



Plane Talk Magazine



Advertising Rates

Advertise in Plane Talk – Increase Your Reach To Industry Leaders

Advertising in Plane Talk offers a unique opportunity to showcase your brand directly to key decision-makers within the aerospace and advanced manufacturing sectors. As an NWAA publication, our magazine reaches an engaged audience of industry leaders, innovators, and professionals who are actively seeking the latest developments, products, and services. With our interactive digital format, your advertisement will gain enhanced visibility through embedded links and multimedia options, driving direct engagement with your business.

#5 Reasons To Advertise

- **#1: Targeted Industry Reach** – Connect directly with key decision-makers in the aerospace and advanced manufacturing sectors.
- **#2: Engaging Digital Format** – Benefit from interactive features like hyperlinks and embedded videos to enhance visibility.
- **#3: High-Quality Audience** – Your ad reaches NWAA members, including industry leaders, innovators, and professionals.
- **#4: Cost-Effective & Sustainable** – A digital platform that maximizes exposure while reducing environmental impact.
- **#5 Boost Brand Awareness** – Position your business at the forefront of the aerospace community and drive engagement.

Current Advertising Rates:

- | | |
|----------------|----------------|
| • Back Cover | £1500 plus VAT |
| • Full Page | £1200 plus VAT |
| • Half Page | £550 plus VAT |
| • Quarter Page | £350 plus VAT |

The following are guidelines to help you submit your content in the most relevant formats in the interests of production quality.

- Please supply all articles in word format.
- FREE member articles should be no longer than 500 words.
- Please include relevant images and logos in the following formats:
 - Images – high-res JPGs
 - Logos - EPS, PDF, or high-res JPG / PNGs
- Please include image captions.
- Please include links to relevant web page.
- Please include website link for your company logo.
- Where a proof visual is requested, please allow time for final review.

Half Page Ad Examples:



Member News

Airframe Designs grows technical capability for aerospace industry

Aerospace leader Airframe Designs has doubled its capacity with the expansion of its operation and its services for its customers across the industry.

There's also more news of how and where the aerospace industry grows. The industry is growing rapidly, and the demand for aerospace services is increasing. Airframe Designs is a leading provider of aerospace services, and its expansion is a testament to the industry's growth.

Read more about Airframe Designs' expansion and its services for its customers across the industry.

Find out more

Member News

HALF PAGE AD EXAMPLE

RAISING THE SUPPLY CHAIN CAPABILITY OF UK SMEs: PROMOTING GROWTH, QUALITY AND DELIVERY PERFORMANCE.

READ MORE

Member News

NCS IT renews cyber essentials plus accreditation for another year

NCS IT Ltd just renewed their Cyber Essentials Plus certification for another year after external auditors approved their cybersecurity systems and procedures.

Cyber Essentials is a government-backed scheme that has been set up to protect and promote the operations of small and medium-sized businesses. The scheme is designed to help businesses protect themselves from cyber attacks and ensure that their data is secure.

Read more about NCS IT's renewed Cyber Essentials Plus accreditation and how it helps protect their data.

Find out more

Full Page Ad Example:



North West Aerospace Alliance

SAVE THE DATE

NWAA ANNUAL CONFERENCE 2025

WEDNESDAY 26th February 2025

08:30 - 17:00

Concorde Conference Ctr, Manchester WA15 8XQ

WE'RE BACK

To Sponsor Or Exhibit At The Event
Please Contact Us:
E: membership@aerospace.co.uk

www.aerospace.co.uk +44 (0) 1772 648 800

HALF PAGE
170mm x 122.5mm

QUARTER PAGE
82.5mm x 122.5mm

Please supply your artwork as 300dpi as a 'Press Quality PDF file' with 3mm bleed and finishing marks included.

All colour information must be CMYK values. HEX or RGB colours are not print ready values.

NEED HELP DESIGNING?

If you need assistance and you do not have access to a creative team we are here to help. We can design the advert for you. Please email direct E: nwaa@freshfields.co.uk. Below pricing is based on all copy, images, logos and preferred fonts and colours and all supplied in your ad.

- Full Page Design Price = £320 plus VAT
- Half Page Design Price = £160
- Quarter Page Design Price = £80

Plane Talk - Guidelines for Text

The pages in Plane Talk are divided into 3 columns and 3 rows. Each article can span 1, 2 or 3 columns. Articles included are generally between 50 and 250 words, excluding headlines and image titles/text.

NWAA News

Lancashire's AEM sector set to soar with new business support programme, funded by Lancashire County Council

Watchtower Lancashire: continuing a legacy of success

The original Watchtower programme, a £1 million initiative funded by LCC, provided invaluable support to Lancashire's aerospace and advanced engineering industry, offering diagnostics, talent retention, innovation support, and growth opportunities. With an additional investment of £200k, Watchtower Lancashire builds upon this foundation, ensuring that Lancashire's AEM businesses are equipped to flourish in an era of rapid technological change and increasing sustainability demands.

