

# Skycontrol

International

Aviation & Aerospace News Magazine

## Media Kit 2008



Aerospace  
Air Sports  
Airlines  
Airports  
Business & GA  
Flight Simulators  
FS Hardware & Software  
Helicopters  
History  
Humanitarian Relief  
Industry  
Jobs & Careers  
Military Aviation  
Model Aviation  
Organisations  
Photography  
Reports  
Service Providers  
UAVs  
UFOs



@vant-garde  
Communication

[www.skycontrol.net](http://www.skycontrol.net)



# www.skycontrol.net

## International Aviation & Aerospace News Magazine

We have pleasure in announcing to you that a brand-new version of Skycontrol has recently been unveiled to the public. This new look and feel has been launched with the intention of making Skycontrol still more informative, attractive and user-friendly for the readers and more efficient for the advertisers thanks to a well-designed and search engine optimized website based system.

### Skycontrol in brief...

- \* Skycontrol covers a very wide range of aviation and aerospace subjects in 20 news sections: Aerospace, Air Sports, Airlines, Airports, Business & GA, Flight Simulators, FS hard/software, Helicopters, History, Humanitarian Relief, Industry, Jobs & Careers, Military Aviation, Model Aviation, Organisations, Photography, Reports, Service Providers, UAVs, UFOs
- \* Skycontrol provides up-to-date information on military and civil aviation, reporting on all major aviation and aerospace stories.
- \* Skycontrol is full of in-depth articles and quality photographs, many exclusive to the publication.
- \* Skycontrol has regular contributions from some of the leading aviation writers of today.
- \* Skycontrol is read by active and retired personnel, as well as the enthusiast, and many businesses in the trade.
- \* Skycontrol's Calendar is the ideal source of information on international aeronautical and space events.
- \* Skycontrol is a user-friendly web-based magazine, optimized for best results on the most search engines.

Skycontrol is belonging to:



Avant-Garde Communication LTD

2, Southfield Road - Westbury-on-Trym - BS9 3BH Bristol - United Kingdom

**Alain Thimmesch - Editor & Publisher**

Mobile: +32 (0)477 83 52 21 - E-mail: info@skycontrol.net



International Aviation Magazine which is byword for Innovation, Daring, Creativity, Growth and Passion

[www.skycontrol.net](http://www.skycontrol.net)

Our Mission?... Your Satisfaction!

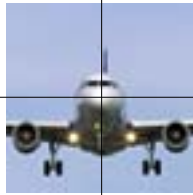
# M a g a z i n e



Presentation



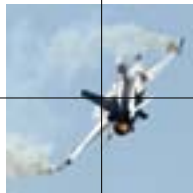
Calendar



Partnership



Communication



Advertising



# Presentation

[www.skycontrol.net](http://www.skycontrol.net) - [info@skycontrol.net](mailto:info@skycontrol.net)

## SKYCONTROL, International Aviation & Aerospace News Magazine

*Whatever your interest in the world of aviation and aerospace...  
you will read about it in Skycontrol*

As the electronic media becomes an ordinary source of information in the modern society, we offer this monthly magazine as a free source of information in the international aeronautical and aerospace world. Our mission is to bring the best aviation and space news and stories to our readers.

Unique in its genre, Skycontrol is a kind of aviation bible, aiming to quench the thirst for information of all aeronautics enthusiasts by featuring in its pages an extremely varied range of subjects and showcasing all relevant events in this area.

Every month Skycontrol brings you the latest developments from across the whole industry including commercial airlines, defence, space and corporate. Other subjects like air sports, flight simulation, model aviation, aviation history etc. are also featured in our pages.

### News Sections

- \* Aerospace (EP)
- \* Air Sports (EP)
- \* Airlines (EP)
- \* Airports (EP)
- \* Business & GA (EP)
- \* Flight Simulators (EP)
- \* FS hard/software (EP)
- \* Helicopters (EP)
- \* History (EP)
- \* Humanitarian Relief (EP)
- \* Industry (EP)
- \* Jobs & Careers (EP)
- \* Military Aviation (EP)
- \* Model Aviation (EP)
- \* Organisations (EP)
- \* Photography (EP)
- \* Reports (EP)
- \* Service Providers (EP)
- \* UAVs (EP)
- \* UFOs (EP)

### Meeting the needs of the Readers...

Lots of aviation related read Skycontrol everyday. Being "Content Rich", this publication attracts visitors from all facets of the aviation industry around the world.

Given its pivotal position in the vast field of aeronautics, Skycontrol is perfectly placed to meet the needs not only of enthusiasts but also of experts in the various subjects covered.

