

MEDIA PACK 2014



ICAO

UNITING AVIATION

ICAO STATES TODAY

70 Years after Chicago



Working with the International Aviation Community for Passengers and Shippers Worldwide

DELIVERING FOR
THE FIRST TIME
AN OVERVIEW OF
CIVIL AVIATION IN ALL
191 ICAO MEMBER
STATES



ICAO STATES TODAY

Complimentary page

70 YEARS AFTER CHICAGO

ICAO STATES TODAY is a unique, prestigious coffee-table book project designed to:

present a one-page statistical profile of civil aviation each of the 191 Member States of the Organization, grouped by ICAO Regions; **outline** the major challenges faced by international civil aviation; and, **provide** responses to those challenges by ICAO, its Regional Offices, its Member States and regional civil aviation organizations, in cooperation with the civil aviation community.

ICAO STATES TODAY opens with introductory messages by the President of the Council and the Secretary General of ICAO.

ICAO STATES TODAY is an opportunity for each of the 191 Member States of the Organization to highlight, on one page with colourful illustrations, the following information:

- **Relationship with ICAO**
- **State statistics**
- **Air transport statistics**
- **Historical footnote**
- **Quick facts about civil aviation**
- **Did you know... feature**

(For sample illustrations, please consult the 16-page introductory flyer to **ICAO STATES TODAY** – 70 years after Chicago on pages 6,9,10,13,15 and 16)

ICAO STATES TODAY will be distributed to major aviation stakeholders worldwide, in conjunction with the 70th anniversary of the signing of the Convention on International Civil Aviation, in Chicago, on 7 December 1944.

MORE ABOUT...

ICAO STATES TODAY is also an opportunity for Member States and groups of States, industry associations and other aviation stakeholders to highlight, through **advertorials and/or display ads**, their specific strategies and successes in addressing common challenges associated with the development of a globally sustainable air transport system.

These informative pages or sections are written in a business-like, journalistic manner, so as to complement in style and quality the scope of **ICAO STATES TODAY**.

SUGGESTED TOPICS INCLUDE:

- Interviews with key personalities
- Number and geographic location of international destinations served by national and foreign carriers
- Contributions of air transport to economic development, with a focus on tourism
- Competitive advantages of States, organizations and enterprises
- Profile of the aerospace sector
- Development of short/medium/and long-term goals
- Noteworthy successes and initiatives
- Major infrastructure projects – airports and air navigation systems
- Measures to improve safety, security and environmental sustainability of aviation
- Bilateral and multilateral agreements in support of liberalization of air transport
- Special awards and recognition
- Certified national and/or regional training centres
- Testimonials and third-party endorsements
- Overall profile of the air transport sector in States

(For sample illustrations, please consult the 16-page introductory flyer to **ICAO STATES TODAY** on pages 6,9,10,13,15 and 16)

A **TREMENDOUS OPPORTUNITY**
TO SHOWCASE YOUR **SUCCESSES** AND **STRATEGIES**

PRESTIGIOUS WORLDWIDE CIRCULATION THROUGH THE GLOBAL ICAO NETWORK

ICAO STATES TODAY will be distributed to a select, prestigious audience of decision-makers and influencers in the **191 ICAO Member States** including:

- National government ministers and agencies
- Top executives in regional and international transportation associations and organizations
- Senior management in airlines, airports, air navigation services providers, manufacturers and other suppliers
- Other influential members of the world aviation community including institutions of higher learning, selected non-governmental organizations and aviation news media

ICAO STATES TODAY will also be available to a vast worldwide audience of interested parties on the Organization's public website at: www.icao.int

ICAO MEMBER STATES BY REGIONS		
Africa	53	North America / Central America and the Caribbeans
Asia / Pacific ...	39	
Europe	52	South America
Middle East	13	Total: 191 STATES

GENERAL INFORMATION

Ad size *	FOUR-colour	TWO-colour
Full page	7,455.	6,655.
2 pages	11,900.	10,590.
Additional full page	4,000.	3,500.
1/2 page	4,955.	4,435.
1/3 page	4,485.	3,985.
4 th cover	14,890.	N/A
2 nd /3 rd cover	12,990.	N/A

Rates (US\$)

Applicable to **Advertorial** and **Display Ad**

* Advertorial space is available in **FULL PAGE** only.

AD BOOKING DATES - 2014

Order deadline	Material deadline	Publication date
25 July	22 August	24 October

MORE INFORMATION

For further advertising information and to place an order, please contact:

FCM Communications Inc. Mr. Yves Allard, Publisher
 835 Montarville St., Longueuil, Quebec, Canada J4H 2A6
 Tel: 1(450) 677-3535 Fax: 1(450) 677-4445 E-mail: info@fcmcommunications.ca

FREE ADDITIONAL, HIGH-IMPACT ADVERTORIAL PAGES FOR MEMBER STATES.

In addition to the initial advertorial page at the regular purchase price of US \$7,455, you will receive at **no extra cost** an additional advertorial page for each paid display ad page taken out by your national air services providers, air carriers, international airports, government agencies, industry stakeholders and hotels.

These free additional advertorial pages represent a tremendous opportunity for you to expand at length on your strategies and successes designed to position your State and your air transport industry as a key player in your Region and in the global marketplace.

TECHNICAL REQUIREMENTS

Please consult the **ICAO STATES TODAY** technical specifications and material requirements via the ICAO website « **publications** » link at www.icao.int.

