

The background is a dark blue gradient. In the top right, a satellite with a red body and black solar panels is shown. In the center, a white commercial airplane with red accents is flying. On the right, a white rocket with a grey nose cone is launching, with a large red plume of fire and white smoke at its base. The overall style is modern and graphic.

# aerotoday

Innovation in Aerospace & Defense

**MEDIAKIT'24**

[aero-today.com](http://aero-today.com)

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# About Us

A bit about the team, our experience and what to expect.



Building a network which concentrates on advancements in emerging manufacturing methods and cutting-edge technology, as well as business progressions and events within the Aerospace, Defense, and Space Tech sectors.

Our readership spans the globe across various platforms, and we primarily emphasize articles and features on Automation & Systems, Engineering, Manufacturing & Processes, New Technology, Software and more, across the aerospace, defense, and space spectrum.

As a part of the SMT Today group, comprising of SMT Today and i4.0 Today, our team also operates as a comprehensive marketing agency, SMT Creative, with a presence in both the USA, Europe and UK.

Reach out to us for any article submissions or marketing needs, whether it's design, rebranding, e-shots, advertising or simply for additional information at: [hello@aero-today.com](mailto:hello@aero-today.com).



## Our team

We are a team of strategic thinkers, creative geniuses and technical gurus. What we share is our passion for the aerospace industry and delivering outstanding results for our clients.

## Our process

We really know our industry, but first we want to find out more about your business, your clients and your goals.

Then we begin our magic... We position your brand where it needs to be - in front of the right eyes, on the best platform and at that perfect moment.

## Our services

We are not just another publication we are an interface for sharing all news, research and development within aerospace, defense, and space.

A large, abstract graphic at the bottom of the page consisting of overlapping organic shapes in dark blue and red. The red shape is larger and more prominent, partially overlapping the dark blue one.

Partner with the industry experts for  
all your creative & marketing needs.

+44(0)1292 834 009 | [hello@aero-today.com](mailto:hello@aero-today.com) | [aero-today.com](http://aero-today.com)

Discover **Aerospace**, **Defense**, and **Space Tech** Industries latest technology, it's innovations and most importantly, it's people.



aero-today.com

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# Digital Marketing Services

Proven online lead generation.

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## Web Advertising

Attracting a substantial and continually expanding monthly audience, coupled with engaging users for an extended duration, our website has become increasingly coveted by advertisers.

Our digital team are constantly finding new, innovative ways to drive more traffic to our site and provide even better click-through for our advertisers.



## Weekly e-Newsletters

Delivered to an expanding database of active subscribers, our weekly e-Newsletter is designed for a visually appealing and easy reading experience, whether you're at your desk or on the go.

Not a surprise that our click-through rate is way above industry standard!



## Bespoke Email Marketing

A creative service dedicated to promoting your organisation. Give yourself the power of direct lead retrieval!

Partner with the industry experts for  
all your creative & marketing needs.

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aerotoday

**Helping Brands**



**be seen, heard  
and known.**

We do great things for the brands we love,  
and we'd love to love you too.

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# Advertising Options

Unleash the power of digital advertising with Aero Today.

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## Side Advert

Get your brand seen across our whole website!  
Your colours, your images, your brand!

## Top page banner advert

Banner adverts will be visible on the homepage, in the header and on top sidebars to give you greater coverage throughout the site.

## Large advert

Large adverts will be showcased on the homepage and integrated within the news section, complemented by a medium-sized sidebar advert on both category and individual news pages, providing extensive coverage.

## Medium sidebar advert

Medium advertisements will be prominently displayed across the homepage, category pages, and individual sidebar sections, ensuring widespread visibility throughout the entire website.

## Full width adverts

Wide and slender full-width advertisements span the entirety of the homepage and mobile pages, accompanied by a medium-sized sidebar advert on category and individual news pages to ensure comprehensive coverage.

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## Boost your impact, reach your audience through digital advertising in our Newsletter!

Delivered monthly to influential decision-makers, our editorial newsletter provides valuable editorial insights and news. Seize sponsorship opportunities to elevate your brand visibility among a targeted audience.



Partner with the industry experts for  
all your creative & marketing needs.

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# Technical Data

Creativity comes from setting the spec's.

Website Advertising Specifications - Please send final artwork to [hello@aero-today.com](mailto:hello@aero-today.com)

Artwork to be supplied RGB, 72dpi, JPEG or GIF format

Templates available by emailing [hello@aero-today.com](mailto:hello@aero-today.com).

## Top Page Ad

1070px wide by 200px high

## Side Ad

Contact us for details

## Large Ad

696px wide by 400px high

## Full width Ad

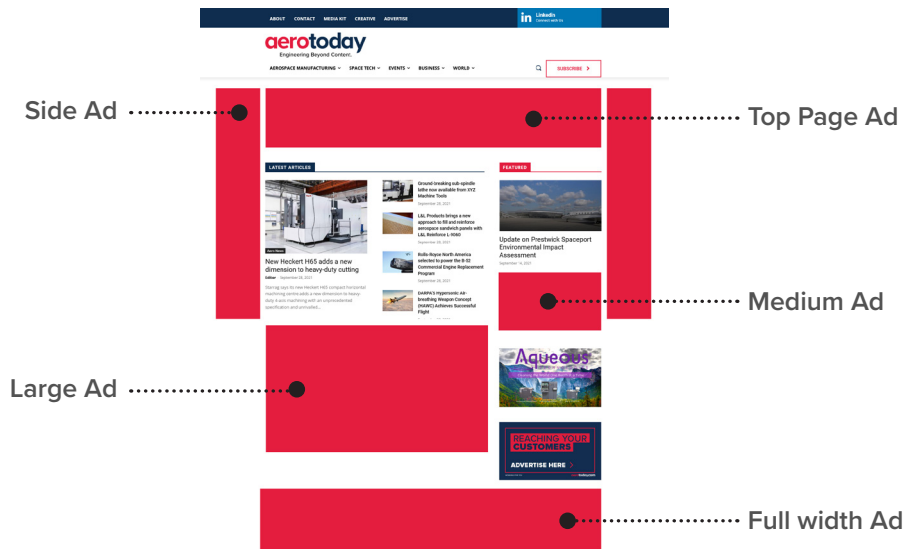
1070px wide by 200px high

## Medium Sidebar

324px wide by 186px high

## Responsive Ad (required)

1070px wide by 200px high



Email Advertising Specifications - Please send final artwork to [hello@aero-today.com](mailto:hello@aero-today.com)

Artwork to be supplied RGB, 72dpi, JPEG or GIF format.

## Full width banner dimensions

640px wide by 85px high

## Box banner dimensions

1280px wide by 1080px high

# Contact us

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Part of the SMT Today group.