Whether you are a professional or a keen amateur, we would very much appreciate your opinions, to help us make Skycontrol as interactive and informative as possible.

### ... and the Advertisers

Your 2006 marketing campaign will hit with a high-impact punch with Skycontrol as your partner, connecting your company to an international audience who exercises purchasing influence in all aviation and aerospace segments. With up-to-date information on military and civil aviation, in-depth coverage of aviation and aerospace new products and technological developments, your advertisements become part of the aeronautical and space world's best-read and most useful publication.

Your banner on Skycontrol means much more than a link to your website. We highly recommend to link your "eyecatcher" to a full page report in the most appropriate news section. The duration of your banner is same as the duration of the issue. However, your advertising reports will remain online for an indeterminate period of time in the most appropriate News Section, making them totally accessible to the search engines for constant traffic.



# Calendar

[www.skycontrol.net/calendar](http://www.skycontrol.net/calendar) - [events@skycontrol.net](mailto:events@skycontrol.net)

**Don't miss any aviation and aerospace event!**

***What is going on in the world of Aviation & Aerospace?***

***Where and when is the next airshow or aviation-related exhibition taking place?***

Skycontrol's Calendar is updated daily and includes detailed information on major aviation and aerospace events. It's the most complete and comprehensive source of information regarding aviation related happenings worldwide.

## **How does it work?**

Skycontrol's Calendar offers you either a **year view** or a **day view**. A click on the day of your choice will give you an overview of what is happening in the aviation and aerospace world on that date. Each event is linked to a full page showing event date, description, website and e-mail of the organiser for further information.

Are you looking for a specific event? Search by Event Title or Event Venue or browse by Event Type: **Exhibitions & Conferences, Festivals & Displays, Air Shows, Air Races & Championships, Fly-ins, Trainings & Workshops.**

## **Also included:**

- Tell a friend about the event
- Event reminder

## **Keep us informed of your Upcoming Events**

If you have an aviation or aerospace event that you would like to be listed for free in Skycontrol's Calendar then please do not hesitate to contact us at [events@skycontrol.net](mailto:events@skycontrol.net). Please be sure to include the date, event, location, description, contact details and website. Your event will be included ASAP in our Calendar. This is a **FREE OF CHARGE** service offered by Skycontrol.



## **Interested in further promoting your Events?**

Would you like to promote more efficiently your events in Skycontrol please consider the option of advertising in our International News Magazine.

Your advertisement will be linked to the event listed in our Calendar and easily accessible. This is a cost-effective way of maximising the visibility of your event to an international audience.

**We offer many different possibilities for all tastes and all budgets:**

- An Advertising Report in the News Section of your choice
- Your banner in the News Section of your choice
- Your banner on Skycontrol's Monthly Newsletter
- Your banner on all Top Menu Pages
- Your banner on every page of Skycontrol

**Submit your event(s), free of charge!**

**[www.skycontrol.net/calendar](http://www.skycontrol.net/calendar)**

**News can happen anywhere... | at any time...**

**We want you  
to be our ears and eyes!**



# Partnership

[www.skycontrol.net/partnership](http://www.skycontrol.net/partnership) - [edition@skycontrol.net](mailto:edition@skycontrol.net)

**Tell us about your business, products, activities and events**

***If something special is happening in the aviation and space community, we want to know about it, and so do our readers.***

**Skycontrol currently has many hundreds Editorial Partners and receives thousands of news/press releases and images from around the world. We would like you to send us yours.**

Are you a professional in aeronautics or space? Are you a member of a company, an organisation or an association and wish to edit some news/press releases in a widespread aeronautical media? Have you an event, product announcement, aviation report you want to publicize?

## **✉ How to submit your news/press releases to Skycontrol?**

Email your news / press releases as a Word or PDF document to [edition@skycontrol.net](mailto:edition@skycontrol.net)  
Please do not forget to mention the source.

We would be most happy if you could send your text along with digital photos for illustration (high resolution JPEG). Please do not forget to indicate the copyright and the name of the photographer.

## **✉ What is your benefit?**

- \* A solid exposure in the aviation world
- \* All news are optimized for search engines
- \* All news remain indefinitely online
- \* Most of the news are listed on Google News

If you would like to reach all the aviation community there is no better place. Our international magazine receives thousands of targeted visits per day, thanks to its wide assortment of daily-refreshed news, and prime search-by-keyword positioning.

## **✉ Editorial Partner Sheet**

For each regular contributor we create an Editorial Partner Sheet, mentioning all his contact details: name, address, telephone number, email address and website (with a screenshot of the website).

