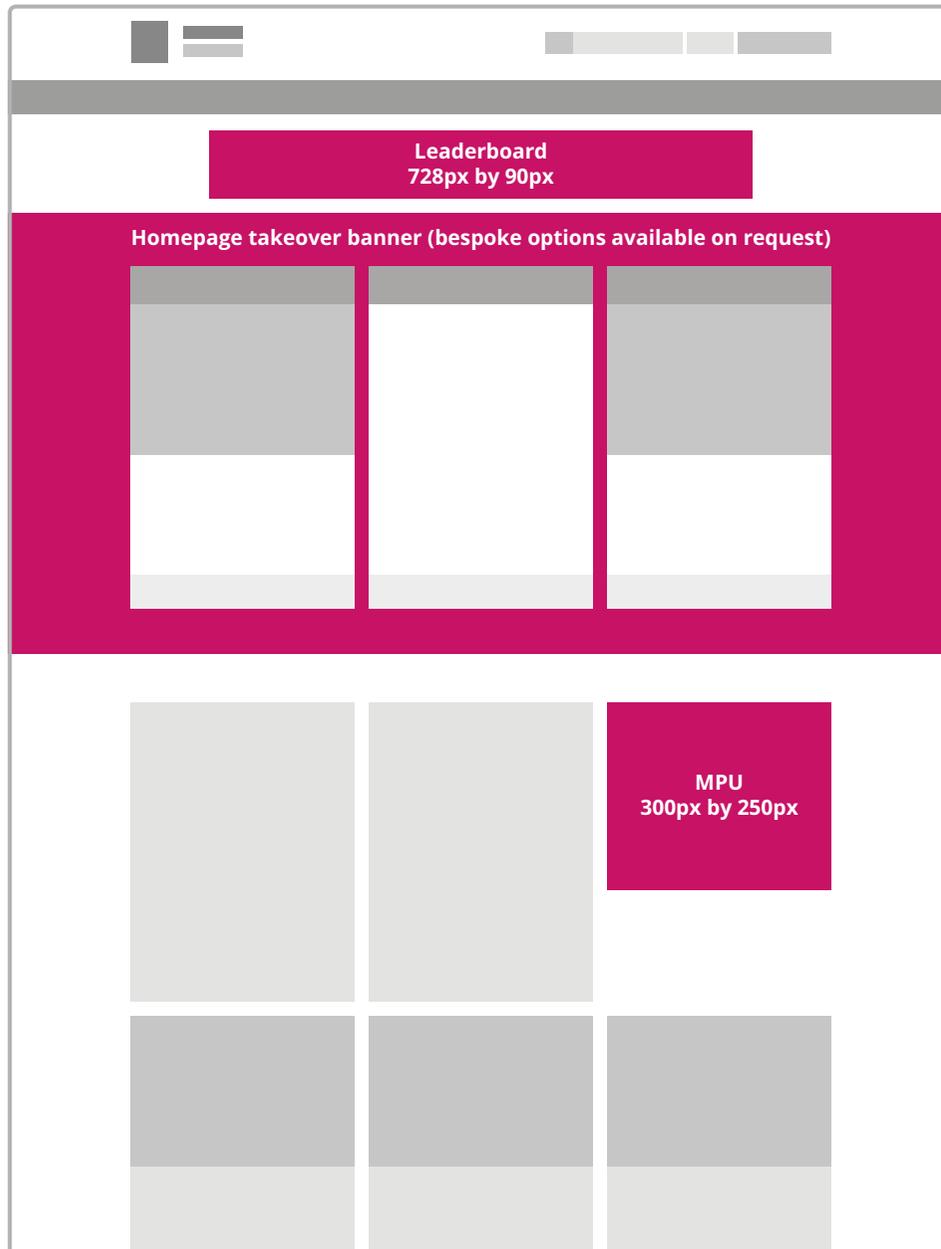
The geographical reach of our airline audience*



Routesonline advertising positions

The following diagrams outline where your banner advertisement will be positioned on Routesonline.

