

# Digital Packages

AeroExpo UK & RotorTech UK are part of the AvBuyer Group, a leading general aviation digital and print publishing and events company. As such we can harness the full digital reach of AeroExpo UK, RotorTech UK and AvBuyer in order to promote your brand. With over 20 years in the industry, AvBuyer's platform offers targeted digital solutions, whilst ensuring we continue to deliver the highest levels of intelligence to our readers. We are dedicated to creating maximum brand visibility and engagement in the leadup to 2022's events.

## Email Promotion

AvBuyer has an extensive email database of over 100K, made up of event-goers, aircraft dealer brokers, owners and operators.

- Your tailored email blast will be sent to the relevant event list - AeroExpo UK or RotorTech UK
- The email will also be sent out to a targeted segment of the AvBuyer / GA Buyer Europe database. This segment can be targeted by aircraft category/make/model, or country
- You can provide your own email design, or we can build it for you with the goal of maximising brand visibility and click-throughs



### 2010 Beechcraft G58 Baron

New Reduced Asking Price!  
Priced to Sell!



S/N: TH-2288 | REG: N908J

G1000 with WAAS & Synthetic Vision ADS-B out  
50th Anniversary Edition  
One Owner  
Always Hangared  
No Damage History



[VIEW FULL SPECS & PHOTOS](#)

## Audience Sizes

AeroExpo UK  
**26K**

RotorTech UK  
**10K**

AvBuyer Connect - Piston  
**17K**

AvBuyer Connect - Turboprop  
**21K**

AvBuyer Connect - Jets  
**28K**

Average Email Open Rate  
**17%**

## Sponsored Article

As well as publishing on the relevant AeroExpo UK / RotorTech UK website, your 1x page article can be published on AvBuyer's website. This would include the following:

- A link to your website within the article
- Article will appear within an article category on the site for up to 5 years  
E.G. <https://www.avbuyer.com/articles/avionics-for-general-aviation>
- Can be targeted to appear on relevant aircraft categories/makes/models
- Will be promoted in relevant digital magazine E-Marketing alert - AvBuyer or GA Buyer Europe (audience numbers below)
- We will promote via AvBuyer / GABuyer social media channels



Buy Aircraft - Sell Aircraft - Intelligence - Magazines - Services - [Sell My Aircraft](#) [Login](#) [Register](#)

### What is Oriens Aviation's View of Today's Market?

How does Edwin Brennkemeyer, Oriens Aviation, see the Pilatus market being impacted by COVID-19 in the short- and medium-term? Has the pandemic impacted Oriens' business model? GA Buyer Europe finds out...

GA Buyer Europe | AvBuyer | 23rd June 2020

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Web Views Per Month  
**1.8M**

Article Reads 30 Days  
**150**

AvBuyer Digi Alert Audience  
**46K**

GA Buyer Digi Alert Audience  
**27K**

Social Media Reach  
**15K**



## Web Banners

We can promote your brand via digital display web banners in the 3 month lead-up to the event.

- Your banners will display on the relevant events website - AeroExpo UK or RotorTech UK
- Your banners will also display on the AvBuyer website, targeting relevant aircraft categories/makes/models, search pages and articles
- You can provide your own banner designs, or we can build them for you with the goal of maximising brand visibility and click-throughs

The screenshot shows the GA Buyer Europe website interface. On the left, there are two vertical banners: one for 'Flyer-Truck Ground Handling System' with a 'visit now' button, and another for 'GET THE LATEST PISTON AIRCRAFT STRAIGHT TO YOUR INBOX' with a 'SIGN UP NOW' button. The main content area features several aircraft listings, each with a photo, title, price, location, and details. The listings include a Piper Seneca V, a Cessna T303 Crusader, a Beechcraft 58P Baron, and another Cessna T303 Crusader. At the bottom, there is a TAE Aerospace banner with the text 'We keep Pratt & Whitney's PT6A operators flying' and a 'Find out how' button.

**Web Banners Average Click Rate**  
**0.10%**

## Email Banners

We can promote your brand via an email banner in our digital magazine alerts

- Your banner display in 3x send-outs of the relevant digital magazine alert - AvBuyer or GA Buyer Europe
- You can provide your own banner designs, or we can build them for you with the goal of maximising brand visibility and click-throughs.

The screenshot shows a digital magazine alert from GA Buyer Europe. The header includes the GA Buyer Europe logo and the date 'NOVEMBER 2020'. Below the header, there is a section titled 'View the Latest Articles & Videos from GA BUYER EUROPE Magazine'. The main content area features an advertisement for Aero-Sense, showing various cleaning products and a 'READ THE ARTICLE' button. Below this, there is a section titled 'What's the New Meaning of Aviation Safety?' with a 'READ THE ARTICLE' button. At the bottom, there is a section titled 'How Boeing Supports the Helicopter Lifecycle' with a 'READ THE ARTICLE' button. The footer includes the TAE Aerospace logo and the text 'We keep Pratt & Whitney's PT6A operators flying' with a 'Find out how' button.

