



Plane Talk Magazine



Advertising Rates



membership@aerospace.co.uk



www.aerospace.co.uk

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:



Full Page Ad Example:



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@freshfield.com. 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



North West Aerospace Alliance

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 industries, offering diagnostic, talent retention, sector support, and growth opportunities. With an additional investment of £250k, Watchtower Lancashire builds upon this foundation, ensuring that Lancashire's AEM businesses are supported 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 three main pillars: innovation, sustainability, and growth. These pillars 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)**
As a witness to some of the highly successful diversification programmes, this pillar will encourage businesses to explore new products, services, and market opportunities, keeping them growing through innovation.
- Digital and sustainability pathways**
This component will focus on helping businesses adopt 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 tools, 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 you can answer YES to any of the following questions you could be involved in the near future

- YES my business is in the following Advanced Engineering & Manufacturing Industries in supply chain to Aerospace**
 - Airframe
 - Avionics
 - Engine
 - Other air, rail, road, sea
 - Composites & electronics
- YES my business would benefit from tailored confidential 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 further understand market place 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, identifying and quickly addressing the new opportunities being created by a changing landscape such as digital transformation**
- YES my business can benefit but would benefit from help to further reduce costs or the critical need**
- YES my business can benefit but would benefit from help to further reduce costs or the critical need**
- YES my business needs help to understand all of the elements of aerospace innovation ecosystems that are available to support my business**
- YES my business is already or is looking further about business expansion in additional sectors such as Nuclear, but not confident and would need further help to engage with the right level of business support at the right phase**
- YES my business would rather support to help me get that 'Red Star' through the door' in an adjacent market supply chain**
- YES my business would benefit from assistance & signposting in the right area to access growth opportunities & relevant funding**
- YES my business is being impacted by the pandemic, the war in Ukraine and the oil crisis and has the means 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-researched and I'm actively seeking new people and talent**

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@nwaero.co.uk

 E: paul.andy.schofield@nwaero.co.uk	 M: 07749 489923 E: paulie.gill@nwaero.co.uk	 M: 07791 937953 E: paul.ball@nwaero.co.uk
 M: 07984 458724 E: nichola.burton@nwaero.co.uk	 M: 07842 832223 E: angela.canning@nwaero.co.uk	 M: 07842 443835 E: terrie@nwaero.co.uk
 T: 07933 444077 E: emma.mckinn@nwaero.co.uk	 T: 07530 097996 E: victoria.thomas@nwaero.co.uk	

Your Ad Could Be Here

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 Brocnan, discusses AI's rapid evolution and how aerospace businesses can focus on the opportunities it presents.

With funding in mind that AI's rapidly and rapid evolution means that the regulatory landscape is particularly dynamic. As such, we would advise management teams to always consider how to align with the technology they are looking to implement, and their goals for the future.

Such an approach, led by vision and research, is reflected by the Civil Aviation Authority (CAA) and its focus on the regulatory challenges around AI. Published in late 2024, the report highlights the opportunities the technology presents, but also highlights how progress will be greatly impacted by the continued safety and security of the aerospace sector, as well as its commercial success.

Right for flight

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

From an intellectual property perspective, aviation AI systems – particularly those leading to autonomous design processes and being implemented on the aircraft – are being treated as novel and potentially copyrightable works and materials without the copyright owner's consent. Likewise, firms need to ensure their own works and designs are protected from others making use of them. Ownership of AI generated works, designs and inventions is also an area of contention, raising questions as to who, if anyone, is liable for the error. We are already seeing prosecution using legal dispute raising the issue, so we are seeing with the support of intellectual property experts is the regulatory landscape is one changing as laws governing several potential laws, compliance requirements is also key to ensure any investment is not undermined. We are pleased to advise the government's AI and Copyright Consultation on the intellectual property (IP) and copyright matters of AI tools, as well as monitoring the AI Regulation

Member News

Aligning with national strategy

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

Most notable for firms based in the North West is the plan to identify and allocate resources to new AI Growth Zones (AGZs), which are defined as areas with the best and most talent to build AI capabilities that will attract private sector investment. Once identified, planning approvals and development rights AGZs will be streamlined and accelerated with consideration of digital skills for relevant roles within that investment private sector investment.

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

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

Prepared for the future

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

So being well-informed that businesses that follow these developments is the way to go by.

Colin Bell, Partner and Head of Technology & Intellectual Property at Brocnan, discusses AI's rapid evolution and how aerospace businesses can focus on the opportunities it presents.

Investing In Aerospace Excellence

Heat Treatment | Hot Isostatic Pressing | Vacuum Brazing | PVD Coatings

Contact: David Longley
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North West & Yorkshire

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Tel +44 (0)161 761 9111
www.wallworkhkt.co.uk

MEMBERSHIP: MANCHESTER, CAMBRIDGE, BIRMINGHAM, NEWCASTLE



North West Aerospace Alliance

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

HEADLINE

Text of the headline goes here. This is the first line of the headline. It should be 75 words.

75 words

PHOTO

Text of the photo goes here. It should be 100 words.

100 words

HEADLINE

Text of the headline goes here. This is the first line of the headline. It should be 50 words.

50 words

HEADLINE

Text of the headline goes here. This is the first line of the headline. It should be 150 words.

150 words

PHOTO - as background

& half page text

HEADLINE

Text of the headline goes here. This is the first line of the headline. It should be 250 words.

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:	
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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:	
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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:	

Advertisement (Please Select ✓) *Prices Exc. VAT		
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**

OFFICE USE ONLY: (Please ✓)	
All Data Checked & Confirmed NT	

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



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