This contact information is kept as a permanent part of the e-magazine related to each section, and is used as the introduction to the monthly update of activities of each partner. This Editorial Partner Sheet can be updated on simple request, free of charge.

## **✉ What does an Editorial Partner Sheet cost?**

Nothing except a commitment to contribute regularly.

## **✉ How does this Editorial Partner Sheet looks like?**

"Click" on (EP) next to each News section on the left-hand-side of the site... a page will open with Skycontrol's current Editorial Partners. A "click" on the selected Partner will lead you to his dedicated information page.



# Communication

[www.skycontrol.net/communication](http://www.skycontrol.net/communication) - [communication@skycontrol.net](mailto:communication@skycontrol.net)

**As Skycontrol recognize the importance of Internet-focused communication, we present to you NetResult, Skycontrol's Internet Marketing Service Partner.**

***NetResult stands for "net result" through result on the net!***

If you are running a business and want to promote it efficiently on the Net it is very important that you work with someone who will effectively integrate the Internet into your business based on your needs. Skycontrol has understood that and has therefore developed a partnership with NetResult. Now please let us share this efficient Internet Service with you.

NetResult provides professional internet-focused communication, marketing and consulting services, and search engine optimization to clients from small businesses to divisions of major corporations. It helps its clients understand the unique nature of online marketing and achieve their marketing goals through effective website architecture and design.

## **INTERNET RETURN ON INVESTMENT (ROI) IN 3 STEPS**

### **1. Searchers become visitors**

- \* No sales without visitors to your website.
- \* Attract more website visitors.
- \* Make your website score high for the words that they search on in Google or MSN.
- \* Which, at the same time, guarantees that you get the right visitors as well.

### **2. Visitors become prospects**

- \* No sales without visitors becoming prospects.
- \* Who finds your website rewarding with regard to content, layout, and user-friendliness?
- \* Increases the adhesive strength of your website so that the vast majority of the visitors who call up your website are receptive to your offering.

### **3. Prospects become customers**

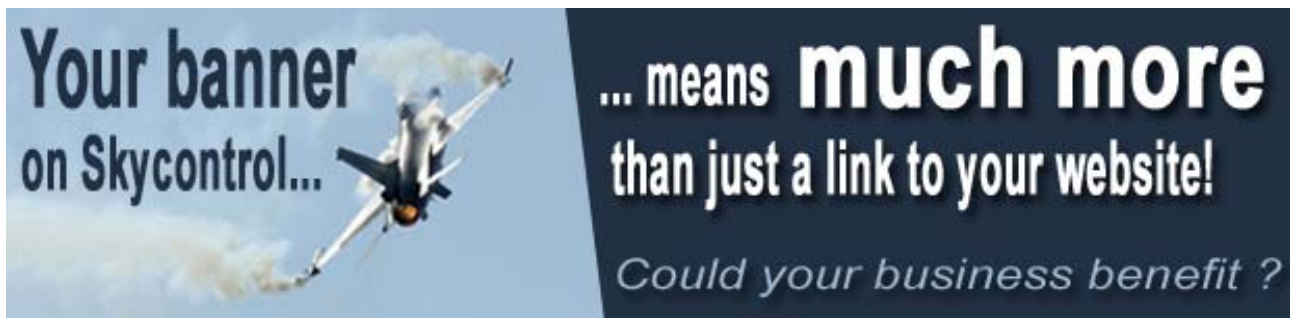
- \* You know how to turn prospects into customers.
- \* How to convert sales-leads into turnover.
- \* We help you use all other actions to your advantage.

**How can we meet your requirements? What do we offer?**

**What is Your investment? What is YOUR RETURN?**

**[www.skycontrol.net/communication](http://www.skycontrol.net/communication)**

We can help you with highly qualified leads and contacts,  
daily maintained marketing tools, statistics and results,  
**more visitors = more prospects = more ROI**



# Advertising

[www.skycontrol.net](http://www.skycontrol.net) - [advertising@skycontrol.net](mailto:advertising@skycontrol.net)

**Interested in reaching hundreds of thousands of aviation professionals and enthusiasts with a single ad programme?**

***Advertising on Skycontrol may be the solution!***

Advertising Online with Skycontrol provides a unique platform for organisations and businesses to target the global aviation and aerospace community. It is a great way of maximizing the visibility of your business, products and services to either a general or highly targeted market.