Brand new pillars for growth in 2024/25

Watchtower Lancashire introduces updated pillars tailored to address the evolving landscape of the AEM sector. The programme will focus on creating clear, measurable objectives, ensuring cybersecurity resilience, and enhancing sustainability goals. These core areas will drive the region's SMEs, primary businesses, sector clusters, universities, and research institutions to new heights, positioning Lancashire as a leader in the UK's AEM industry.

The new pillars include:

- Diversification/Innovation (Innovation/Innovation)**
An essential element of the highly successful Diversification programme, this pillar will encourage businesses to explore new products, services, and market opportunities, helping them break through growth plateaus.
- Digital and sustainability pathways**
This component will focus on helping businesses embrace digital technologies and sustainable practices, ensuring they remain competitive in the global marketplace while meeting the growing demands for environmentally responsible operations.
- Growth accelerator**
Designed to fast-track the growth of AEM businesses, this pillar will provide the high support and guidance needed to scale operations and capitalise on emerging market opportunities, both nationally and internationally.

How Watchtower can help you as a Lancashire based company and how if you can answer YES to any of the following questions you could be involved in the next phase:

- YES** my business is in the following **Advanced Engineering & Manufacturing Industries** or supply chain to these industries:
 - Aerospace
 - AEM
 - Nuclear
 - Advanced materials
 - Computing & electronics
 - Other or not specified
- YES** my business would benefit from **tailored operational business advice and support to help diversify and find new contracts** that fit our manufacturing capabilities nationally and internationally
- YES** my business would benefit from additional support to **enhance operational resilience, opportunities to innovate and develop** new products, processes and services, and to connect with Lancashire Innovation Centres of excellence. For example, helping you develop new products or new ways of working (existing and quickly addressing the new opportunities being created by a changing landscape such as digital transformation)
- YES** my business can improve but would benefit from help to **further reduce costs** or **improve productivity**
- YES** my business can improve but would benefit from help to **further reduce costs** or **improve productivity**
- YES** my business needs help to **understand all of the elements of Lancashire's Innovation Ecosystem** that are available to support my business
- YES** my business is already or is looking for **help about business expansion in additional sectors** such as Nuclear, Rail and Medical and would need further help to engage with the right level of business support & financing phase
- YES** my business would rather support to help me get that **'Next Step through the door'** in an adjacent market supply chain
- YES** my business would benefit from **assistance & signposting** in the right direction to access growth opportunities & relevant funding
- YES** my business is being impacted by the pandemic, the war in Ukraine and the cost of living crisis but has **no sense of which direction to go next?**
- YES** my business does need to make **some changes** and I'm considering the possibility of having to let some people go?
- YES** my business is under-resourced and I'm **actively seeking new people and skills**

Ready to join the Watchtower Lancashire programme?

Businesses in Lancashire's AEM sector are encouraged to participate in Watchtower Lancashire, a 12-month programme designed to equip them with the tools, insights, and networks needed for sustained growth and success by embracing innovation, digitalisation, and sustainability. Participants will be well-positioned to lead in the fast-paced UK manufacturing landscape.

[Find out more](#)

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NWAA team

Please save the relevant mobile numbers and add our email addresses to your safe sender list, as well as our team email: membership@aerospacelife.co.uk

 Paul Andy Schofield Chairman E: paulandschofield@aerospacelife.co.uk	 Paula Gill CEO M: 07797 499725 E: paula.gill@aerospacelife.co.uk	 Paul Ball Programme Manager M: 07797 93795 E: paul.ball@aerospacelife.co.uk
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Your Ad Could Be Here

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Large articles of 250 words or more are generally spread over 2 pages and include a background image to break up the amount of text and give a less cluttered look.

Member News

AI: Risk and reward

Following the publication of the government's AI Opportunities Action Plan, Colin Bell, Partner and Head of Technology & Intellectual Property at purpose-led independent law firm Brabners, discusses AI's rapid evolution and how aerospace businesses can focus on the opportunities it presents.

With AI's rapid evolution, it's essential for aerospace businesses to understand the risks and rewards. AI offers significant opportunities for innovation and efficiency, but it also presents challenges, particularly in terms of data security, intellectual property, and regulatory compliance. Brabners is helping clients navigate these complexities, ensuring they can harness the power of AI while protecting their core assets.

Right for Flight

As part of understanding a strategic review of AI and its potential within your organisation to capture new business opportunities, engaging with a legal professional is a must. This can help you to navigate the regulatory risks and liabilities, as well as the necessary contractual data privacy and government provisions that will need to be put in place.

From an intellectual property perspective, protection for systems – particularly those linked to aircraft design processes and control systems – is essential. This can be achieved through a combination of contractual and intellectual property measures, ensuring that your organisation's AI systems are protected and your competitive advantage is maintained.

The regulatory landscape is ever-shifting, as laws governing AI and data protection continue to evolve. It's crucial for aerospace businesses to stay informed and proactive, ensuring they are compliant with the latest regulations. Brabners provides expert guidance on navigating this complex landscape, helping you to stay ahead of the curve.

