



### **A Brief History of Flight International Cutaways**

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Since the early 1930s *Flight International*, part of *Flightglobal*, has become well known globally for producing unique aircraft and engine illustrations, known as *Flightglobal Cutaways*.

These impressive technical drawings have continually striven to inform aerospace professionals to developments in civil and defence aircraft as well as engine programs in uncompromising detail.

The *Flight Cutaways* are a world wide recognized product and benchmark for detail and accuracy within its archives of more than 1500 military and civil aircraft, space vehicles and aero-engines to date, ranging from the Zeppelin to the F/A-18F Super Hornet, and the Autogiro to the Airbus A380.

To view the collection of *Flight Cutaways* visit:

<http://www.flightglobal.com/StaticPages/cutaways.html>

### **Flight Cutaway schedule, Criteria and Selection**

A *Flightglobal Cutaway* is not a standalone piece. It is accompanied by an editorial feature of several pages in the form of a technical description, flight test report, in-service report or linked to a program mile-stone. Often the customer of a *Flightglobal Cutaway* will additionally enjoy the front cover of the issue in which the poster is glue-tipped in. However, a front cover image is not guaranteed as this decision is made at the discretion of the Editor based on industry events at the time of publication.

In light of the critical requirement of *Flightglobal's* Publisher, through the unprecedented demand of the magazine's readers, to keep *Flight International's* content interesting, lively and topical every week and without exception, it is not always possible to have a *Flightglobal Cutaway* produced and published.

Due to the time and labour involved to produce a *Flight Cutaway*, typically a maximum of between 8 and 10 can be accommodated, produced and published, in a 12 month period. There is an element of first come first served although the Editor and Publisher reserve the right to refuse publication if the prospective aircraft or engine in question is not considered to be of sufficient value to *Flight International's* audience.

Topicality and timing to a program milestone, i.e., certification, rollout, first flight, etc is a key consideration in the selection process.

### **Flight Cutaway Package, Terms & Conditions**

*Flightglobal* is responsible for complete design and publication of the *Flightglobal Cutaway* drawing and retains ownership at all times.

The Customer will work willingly and efficiently with the *Flightglobal Cutaway* artist to arrange for access to relevant departments and personnel that will assist in the completion of the *Flightglobal Cutaway* in a timely manner.

The *Flightglobal Cutaway* artist produces the drawing with the cooperation of applicable staff of the respective program, but *Flight International* retains full copyright and control. Format in *Flight International* as a poster is attached with a magna-strip in order that the *Flightglobal Cutaway* may be separated from the issue on 135gsm paper stock.

The customer's logo will be included on every poster and positioned at the discretion of *Flightglobal*. Logo supplied by customer. *Flightglobal*, part of *Reed Business Information*, retains the right, with the customer's cooperation and support, to offer program partners and/or suppliers logo positions on all posters.

The customer is granted the non-exclusive right to use the drawing for three years, with no restrictions, provided proper accreditation is given to the *Flight International* copyright. *Flight International* will supply the customer with one high-resolution CD of the Flight Cutaway for their own use. After three years the customer may purchase extended rights to use each poster in one year increments at \$3,000 , £2,500, or €2,750 per year, for 3 years from original publication, after which time the rate may increase.

The *Flight International* logo and name of the *Flightglobal Cutaway* artist must be included at all times on reproduced *Flightglobal Cutaways* and the drawings must not be altered in any form from the original. If the customer desire they may only remove all or part of the *key* text on a reproduced version. The non-exclusive rights to the customer is non-transferable by the customer.

*Flight International* selects a standard typeface for all *Flightglobal Cutaway* text including main title and deviating from the standard is non-negotiable.

The customer's sub-contractors may be encouraged by *Flight International* to advertise in the issue and a letter of endorsement from the customer may be requested for circulation among program suppliers to help secure their participation.

Upon publication of the customer's *Flightglobal Cutaway*, the customer will be provided 1,000 flat posters (no folds) for their own promotional purposes. All additional orders for *Flightglobal Cutaway* posters (reprints) by the customer, in blocks of 1,000, will be available to the customer from *Flightglobal* for twelve months from original publication date, at cost price, which may include where relevant accompanying flight test, technical description and issues front cover. Beyond the one year anniversary the cost of reprints will increase.

Upon publication one matted and framed *Flightglobal Cutaway*, signed by the artist, will be presented to the customer for their own use. At the customer's request, the artist can be available to sign posters at trade events where the customer is participating for trade visitors to the customer's exhibit area.

## **Flight Cutaway deadlines**

Not more than eight *Flightglobal* Cutaways can be (typically) completed for publication in a given calendar year and so the application and selection process should normally commence by May of the preceding year. A *Flightglobal* Cutaway schedule is determined for the subsequent calendar year by September preceding, and a provisional schedule takes shape through twenty-four months.

## **2011 Flight Cutaway Costs**

\$50,000 net

£30,000 net

€40,000 net

## **Flight International Cutaway Programme Partner / Programme Supplier Logo Arrangement**

Key suppliers have an opportunity to see their logo included in four colours on every one of the cutaway posters printed and circulated worldwide in Flight International.

All logos are positioned at the sole discretion of Flight International.

Upon publication each programme partner/supplier whose logo is included receives 250 flat cutaway posters (no folds) for their own promotional purposes.

Additional orders as reprints of cutaway posters can be ordered, in blocks of 1,000, at cost price, for twelve months from date of original publication date of the cutaway.

Upon publication one framed cutaway will be signed by the cutaway artist, mounted and framed and presented to the Programme Partner/Supplier for their own use.

2011 cost for supplier logo inclusion to Flight cutaway

\$6,250 net

£3,750 net

€5,355 net