Homepage takeover



News takeover



Email marketing & advertising

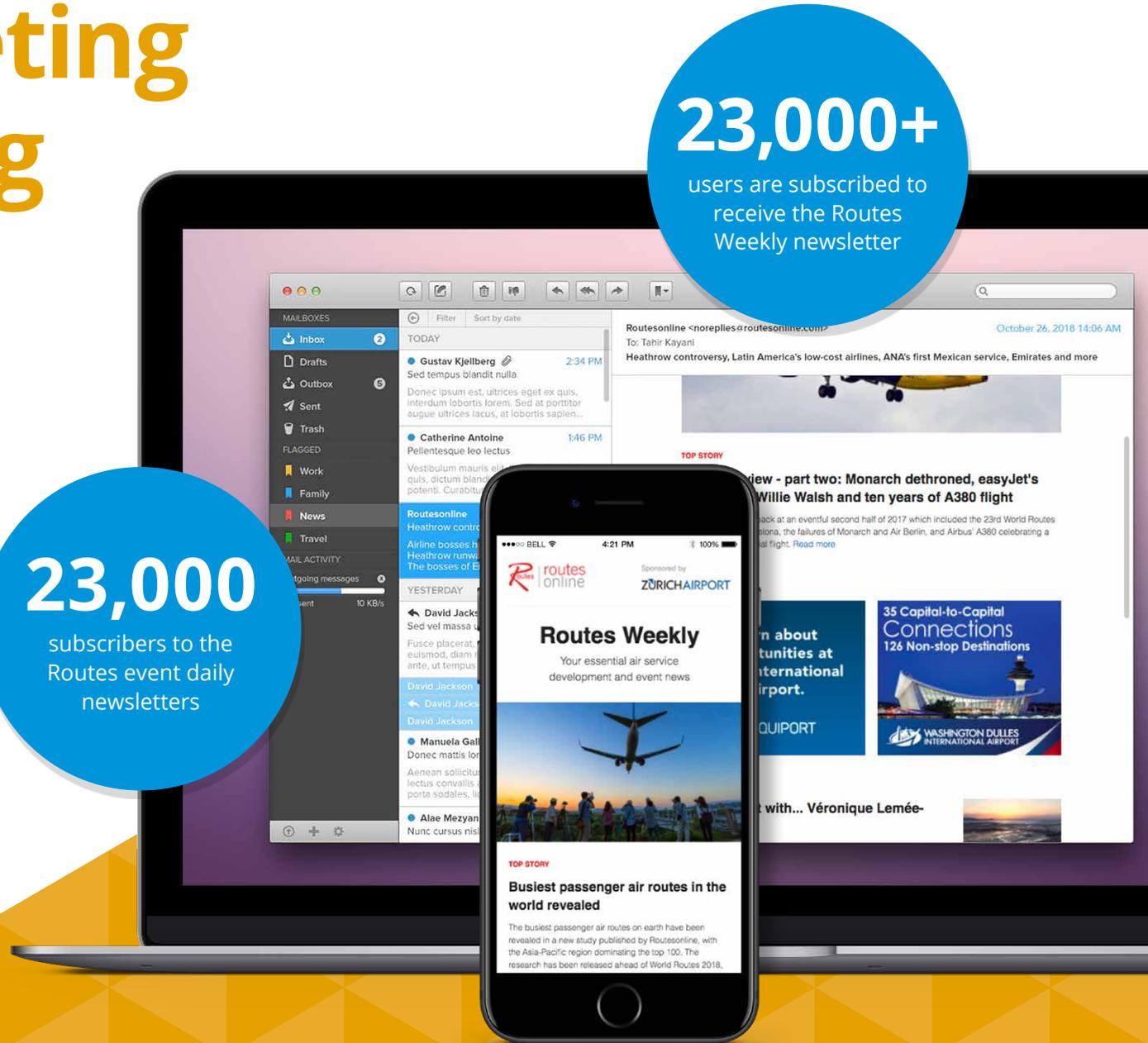
All recipients of newsletters, emails and alerts have opted in to receiving communications, ensuring your messages reach a highly engaged audience of route development professionals.

23,000+

users are subscribed to receive the Routes Weekly newsletter

23,000

subscribers to the Routes event daily newsletters



Email marketing & advertising options

Routes Weekly

Routes' weekly email newsletter provides the air service development community with network news and analysis, major announcements and Routes event updates. Advertising with our weekly newsletter keeps your organisation at the forefront of the community.

Over 23,000 subscribers

Package includes

- MPU banner

Cost

£2,000 per month (4 issues)

Routes event dailies

The Routes event dailies are email newsletters sent every day throughout the duration of each Routes event. Maximise your attendance or take advantage of the event buzz and reach the key industry figures you aim to influence and attract.

