



# IFATCA



50th Anniversary edition  
Media Pack

*Navigate your way to ATM Decision Makers*



# IFATCA

50th Anniversary edition

The International Federation of Air Traffic Controllers (IFATCA) represents the interests of more than 50,000 air traffic controllers in 140 countries. IFATCA serves to help members improve safety, regulation, education and development of new systems across the global ATM industry.

To mark and celebrate IFATCA's 50th birthday, a special anniversary edition of the IFATCA journal *The Controller* will be published and distributed to an exclusive readership including all IFATCA members plus key professionals associated with the ATM industry. This special edition will be published and distributed in October 2011.

#### A unique editorial product

This anniversary edition will be a substantial publication which will feature unique market information - major new research findings which have global implications for the market and a country by country guide to air traffic management (ATM) service provision. The publication is being designed to become a repository of ATM directory data, used and retained by readers over many months.





## Who will read our 50th Anniversary edition?

ATM professionals from across the globe including:

- 3600 copies to IFATCA members via The Controller Magazine (October 2011 edition)
- 1500 copies to National Associations
- 1200 copies to ATC centres
- 1000 air traffic management readers including navigation service providers, regulators and Governments, research organisations, industry consultants and training establishments.



### Purchasing Power of our members

In the complex world of ATM, higher management will ultimately make final purchasing decisions based on product specifications. These management professionals rely heavily on operational staff to provide expert advice to help make the right decision. Our special distribution ensures that we are read by both tiers of professionals. IFATCA members have purchasing responsibility for a range of products and services including: aeronautical information, communications, navigational aids, surveillance, training systems, radar antennas, IT systems, complex software integrated ATM systems, control tower and facility infrastructure & runway equipment.

### The Anniversary edition will also be distributed to:

- All Directors of Civil Aviation Authority (CAA) in each country
- CEO and Operations Directors of every major commercial airline in each country
- Ministry of Defence officials (generals) responsible for ATM
- Regulator of the ATM service of that country
- Selected influential people including CEOs and Operations Directors in various International organisations such as ICAO, EUROCONTROL, ASECNA, IFALPA, IATA, IFATSEA & CANSO
- Current and potential Corporate members of IFATCA

### Geographical regionals will include:

- Asia Pacific region: PR China, Pakistan, Bangladesh, Kampuchea, Vietnam, Laos, Cambodia, Kazakhstan and Philippines
- Americas region: Venezuela, Cuba, Honduras, Nicaragua, Peru and Paraguay
- Middle-East region: Yemen, Saudi Arabia, Qatar, Oman, Syria, Iraq, Bahrain, Kuwait, Libya, and Lebanon
- Sub-Saharan Africa, Europe and USA.

*The current global expenditure of ATC equipment is estimated at \$5 billion a year.*



## Promotional Opportunities

Promote your company, products and services by advertising in the IFATCA 50th Anniversary edition and benefit from:

- Connection to more than 50,000 air traffic controllers worldwide
- Distribution to key ATM events in 2011 & 2012
- Special circulation to key influences across the industry
- Penetration into developing country markets

### Display Advertising Rates

	Price
Full Page	\$3100
1/2 Page	\$1650
1/4 Page	\$900

### Mechanical Specifications

We require digital files in an Apple Mac format either by CD with InDesign documents or CMYK high-res pdf.  
Please ensure pictures and logo's are CMYK 300 dpi

Cover and special positions will be charged at 20% extra.

## IFATCA 50th Anniversary edition Booking Form

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IFATCA 50th Anniversary edition, c/o McCullough Moore Ltd, Faygate Lane, Faygate, West Sussex RH12 4SJ  
 Tel: +44 (0)1293 854407 Fax: +44 (0)1293 852375 Email: colin.martin@mcculloughmoore.co.uk