

Audience Extension Across the Commercial Aviation Industry

Extend Your Reach with Audience Based Targeting

Stay in front of your most valuable prospects online

Choose the commercial aviation audience that you want to reach and serve your ads almost anywhere your prospect goes across the web!

How it works:

1)

Your ad appears on
AviationWeek.com
(or any other
Informa brand site)

OR

A commercial aviation
professional receives an
email from the Aviation Week
Network (or any other
Informa brand) on behalf of
you—the advertiser

OR

An audience pool is
developed based on
demographics,
firmographics, or
pre-packaged segments

2)

Once identified: The prospects within the pool are served your ads across 98% of the web (up to 15x per person, per month!) piquing their interest.

When coupled with an email or other marketing initiatives, Audience Extension really lifts response.