Over 23,000 subscribers

Package includes

- MPU banner

Cost

£500 per issue

Route Exchange email campaigns

Our Route Exchange platform offers the ability to send bespoke email campaigns to an engaged audience of route development professionals. Create maximum impact with your key messages – reach a global audience or target your campaigns to a specific region or audience group.

Over 12,400 users are opted-in to receive your Route Exchange email campaigns

Cost

£1,000 per email campaign

We accept bespoke HTML email, designed to our specific requirements.

 **25%**
of Routes Weekly subscribers
are airline users

 **30%**
increase in subscribers to
Routes Weekly year-on-year

 **12,400**
Over 12,400 users opted-in to
receive Route Exchange emails

“Routesonline is the only platform that specifically targets airline network planners. It is the most important communication tool for us to supply existing and potential airlines with specific information and data on the Berlin market.”

Simon R. Miller
Senior Manager, Aviation Marketing
Berlin Brandenburg Airport

BER BERLIN
BRANDENBURG
AIRPORT

Email marketing & advertising options

Airline route email alert sponsorship

Airline route email alerts are sent daily to opted-in subscribers from companies such as **Etihad, Virgin Atlantic, Norwegian, Delta, Ryanair** and **many more**. They feature breaking route announcements, changes and cancellations in schedule, plus all aircraft and codeshare updates.

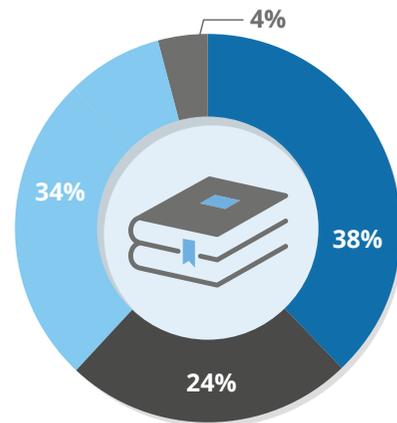
Over 16,500 subscribers

Package includes

- Logo at head of email, linked to organisation URL

Cost

£5,000 per month



Readers by region

- Europe
- Asia
- Africa
- Americas

20.5m
pageviews per year

28%
of Airline route
subscribers are
airline users



1/3
of all new routes
exclusively announced

Content-led marketing

Taking a content-led package allows you to target users with in-depth news, information and insights on your organisation. Our dedicated editorial team can help you decide on a topic that will best-engage our airline users.



269%

increase in news pageviews by our airline audience*

144%

increase in news pageviews year-on-year*

1.8m

average monthly news pageviews*



Content-led marketing options

Featured articles

Shout about your successes and share your news with the route development community. The package includes placement of your article on the Breaking News page of Routesonline, in the Routes Weekly and exposure via our social media channels.

Cost

Featured article: £1,000

Editorial guidelines will be supplied upon purchase.

White papers and industry reports

Place your brand on a hot topic of interest to our users, or position yourself as an industry expert and provide valuable insight to the aviation community through your own special industry report. Both options include the added feature of detailed analytics and reporting on the audience profile.

Package includes

- Logo on the report
- Logo on download page
- Supporting promotional content and emails
- Report on audience profile of downloads

Cost

£5,000

Video marketing content

Bespoke video marketing content packages can be made available upon request. Contact the Routesonline team for more details.

Cost

£2,000

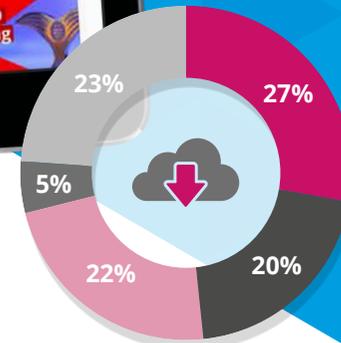
82%

of B2B marketers report success with video marketing initiatives

2,200+
white paper downloads
in the last 12 months

White paper downloads by industry type

- Airline
- Airport
- Supplier
- Destination
- Other (including financial institutions and media)



Content-led marketing options

Custom Newsletter

With the ability to geo target and segment by audience type, custom newsletters provide you with the platform to deliver a wealth of customised content to your key targets. Raise awareness of your organisation's brand and strategy by taking advantage of this exclusive co-branding opportunity.

