



## WHAT IS AIRCRAFT MARKET

The website, which is developing at an encouraging pace, is designed to facilitate a significant gap in the market for aviation related advertising. Essentially the website will take on the form as an online classified source for all things related to the aviation industry from flight schools through to the sale of aircraft, parts and equipment. The website will be advertised through various advertising channels incl. digital (search engine, display, publisher websites & industry news) as well as offline aviation publications in order to target an audience for which the website was conceived, businesses like yours and enthusiasts like myself. This visibility will provide 'suppliers' with an additional opportunity for revenue growth and brand awareness.

## OUR OBJECTIVES

Our vision is enriching Africa's aviation industry. Aircraft Market is a portal for merging the gap between buyers and sellers alike.

“selling my aircraft, made easy!”

Micheal Gill  
Marketing Manager  
Skyreach



## WHO IS OUR TARGET MARKET

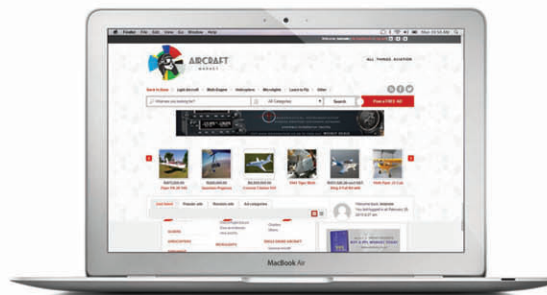
Aircraft Market actively connects with individuals & businesses that express an interest in private & commercial aviation.

We target online audiences of varied demographics primarily originating in Southern Africa.

Our unique classified platform supports our partners by expanding their advertising reach through a dynamic, alternative online channel, backed by themed social engagement & user interest.

## HOW IT WORKS

AIRCRAFT MARKET offers FREE regular advertising or paid featured advertising for 'anything aviation', with increased classifieds results in increased traffic to our site, giving YOU maximum exposure!



- ✓ FREE ads for all users
- ✓ Increased Traffic
- ✓ Maximum exposure
- ✓ Social Media - Facebook and Twitter
- ✓ SEO (Search Engine Optimisation)

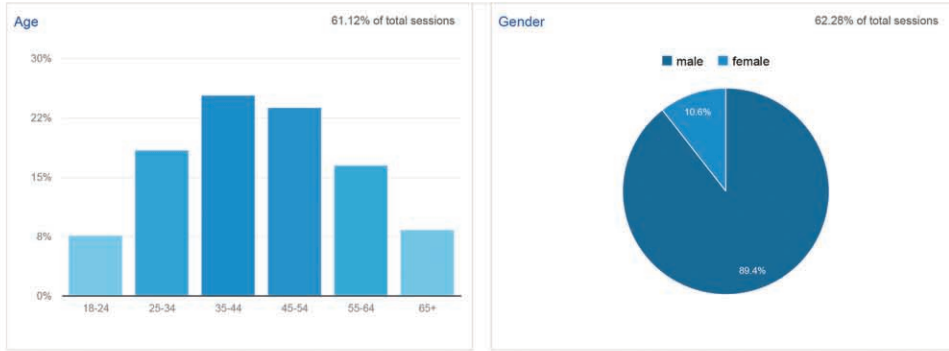
POST 374 classified adverts and RISING

USERS 4,247 NEW and RETURNING users per month

SEARCH 31,974 pageviews per month and RISING at a rapid rate!

# WHAT ARE OUR STATISTICS

Our statistics have been captured from Google Analytics for the Aircraft Market site, recorded from January 10, 2016 to February 10, 2016



Sessions : Total number of Sessions within the date range. A session is the period time a user is actively engaged with your website, app, etc. All usage data (Screen Views, Events, Ecommerce, etc.) is associated with a session.

Users : Users that have had at least one session within the selected date range. Includes both new and returning users.

Pageviews : Pageviews is the total number of pages viewed. Repeated views of a single page are counted.

Country	Sessions	% Sessions
1. South Africa	4,212	71.21%
2. United States	199	3.36%
3. Kenya	180	3.04%
4. United Kingdom	127	2.15%
5. Namibia	113	1.91%
6. Russia	85	1.44%
7. Zimbabwe	82	1.39%
8. Australia	57	0.96%
9. Mozambique	54	0.91%
10. Germany	47	0.79%

# ADVERTISING RATE CARD

We offer two areas on our site to maximise your exposure. The top of our site known as the leaderboard space (940px X 100px) and the sidebar to the right (270px X 193px)

## LEADERBOARD SPACE

WHITE	SILVER	GOLD	PLATINUM
start at R500	start at R1000	start at R1500	start at R2000
per month	per month	per month	per month
0.10 cents per impression	0.10 cents per impression	0.10 cents per impression	0.10 cents per impression
5000 impressions	10 000 impressions	15 000 impressions	20 000 impressions
940px X 100px	940px X 100px	940px X 100px	940px X 100px
no extras	no extras	Advertised on Facebook	Advertised on Facebook

## SIDEBAR SPACE

WHITE	SILVER	GOLD	PLATINUM
start at R350	start at R700	start at R1050	start at R1400
per month	per month	per month	per month
0.07 cents per impression	0.07 cents per impression	0.07 cents per impression	0.07 cents per impression
5 000 impressions	10 000 impressions	15 000 impressions	20 000 impressions
270px X 193px	270px X 193px	270px X 193px	270px X 193px
no extras	no extras	Advertised on Facebook	Advertised on Facebook

\*If you require design work, we use our in-house Graphic Designer - charged at R150.00/hr.