

AviAssist Foundation

SafetyFocus - Flagship magazine

September 2013

SAFETY PROMOTION IN AFRICA

The development of Safety Management Systems (SMS) and State Safety Programs (SSP) is meant to move aviation to a structured approach, data driven to control safety risks in operations.

One of the four basic components of both SMS & SSP is safety promotion. Safety promotion consists

of internal and external training, communication & dissemination of safety information. Safety bulletins are a critical part of safety promotion.

Safety promotion is also a prime objective of the AviAssist Foundation and its 'mother' organization, the Flight Safety Foundation.

THE NEED FOR A MAGAZINE

More and more safety information can be found on the internet. But safety in East and Southern Africa needs a different approach. By far most safety staff cannot easily browse on the internet or download safety documentation. Email access is getting more common but at limited speeds and reliability.

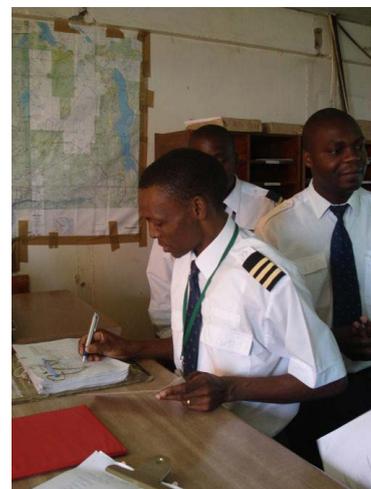
Critical safety staff usually has no access to budgets for international magazines such as Aerosafety World.

The AviAssist Foundation's flagship magazine is a crucial safety promotion tool to the East and

Southern African region. It assists the region with the implementation of data driven safety improvements.

With SafetyFocus, the region has the worldclass publication that it deserves. It features accessible articles that cover topics relevant to the type of operations in the region and formatted to its target audience.

The magazine has become one of the prime sources of safety information in the region. SafetyFocus is now in its third year of publication.

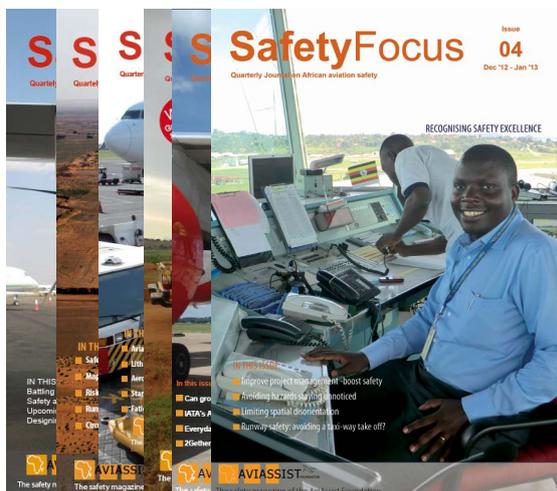


CONTENT

The AviAssist Foundation has concluded important content provision agreements with its parent organisation, the Flight Safety Foundation (publisher of the acclaimed publication Aerosafety World) and the Australian Civil Aviation Safety Agency. (publisher of Flightsafety Australia)

This ensures that sufficient high quality content of international calibre is available for the magazine. At the same time, it builds towards expanding African content from its readers and correspondents.

The magazine also provides room for organisations such as the East African Civil Aviation Safety & Security Oversight Agency, Europe's EASA and the US FAA to update Africa on their work.



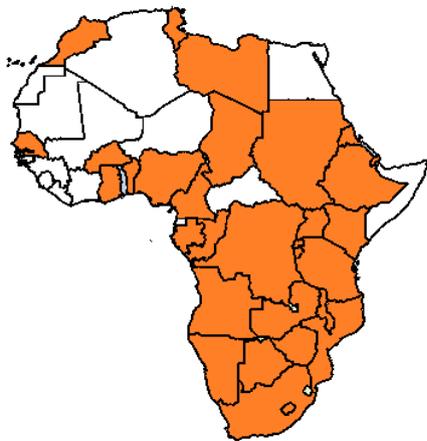
Issue after issue of high quality exposure

Bringing best safety practices to African aviation
Valuable marketing opportunities for partners

TARGET AUDIENCES - CHAMPIONS & CRITICAL OUTSIDERS

SafetyFocus is dispatched for free to aviation professionals and critical outsiders in 42 African countries.

It aims to improve political understanding of aviation safety in order to facilitate political will towards aviation safety improvement (which has often to compete with other (basic) needs).



Based on discussions with safety officers from some airlines and operators in the region, SafetyFocus is fulfilling the function of in-company safety magazine for a number of them. At the moment, they often don't have the financial or personnel means to produce their own in-house safety magazine. Though SafetyFocus may perhaps not serve their ambitions in rela-

tion to confidential safety issues, there are many issues published in in-company safety publications from airlines that are not of a confidential nature.

The AviAssist Foundation has a unique and large network of relevant contacts and continuous to expand that network.

MEANINGFUL AFRICAN EXPOSURE

To advertisers and corporate partners of the Foundation, the magazine provides a unique and low cost marketing entrance into a growth market that is difficult to penetrate. The AviAssist Foundation holds unique strategic business information & an impressive network on the region. It uses those assets in the distribution of the magazine.

By reaching out for industry support in the form of advertising, we can make the magazine available largely for free. With its complimentary nature, advertisers will be guaranteed an

audience that consists of prospective clients and high level decision makers in 42 countries (incl. South Sudan).

Advertisements are sold at market conform rates, benchmarked against the rates of advertisements in other, comparable magazines.

With advertisement fees of some € 20 per country when the fee is divided over the 42 countries, advertisers can access 42 countries at unprecedented low cost - an excellent option in these economic low times.

FREE SUBSCRIPTIONS

The Foundation freemails the magazine to over 1.000 professionals in 59 countries, including 42 African countries.

Recipients include:

- Airlines, charter and corporate operators
- Civil Aviation Authorities
- Helicopter operators
- Airports
- Air traffic service providers
- Ministers of Transport, Finance and Tourism
- General aviation (Operators Associations)
- Military and police aviation services
- Embassies & other prospective donor organisations
- Leading regulators & organisations outside Africa

PAID SUBSCRIPTIONS

Airlines and other organisation may wish to make the magazine their in-company safety publication. These needs will be met through sale of batches of each issue of the magazine and by offering individual subscriptions.

The publisher will also work towards further paid distribution of the magazine in other areas of the world where there is a need for a similar publication. In due time, this will make it more interesting for advertisers to buy an advertisement.

Regional affiliate of



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