Package includes

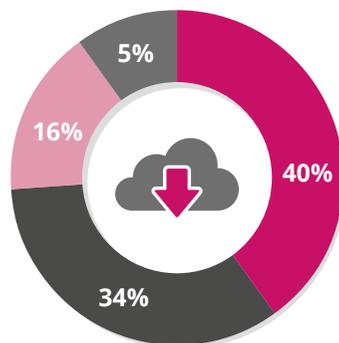
- Series of 4 newsletters (2 original stories and 2 repurposed stories per newsletter)
- Articles can include infographics, insight, interviews, image galleries.
- Editorial planning, template design and analytics provided
- Ability to target 11,000+ aviation professionals

Cost

£5,000 (£1,000 per additional newsletter)

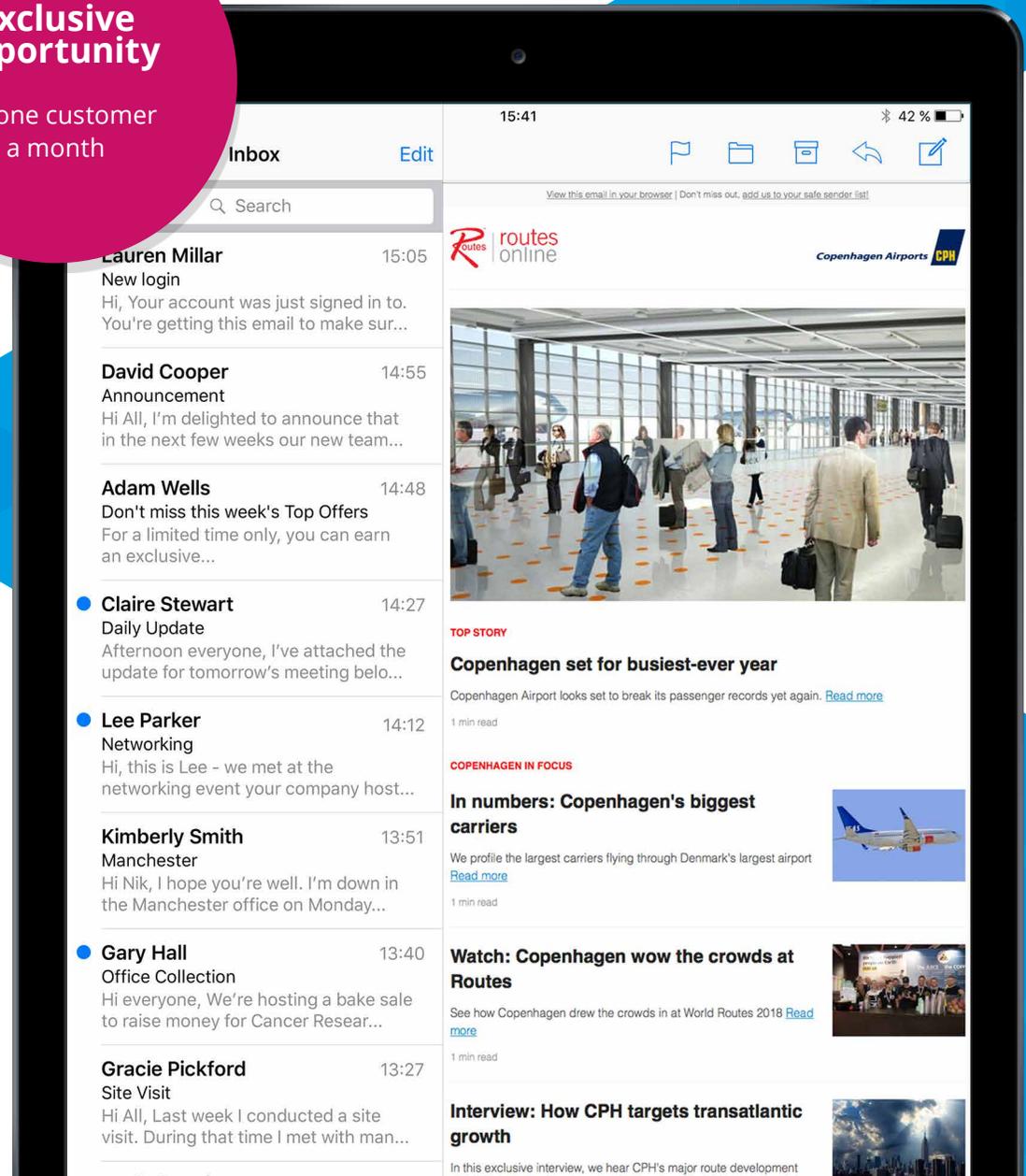
Breakdown of audience that could be targeted

- Airlines
- Airports
- Destination
- Industry Suppliers



Exclusive opportunity

for one customer a month



Content-led marketing options

Exclusive advertorial

Gain maximum exposure by securing a dedicated section on the Routesonline news pages and in Routes Weekly newsletter for your organisation's success stories. Increase awareness of your destination, promote your airport's expanding infrastructure or establish your organisation as an industry leader by securing this exclusive promotional editorial package.