**AvBuyer Digi Alert Audience**  
**46K**

**AvBuyer Digi Alert Average Open Rate**  
**15%**

**GA Buyer Europe Digital Alert**  
**27K**

**GA Buyer Digi Alert Average Open Rate**  
**17%**

**Email Banners Average Click Rate**  
**5%**



## Video Promotion

Videos are the most engaging way for people to engage with your brand. AvBuyer can promote your video via the following:

- We will promote your video on AvBuyer's **YouTube** channel
- Video will also be published as a video article on AvBuyer.com, with the video as the main header, including a link to your website
- The video article can be targeted to appear on relevant aircraft categories/makes/models
- We will promote via relevant social media channel - AvBuyer / GABuyer



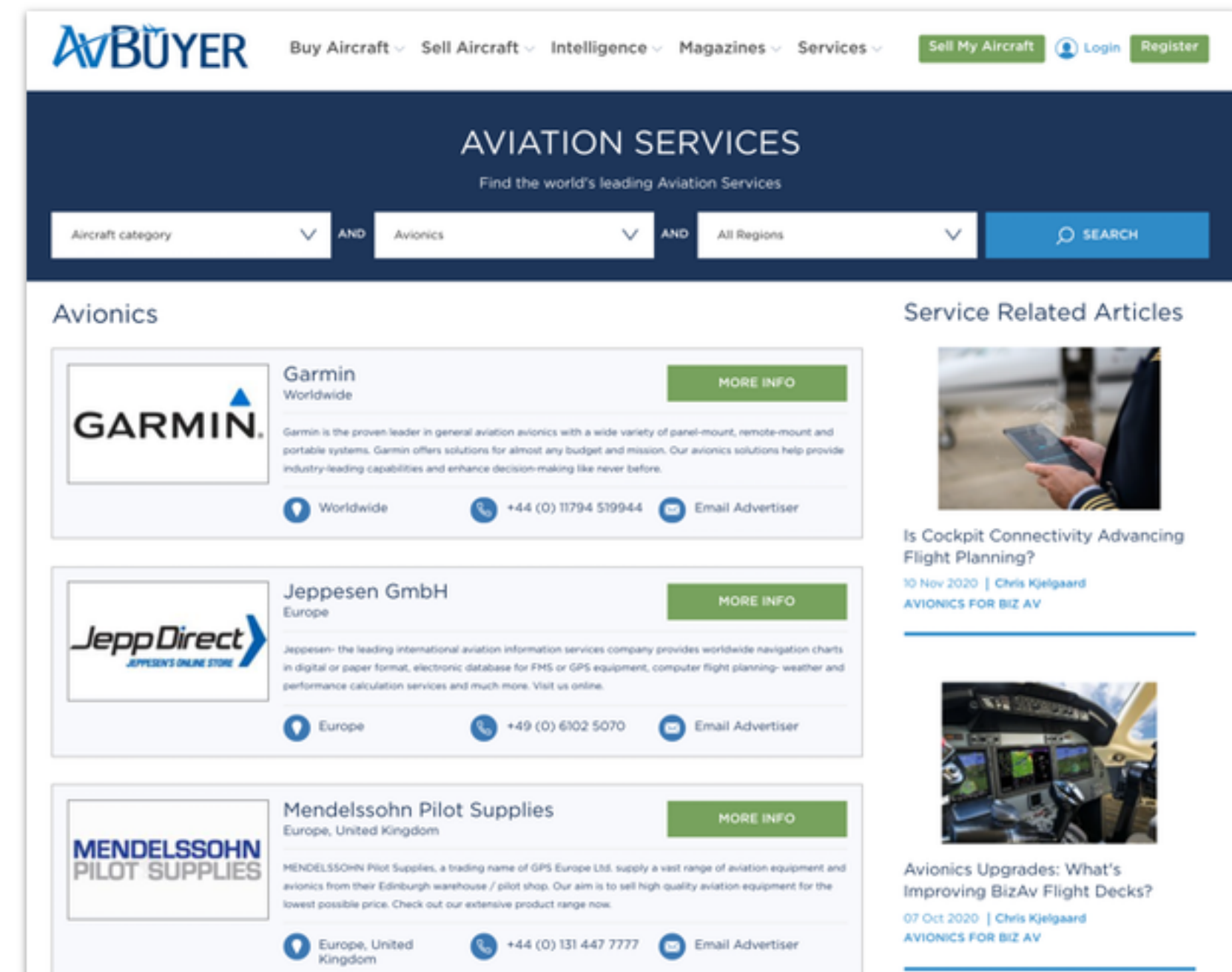
YouTube Subscribers  
**7.5K**

YouTube Views / Month  
**53K**

## Service Listing

You can be listed as a service in AvBuyer's service directory as well as relevant hubs for extra visibility

- You will be listed in AvBuyer's extensive service directory, within the relevant categories
- The service listing will also appear in any relevant AvBuyer hubs - E.G. <https://www.avbuyer.com/articles/mro-for-business-aviation>



## Digital Packages Pricing

	Email Promotion	Sponsored Article	Web Banners	Email Banners	Video Promotion	Service Listing
<b>Silver Package</b> £1,000	✓	✓	✓			
<b>Gold Package</b> £2,000	✓	✓	✓	✓	✓	✓