

GreenCharter

EXPLORING AND PROMOTING LOWER CARBON BUSINESS AVIATION

Media information 2022

Daily updated **web** resource

Weekly news **bulletin** emails

Annual definitive **yearbook**

Annual **conference** + aircraft display

www.greencharter.aero

Exploring and promoting lower carbon business aviation

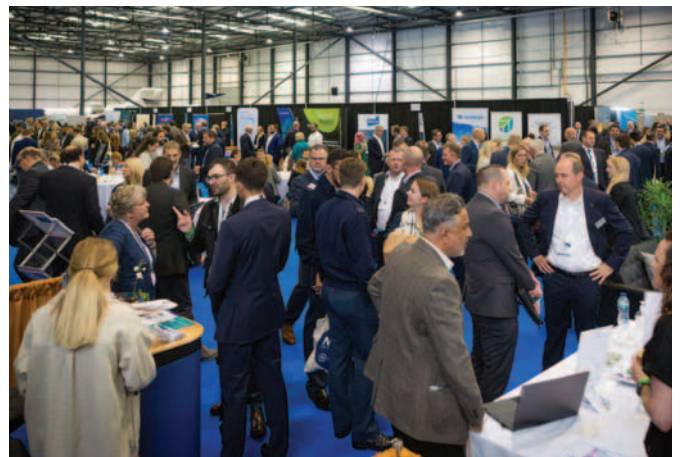
The great majority of business aircraft owner/operators are passionate about reducing their carbon footprint and environmental impact, and continuously looking for the means to achieve this. This includes future investment in fleets with hybrid/electric power, a rapid transition to sustainable fuels, involvement in robust carbon offset schemes, and more immediately scouring the market for aircraft modifications and operational opportunities to reduce fuel burn. They are a multi-billion dollar marketplace ready to invest in the right technology.

As the publishers of *Business Air News* – the leading print and online magazine for owners and operators of business aircraft and turbine helicopters – we constantly research the key people responsible for every one of the 74,500 aircraft in these categories worldwide, whether privately flown or in charter operation.

Green Charter is our complete package of media to bring the latest low-carbon operations news and information to this hugely valuable audience.

This has four main elements:

- **Annual Conference and aircraft display**
- **Annual Green Charter Yearbook**
- **Weekly Bulletin email**
- **www.greencharter.aero**



The annual Green Charter Conference and aircraft display

We have an unrivalled track record in delivering specialist shows for the business aviation industry in Europe. Over 30 years ago we created and organised Europe's first dedicated business aviation exhibition, and held the event annually, in the UK, Netherlands, France and Germany.

More recently we introduced the industry's first one-day show, and this goes from strength to strength. On 13 September, 2022 we will once again stage our ACE Air Charter Expo at London's Biggin Hill airport, in partnership with the highly influential global organisation The Air Charter Association.

It will feature an exhibition hall with leading aviation support companies, static aircraft displays inside the hall and on the ramp alongside, along with a conference area covering hot topics throughout the day.

Companies at the forefront of developing new technology aircraft have the opportunity to engage with a major audience of potential buyers and backers, present to conference both in person and online worldwide, and show the latest prototype at the same time.

Booths are available, and represent incredible value-for-money.



Package	Price
3m by 2m booth	from £1,950
Static aircraft	from £1,950

The annual Green Charter Yearbook

The second edition of the Yearbook will be published at the ACE'22 show in September. It will be made freely available to qualified aircraft owners, distributed to visitors at the show, and sold online throughout the year.

Its sections will include insightful overviews of:

- Carbon offset
- Sustainable fuels
- Fuel economy

But the majority of the yearbook will be a directory of the aircraft under development in the electric/hybrid category. We examine each models suitability for charter service and charter development milestones passed so far.

In short, the yearbook will draw together in one place all of the information aircraft owners and operators need to make inroads into their environmental footprint both immediately and into the future.

Package	Price	Dimensions (width x depth, mm)		
		Bleed	Trim	Text area
Single sponsor (includes cover logo and double page spread advertisement inside)	£3,500	426 x 303	420 x 297	376 x 257
Double page spread	£2,250	426 x 303	420 x 297	376 x 257
Full page	£1,750	216 x 303	210 x 297	170 x 257
Quarter page	£590			170 x 61

Contact Mark Ranger, sales manager: call (01279) 714509 or email mark@greencharter.aero



The weekly Green Charter Bulletin email

Every week we report on all of the latest developments in SAF fuelling, carbon offset, fuel economy, and the latest developments in hybrid and electric aircraft.

Our Bulletin is sent to over 50,000 business aviation professionals all around the world.

There are six available advertising banner slots, which can be booked to appear on specific dates.

Package	Price
300 x 250 pixels One of six, first-come, first-served	£95 per week

The daily-updated Green Charter web site

Advertisers in our Yearbook and Green Charter exhibitors at ACE'22 will be promoted throughout the year on the www.greencharter.aero web site, which has constantly updated news and electric/hybrid aircraft directory.

There are also headline banner advertising slots that appear on every page, with a choice of formats and highly economical rates.

Package	Price
Leaderboard - 728 x 90 pixels - one in every four page impressions	£200 per month
Billboard - 970 x 250 pixels - one in every four page impressions	£300 per month

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