Package includes

- Unique custom content – eight articles, during one month promotional period, written by our content team
- Articles can include infographics, insight, interviews, image galleries.
- Custom video distributed across Routes' social channels

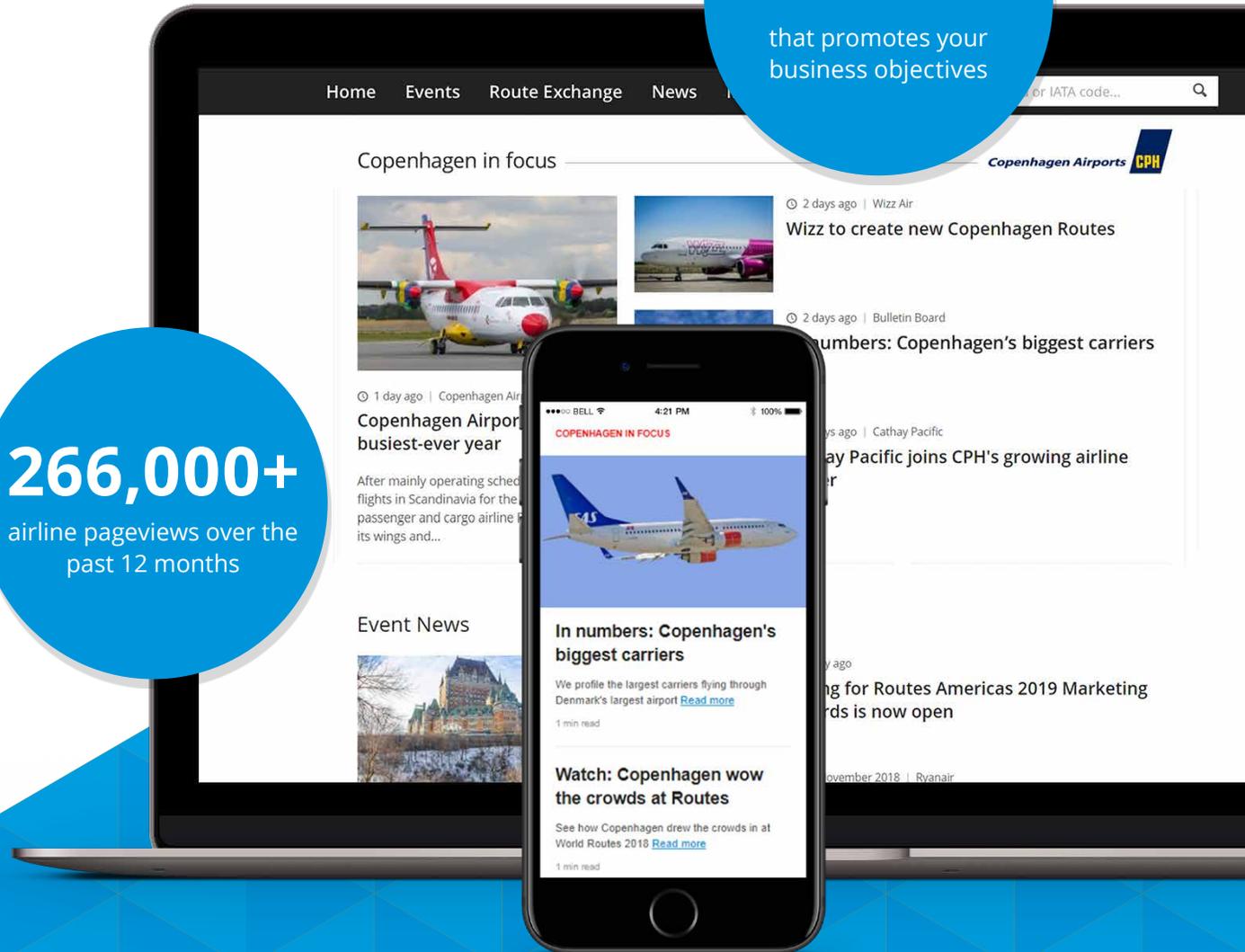
Cost

£5,000

266,000+
airline pageviews over the
past 12 months

Tailored Content

that promotes your
business objectives



Routes app sponsorship

The Routes app puts an entire Routes event in the hands of our delegates. Sponsorship of the Routes app provides you with a high-profile opportunity to showcase your business to the Routes event audience and guarantees that your brand message will be viewed by 100% of app users.

