

SWISS AEROSPACE



photo: RUAG Space

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photo: model flying sport

Media data 2018

Through the Swiss Aerospace Yearbook you can reach all the important decision makers in Switzerland and, in addition, a large public fan club.

Publisher

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Passionately

Kömedia AG
Geltenwilenstrasse 8a, 9001 St. Gallen
Tel. 071 226 92 92, Fax 071 226 92 93
info@koemedia.ch, www.koemedia.ch

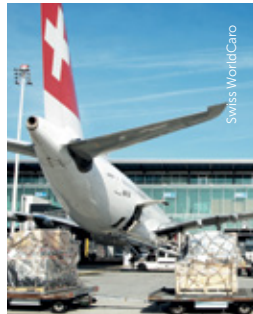
Profile

Since time immemorial man has dreamed of being able to fly like a bird. With the Yearbook of Swiss Aerospace Yearbook we take off and become immersed in a world of emotions. Protagonists such as Yves Rossy, Frieden/Witprächtiger and Tièche/Sciboz, dual winning teams in 2016 of the Gordon Bennet gas-filled balloon race, as well as Claude Nicollier, the first and only Swiss astronaut to-date, carry with them, through their projects and accomplishments, a piece of Swiss aviation out into the world, and demonstrate how important air and space travel are for the population.

- The Swiss Aerospace Yearbook conjures up the fascination of flying in all its various forms. It allows specialists from all types and fields of air travel to voice their ideas and views, reports on the various national and international challenges facing aeronautics and points to potential solutions. Carefully edited expert articles and splendid photos make the Yearbook an indispensable source of information.
- Attractive and easy to read, the Swiss Aerospace Yearbook analyses political and economic developments, scientific discoveries, technical innovations and trends. It demonstrates the importance of international air links for the development of the Swiss economy and the global role of the Swiss aerospace industry in the face of numerous national challenges. Well-known personalities present their position on current controversial topics.



ESA-ArianeSpace

Joël Boukhalil
Swiss Air Force Tiger FS

Swiss WorldCaro

Readership

Personally addressed individual mailing

Decision makers and opinion leaders in all the relevant political and economic fields

Politics

Members of the federal Council and the Council of States, representatives of the cantons and municipalities as well from the federal and cantonal administrations.

Economy

transport infrastructures sector, ETH/EPFL engineers, technical managers , decision makers and opinion leaders

- Pilots, trainee pilots, and people with a close affinity to air and space travel
- Airlines, airports, air traffic management, air force, air sports
- Training and research organisations
- Companies, organisations and associations
- Events and museums
- Swiss libraries

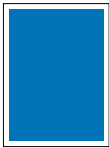
The intention is to form partnerships with the most important organisations, authorities and associations which recognize the potential of this annual publication and contribute to its distribution. These are, among others:

Economiesuisse, Swissmem, SGV, DETEC, FOCA, WBF, SECO, Aerosuisse, Swiss aerodreomes, IGOL, swiss engineering section aerospace, civil and military professional associations, as well as specialist groups in the field of aeronautics, Pro Aero Foundation, Aero-Club of Switzerland, airline companies , aeronautical enterprises, maintenance and service firms, infrastructure firms and aviation service providers.



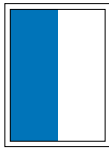
Rates/Formats From 1.1.2018

Format: 210 x 297 mm / Type area: 189 x 268 mm edges cut + 3mm trimming on each page included



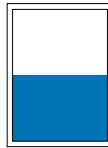
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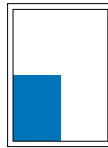
1/2 page

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*108 x 303 mm
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1/2 page

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1/4 page

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1/4 page

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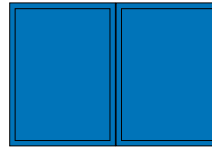


Photo spreads, 2 pages

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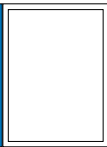
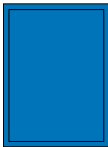
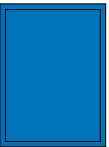
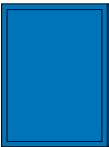


Photo spreads, 3 pages

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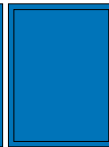
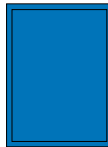


Photo spreads, 4 pages

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Partner



SCHWEIZERISCHE VEREINIGUNG FÜR FLUGWISSENSCHAFTEN
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SWISS ASSOCIATION OF AERONAUTICAL SCIENCES



Interessengemeinschaft
Ostschweizer Luftfahrt



VERBAND SCHWEIZER FLUGPLÄTZE VNF
ASSOCIATION SUISSE DES AERODROMES ASA
ASSOCIAZIONE ITALIANA ENTELE AERODROMI AIA

Aeronautics as an economic factor

→ Air transport as an economic factor

The importance of international air travel links for the development of the Swiss economy.

→ Swiss aeronautical infrastructures

As compact structures, airports provide very specific travel services using a minimal area of cemented ground surface. Given our country's rugged topography, flight safety installations represent important infrastructures.

→ Technology and innovation

Aerospace as a motor for innovation and technology and the role of these fields on the Swiss educational scene and their integration into international research with emphasis on robotics and the development of drones.

→ The aerospace industry

The global role of the Swiss aerospace industry – a wide range of producers of original equipment, from the successful OEM via front-line partners TIER II to SMEs with their unique systems and components

→ Regulation, administration and safety

Regulation in the conflicting areas of safety and administration is, in view of its long-term effects, a key factor for the future of aviation.

→ The Swiss Air Force

The Swiss Air Force in the context of a multitude of political and technological challenges, and the need to position and distinguish itself on the national and international levels.

→ Business and general aviation

The increasing importance of business aviation as an international positioning factor in global competition and the future potentials of the diversely structured general aviation sector.

→ Swiss air sports

The fascination of air sports in their diversity, from mass to high-performance sport with almost limitless possibilities for the individual realization of man's age-old dream of flying, with impressive international results.



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Helena Renggli, Project and
Media Consulting

Geltenwilenstrasse 8a, 9001 St. Gallen
Tel. 071 226 92 92, D. 071 226 92 26
info@koemedia.ch, www.koemedia.ch

Editor in Chief g/e

ADF Innovation Consulting,
Adolf Flüeli, Tel. 052 222 80 80,
sjlrf@adf-innovation.com

Editor f/i

Roland J. Keller,
Route de Châtillon 10,
2830 Courrendlin – Switzerland
Tel. 079 607 20 44,
r.keller@koemedia.ch