**The online portfolio extends across 20 sectors that include:**

Aerospace, Air Sports, Airlines, Airports, Business & GA, Flight Simulators, FS hard/software, Helicopters, History, Humanitarian Relief, Industry, Jobs & Careers, Military Aviation, Model Aviation, Organisations, Photography, Reports, Service Providers, UAVs, UFOs

**☞ Why advertise with Skycontrol?**

**\* Solid exposure in the aviation world**

If you would like to reach all the aviation community there is no better place. Your banner will be seen by thousands of aviation related, pre-qualified buyers everyday. Our international magazine receives thousands of targeted visits per day, thanks to its wide assortment of daily-refreshed news, and prime search-by-keyword positioning.

**\* Superior banner management tool**

Skycontrol offers a unique opportunity to promote your business, product or service. Advertising on Skycontrol is more than a simple link to your website: whatever your budget, all banners are real "eye catchers" aiming to lead the visitor to a full page advertising report dedicated to your business.

**\* Targeted or general audience**

Our targeting tools make sure that your advertisement is seen by the right people: your ad can either be displayed on a banner on every page of the magazine or specifically featured in one of the 20 sections of your choice.

As a result, you can either reach the whole aeronautical and aerospace community or some specific target groups.

**\* Newsletter advertising**

We offer you the opportunity to push your message to all Skycontrol's Newsletter subscribers, currently dispatched to more than 100,000 aviation professional and enthusiasts worldwide.

**\* Custom reporting**

You can measure the effectiveness of your ad campaigns with our custom reporting.

**☞ What does Skycontrol's Advertising Service include?**

- \* The complete design of your banner advertisement
- \* A full page dedicated to your business, product or service,
- \* Your banner displayed on Skycontrol's Homepage.
- \* A continuous display of your advertising article in the most appropriate News section.





# Advertising

www.skycontrol.net - advertising@skycontrol.net

**Your banner on Skycontrol means much more than just a link to your website...**

Whatever your budget, Skycontrol offers you a real marketing plan to optimize your return on investment

What are you looking for?	Advertising Type	Description	Display
An effective & continuous exposure in Skycontrol	MACH 1	<p><b>Advertising Report</b>            With the material you send us we design for you a full page Advertising Report that is included in the News Section or your choice.            The ad report contains:</p> <ul style="list-style-type: none"> <li>- Text + pictures</li> <li>- All your contact details</li> <li>- Hyperlink to your website and to your e-mail</li> </ul> <p>Thanks to our archives system your Advertising Report is not limited to a one-month period of time but remains continuously online.</p>	Full page article
My ad to be seen by a specific target group	MACH 2	<p><b>Section Sponsoring</b>            Your banner is displayed in the <b>News Section</b> of your choice. You can then make sure that your message reaches a highly targeted audience.</p> <ul style="list-style-type: none"> <li>- On the <b>bottom</b> of the page</li> <li>- On the <b>top</b> of the page</li> </ul>	468 x 60 468 x 60
My ad to be seen by more than 100,000 aviation professionals and enthusiasts	MACH 3	<p><b>Newsletter Sponsoring</b>            Your banner is displayed on Skycontrol's <b>Newsletter</b>. You can then make sure that your message is delivered to more than 100,000 subscribers worldwide.</p> <ul style="list-style-type: none"> <li>- On the <b>bottom</b> of the page</li> <li>- On the <b>top</b> of the page</li> </ul>	468 x 60 468 x 60
My ad to be seen by a general aviation-related audience	MACH 4	<p><b>Top Menu Advertisement</b>            Your banner is displayed on all <b>Top Menu Pages</b>. (Home, Calendar, Advertising, Contest, Communication, Contact)            You can then make sure that your message catch the reader's eye on all Top Menu Pages of the magazine.</p>	300 x 250
My ad to reach the whole aviation community	MACH 5	<p><b>Full coverage Advertisement</b>            Your banner is displayed on <b>every page of Skycontrol</b>. You can then make sure that your message catch the reader's eye on every page of the magazine</p> <p>* <u>Display on the righthand side:</u></p> <ul style="list-style-type: none"> <li>- Position 10</li> <li>- Positions 8 + 9</li> <li>- Positions 6 + 7</li> <li>- Positions 4 + 5</li> <li>- Positions 2 + 3</li> <li>- Position 1</li> </ul>	125 x 125 125 x 125 125 x 125 125 x 125 125 x 125 120 x 240

Whatever the advertising possibility you opt for, you choose for an effective promotion plan for your business, product or service

For further information, rates and special conditions, please contact:

Alain Thimmesch - Managing Director - Avant-Garde Communication Ltd - E-mail: info@skycontrol.net - Mobile: 0032 477 83 52 21