21%

increase in C-Suite users in 2018

30%

increase in airline users in 2018

39%

increase in app splash screen views in 2018



Routes app sponsorship

Package includes

Pre-event

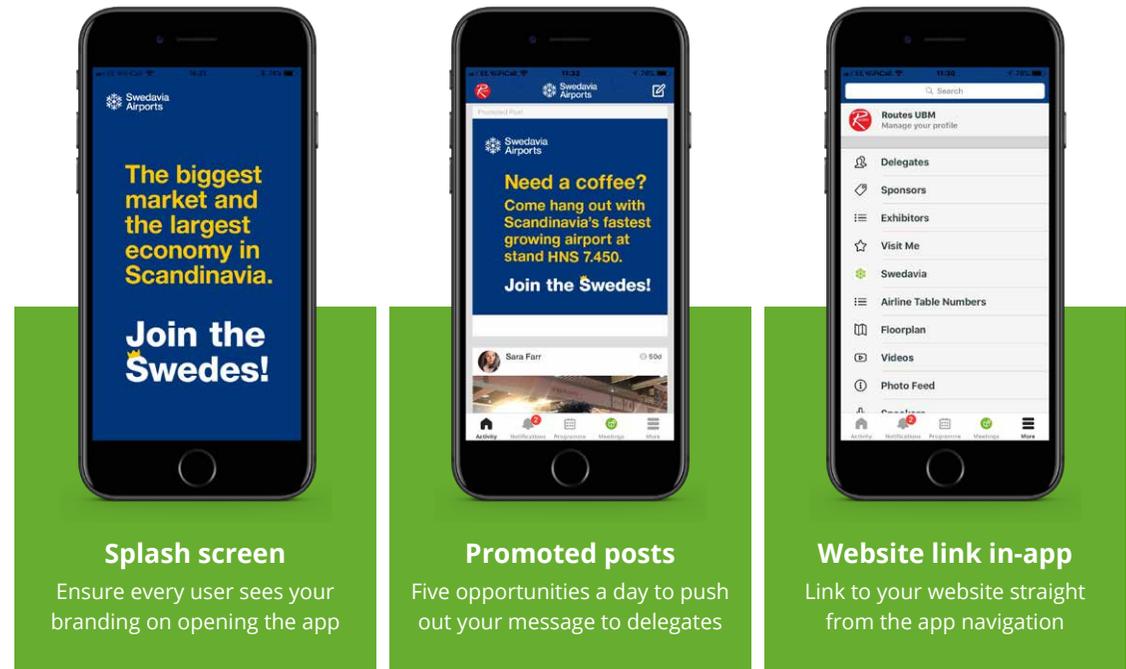
- Homepage takeover and advertising
- Promotional and download emails sent to all registered delegates
- Promotional editorial in Routes Weekly newsletter

During event

- Branded splash screen, displayed when the app is launched
- **NEW FEATURE** - Five daily push notifications direct to user's devices, sent either to all attendees or segmented by groups
- Five daily promoted posts pinned to the top of the app news feed
- Logo menu icon within main navigation, linking to your website
- Logo and branding on banner at the top of news feed
- Promotional signage on the event floor
- Highlighted location on in-app event floorplan (for exhibitors)
- **NEW FEATURE** - Configure platform to generate messages to be delivered to user devices based on proximity and duration to Bluetooth LE Beacons provided by the sponsor

Cost

Routes Americas: £15,000
 Routes Asia: £15,000
 Routes Europe: £20,000
 World Routes: £25,000



“Routesonline channels are essential in our media mix. For Routes events, we combine the Routes App sponsorship with Routesonline advertising, maximizing the impact of our message.”

Josefin Haraldsson
 Manager, Marketing Communications
 Swedavia Airports



In-app section visits by year



Active users by type[†]





**International clients
with a global audience**
Some of our key advertisers and sponsors



Get in touch

Email routeexchange@routesonline.com
or call **+44 161 234 2730** to speak to a
member of the team.

routesonline.com



Kirsty Studholme
Digital Sales Manager



Rebecca Levett
Client Relations Executive



All statistics taken from Routesonline tracking except * from Google Analytics and † from DoubleDutch