Striking a balance

Many businesses may not have had the opportunity to explore AI in depth. However, it's essential to strike a balance between innovation and risk management. This involves conducting thorough risk assessments, implementing robust security measures, and ensuring that your AI systems are designed with privacy and security in mind. Brabners can help you to develop a clear strategy for AI adoption, ensuring you can reap the benefits while minimising the risks.

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Member News

Aligning with national strategy

Stepping back from day-to-day operations, and with new technologies coming forward at an increasingly rapid pace, businesses should also be considering how they can benefit from future AI developments within the UK. Although in its early stages, the government's recently published AI Opportunities Action Plan outlines a framework for how it intends to seize the opportunities presented by AI, in particular for economic growth.

Most suitable for firms based in the North West is the plan to identify and allocate resources to use AI (General Purpose AI) and private sector investment. Once identified, planning approvals and development will be streamlined and accelerated with consideration of digitality for relevant roles across the innovation private sector investment.

While Collaboration has already been mentioned as the first area for fast-tracking data centre development, the North West's established strengths in innovation and the national digitalisation agenda make it a prime candidate to benefit from their implementation. Indeed, global IT company Fujitsu recently announced it was going to create a new AI hub here in the Liverpool City Region.

Keeping a close watch on how these areas develop, as well as the type of firms involved, will put firms focused on AI implementation in the best position to collaborate, participate in and commercialise any innovation that stems from them.

Prepared for the future

Despite the AI news being largely positive, there's no question that the technology will be integral to the future growth of the region's aerospace industry.

So, being ready is important. That businesses don't fall behind should be the aim.

[Find out more](#)

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Guidelines for the amount of words per section are shown below:

<p>HEADLINE</p> <p>Lead the headline section of the document with a clear, concise, and compelling headline. The headline should be 75 words long, consisting of three lines of text. This headline will be the first thing readers see when they open the document, so it's important to make it count.</p> <p>75 words</p>	<p>PHOTO</p>	<p>HEADLINE</p> <p>Lead the headline section of the document with a clear, concise, and compelling headline. The headline should be 100 words long, consisting of three lines of text. This headline will be the first thing readers see when they open the document, so it's important to make it count.</p> <p>100 words</p>
<p>HEADLINE</p> <p>Lead the headline section of the document with a clear, concise, and compelling headline. The headline should be 50 words long, consisting of three lines of text. This headline will be the first thing readers see when they open the document, so it's important to make it count.</p> <p>50 words</p>		<p>HEADLINE</p> <p>Lead the headline section of the document with a clear, concise, and compelling headline. The headline should be 200 words long, consisting of three lines of text. This headline will be the first thing readers see when they open the document, so it's important to make it count.</p> <p>200 words</p> <p>Full Column</p>
<p>HEADLINE</p> <p>Lead the headline section of the document with a clear, concise, and compelling headline. The headline should be 150 words long, consisting of three lines of text. This headline will be the first thing readers see when they open the document, so it's important to make it count.</p> <p>150 words</p>		

PHOTO - as background

& half page text

HEADLINE

Lead the headline section of the document with a clear, concise, and compelling headline. The headline should be 250 words long, consisting of three lines of text. This headline will be the first thing readers see when they open the document, so it's important to make it count.

250 words

Guidelines for Photos

In order for images to be printed clearly, all photos should be supplied at a resolution of at least 300dpi. Anything below this may result in blurry or pixelated print.

Please note that images from the web are 72dpi and may look fine on screen, but they are not suitable for full colour printing.



High Res



Low Res

Images supplied in RGB will be converted to CMYK format prior to print – which may result in slight colour differences.



Plane Talk Advertising Form

FULL COMPANY NAME:

MAIN COMPANY CONTACT:

Main Company Contact: Full Name	
Main Company Contact: Full Job Title	
Main Company Contact: Mobile Tel	
Main Company Contact: Email	

FULL COMPANY DETAILS:

Address Line 1	
Address Line 2	
Town	
County	
Post Code	
Country	
Main Company Telephone	
Company Website	

Company Registration Number:

VAT Number:

FINANCE/ACCOUNTS FULL CONTACT DETAILS:

Finance/Accounts: Full Name	
Finance/Accounts: Full Job Title	
Finance/Accounts: Mobile Tel	
Finance/Accounts: Direct Tel	
Finance/Accounts: Email	
Accounts Address Line 1	
Accounts Address Line 2	
Accounts Address Town	
Accounts Address County	
Accounts Address Post Code	
Accounts Address Country	
PO Number If applicable:	

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Back Cover	£1,500.00	
Full Page	£1,200.00	
Half Page	£550.000	
Quarter Page	£350.000	

*Prices Exc. VAT

Your Full Name

Your Signature

Date

Please Note: If you have a purchase ordering system your application will not be accepted if the purchase order is not sent with the application form. All invoices have 30 day payment terms from date of issue. **Please email Your completed Form to: E natasha.thomas@aerospace.co.uk**

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All Data Checked & Confirmed NT

NT Please email: E accounts@aerospace.co.uk for invoice request



***North West
Aerospace Alliance***



membership@aerospace.co.uk