



**AIRbourne**<sup>®</sup>

13 - 16 August 2020

Programme  
Advertising 2020

# Eastbourne's award-winning International Airshow Airbourne returns this Summer from 13-16 August 2020!

Tourism Event of the Year 2015/2016 and silver award winner at the 2020 Beautiful South Awards, Highly Commended in the 2016 VisitEngland Awards and voted Best FREE Airshow by Airscene for two years running, Airbourne celebrates 28 years of airshow excellence in 2020.

Attracting crowds of over 700,000+, Eastbourne's International Airshow boasts a 2 mile flying display line and features the very best in military and civilian aviation display teams including the much loved RAF Red Arrows.

With exhibition and trade stands, catering and military display villages, big screen plus a spectacular firework display, Airbourne is once again set to dazzle huge crowds in this anniversary year and generate huge media interest giving sponsors access to a massive global audience and international media exposure worth over £400,000 and an outreach of 22 million. There has never been a better time to affiliate your business with this huge event and raise awareness of your brand right across the South East, nationally and globally.

The OFFICIAL 2020 Airshow Programme is the must-have guide to the event with 15,000 purchased by visitors in the lead up to and during the event and distributed globally. With stunning photography, aircraft details, exclusive news and competitions, flying times and all the information on what's going on across the event site, on the screen and on the ground not to mention exclusive discounts to some top attractions – the programme is a great way to reach the thousands of visitors to this huge event!



## Previous Advertisers



### Audience Profile

Reach over 700,000 airshow visitors with a broad demographic ABC1, C2 and D of all ages and social groups with a mix of locals and visitors across the UK and overseas. Over 68% of Airbourne visitors are from the South East of England with a strong family demographic.

There are so many ways to become involved in Airbourne 2020 and showcase your brand, from sponsorship opportunities, programme advertising to trade space and hospitality.



# Programme Advertising

Full Page - £1,000  
Half Page - £750  
Quarter Page - £500

## Premium Positions:

Outside back cover - £2,000  
Inside front cover - £1,500  
Inside back cover - £1,500

\*excludes artwork. Costs plus VAT

## Options:

- Advertorial (Price on Application)
- Website feature (Price on Application)
- Submit your offer for the voucher pages in the programme **free of charge**. Your offer must be 2 for 1 or equivalent



## Add on's...Get more from your ad

Choose any ad size and get any of the below half price

Airshow Banner: ~~£500~~ £250

(2400x900mm positioned in high footfall areas on event site for the duration of the event)

Airbourne Website ad: ~~£500~~ £250

(to go live as soon as you book! For one year)

Big Screen ad: ~~£1000~~ £500

(your ad on loop on the big screen throughout the four day event)

\*excludes artwork. Costs plus VAT

## Programme details!

Size: B5, full colour, glossy

Print run: 15,000

Distributed via local Tourist Information Centres, Newsagents, Programme Sellers, Programme Booths, e-shop, Seafront Office, Eastbourne Hotels & Guesthouses. Posted worldwide.

For more information and to discuss opportunities available contact

Jack Brownell, Destination Manager

Tel: 01323 415755 | Email: Jack.Brownell@Lewes-Eastbourne.gov.uk

EASTBOURNE

I N T E R N A T I O N A L

# AIRSHOW

## AIRBOURNE 2020: 13-16 August OFFICIAL PROGRAMME ADVERTISING BOOKING FORM

I would like to book the following for Airbourne 2020. I understand that all advertising packages, ad spaces and banners are subject to availability and are on a first come first served basis:

- Full Page Programme Advert - 245mm (H) x 165mm (W) printed area + 3mm bleed (251mm x 171mm)
  - Half Page Programme Advert - 105mm (H) x 145mm (W)
  - Quarter Page Programme Advert - 105mm (H) x 70mm (W)
  - Inside Front Cover
  - Inside Back Cover
  - Outside Back Cover
  - Airshow Banner - 2400mm x 900mm
  - Airbourne Website Ad
  - Big Screen Advert
- 1   2   3  
       (Quantity)

COMPANY NAME: .....

ADDRESS: .....

.....

TEL NO: ..... FAX: ..... DATE: .....

EMAIL: .....

CONTACT NAME: ..... SIGNATURE: .....

TOTAL AMOUNT DUE: .....

I understand that I must supply CAMERA READY ARTWORK by Monday 10 June for programme advertisements and by Friday 5 July for banners and big screen ads via email to [Jack.Brownell@Lewes-Eastbourne.gov.uk](mailto:Jack.Brownell@Lewes-Eastbourne.gov.uk)

PLEASE RETURN YOUR BOOKING FORM TO:  
JACK BROWNELL, AIRBOURNE PROGRAMME & SPONSORSHIP, TOURISM & ENTERPRISE,  
COLLEGE ROAD, EASTBOURNE, EAST SUSSEX, BN21 4JJ

If you have any queries please call (01323) 415755 or email: [Jack.Brownell@Lewes-Eastbourne.gov.uk](mailto:Jack.Brownell@Lewes-Eastbourne.gov.uk)