

Platform Summary Report



Print



Digital



Total



Email



Website



Event

AVIATION TRADER

Publisher Helix Aviation Pty Ltd
<http://www.aviationtrader.com.au/>

T (02) 6622 2133
E janine@aviationtrader.com.au







Aviation Trader and its editorial supplement 'Airwaves' are both highly respected monthly marketing publications widely circulated to decision makers in the Australasian aviation industry. The publications carry editorial and corporate and private advertising for aircraft, aviation equipment and allied services and for the past two years, circulation has exceeded that of any other aviation publication registered for independent audit in Australia and New Zealand. A key objective in our current strategic plan is to maintain the relevance, quality and value of our print publication whilst continuing to invest significantly in digital publication consistent with the need to deliver a fully integrated marketing proposition.

keywords

Advertorial
Aviation
Business
Classifieds
Digital Edition
Editorial
Integration
Magazines

Platform Summary

		Aviation Trader		
	899 Av. Daily UB	207,517 Page Impressions	Oct 2018 Period Ending	
		AVIATION TRADER		
	11,768 Average Net Distribution (AND)	0.21% Verified Bulk (%)	Mar 18 Period Ending	

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Detailed Reporting

WEB 		Aviation Trader		
Oct 2018 Period Ending	Monthly Audit Type	Australian Traffic		
899 Average Daily UBs	3.57 % UBs Change	207,517 Page Impressions		
33,526 Total Sessions	8,429 Total Time	1.90 UB Frequency	251.50 Average Session Duration	
40.60 Average Page Duration				

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Detailed Reporting

PRINT		cab		AVIATION TRADER	
Mar 18 Period Ending	PS Audit Type	B&P Publications Publication Type	Monthly Publishing Frequency		
11,768 Average Net Distribution	0.21% Verified Bulk (%)	-3.9% Change YOY			
The 'AND' includes distribution from the following channels:					
10,686 Mailed to Individuals	772 Retail Sales	285 Requested Re-Distribution	25 Exhibitions, Seminars and Conferences		
25 Bulk Distribution					
Geographical Analysis					
2279 NSW	2034 VIC	2483 QLD	658 SA		
1,140 WA	196 NT	150 TAS	417 ACT		
2352 NZ	59 OS				
Verified Recipient Reporting					
10,684 Total Verified Recipients	10,684 Personally Requested Copies (including copies sold and copies requested)				

About the AMAA

Brand Report Purpose

The Brand Report provides a broader understanding and identification of all the audited touch points that a brand has with recipients. It is designed to present an analysis of the communication channels utilised by a brand to reach its audience. The reported data is not de-duplicated across channels, but reports the interaction within individual channels.

About the AMAA

The AMAA is the industry-owned auditor for the media industry providing solutions that empower members and media professionals to transact with greater trust and confidence.

The AMAA is expert at establishing standards to verify trading inventory and delivering compliance and audit processes to ensure adherence to these standards.

With a heritage dating back to 1932 it is a not-for-profit industry organisation that brings together advertisers, media buyers and media company members with a common interest in accountability.

AMAA independently verifies print and digital circulation and distribution, website analytics, exhibition and conference attendance and email newsletter distribution. For further information please visit www.auditedmedia.org.au or contact us at AMAA, Level 4 63 York Street, Sydney NSW 2000. Tel: +61 2 9954 9800 or info@auditedmedia.org.au

Disclaimer : No Attempt has been made to identify or eliminate duplication that may exist across media channels