



Airline Ratings

The world's most respected airline rating system

Key features of the website

- Safety rating of 425 airlines using strict objective criteria (ICAO, IOSA, FAA, EU) to achieve a maximum seven star rating
- Comprehensive product reviews of 230 major and small tourist airlines that account for 99% of air travel
- Product rating for 230 airlines using set objective criteria. The criteria differ for full service, low cost and regional carriers allowing a fair comparison between 'like' carriers
- X Factor: extras that an airline may offer



The screenshot shows a navigation menu on the left with the following items: History, Major Strengths, Subsidiary Airlines, X Factors (highlighted in blue), Aircraft Types, and In Flight Product. The main content area is titled 'X Factors' and contains two bullet points:

- One of the world's most awarded airlines with awards for best airline, best economy product, best premium class and best in flight entertainment
- Stand alone bed in first class suites on the A380

The background of the main content area is a blurred image of an airplane's interior.

Key features of the website

- “Make a difference” portal to encourage and reward good ideas (over 60 ideas submitted from the public thus far)
- Facebook/Twitter interface
- Top 10
- Fear of Flying section for the 60% of the population that have some sort of hesitation when it comes to flying
- Monthly competitions (In excess of 5000 entries in our first 10 days)
- “Did You Know” explanation of how the industry/aircraft work. What is a HUD?, What is TCAS?, et

The screenshot displays the website's layout with several key sections:

- Did You Know?**: A section with an image of an airplane engine and text explaining aviation acronyms.
- Fear of Flying**: A section with an image of an airplane on the tarmac and text addressing common fears.
- Top Ten**: A section with an image of an airplane cabin and text about top ten things in aviation.
- Make a Difference**: A section with an image of an airplane in flight and text for user suggestions.
- Calendar**: A monthly calendar for the current month, with the 4th highlighted.
- Competitions & Giveaways**: A banner for ongoing contests.
- Top 100 Most Flown Airlines**: A banner for a list of popular airlines.
- Social & User Interaction**: A section showing the website's name, a 'Like' button, and a notification that 894 others like it, along with a grid of user profile pictures.

Unmatched Credibility

- Industry leading, multi award winning editors
- Ratings not subject to manipulation by a handful of the public
- Objective ratings criteria with input from editors
- Safety ratings use ICAO, IATA, EU and FAA audits plus fatal accident records
- Ratings breakdown always available upon request

Meet the Editors

Ask a Question



Cathy Buyck

Senior Editor
Europe/Middle East/Africa
Bureau Chief

Cathy Buyck has been an aviation journalist for more than 20 years. Cathy also contributes to Aviation Week & Space Technology, the world's leading weekly aviation industry magazine on European...

Continue reading...



Christine Forbes Smith

Editorial Manager

Christine (B. A. (Social Sciences) and B. App. Sci.) has co-authored seven books on aviation and travel with Geoffrey Thomas. Christine's speciality is interpreting highly technical copy and putting it into...

Continue reading...



Geoffrey Thomas

Editor-in-Chief
Asia Pacific Bureau Chief

Geoffrey is a world renowned multi award winning writer, author and commentator who has taken a holistic view of the aviation industry for more than 40 years.

Geoffrey has an outstanding reputation...

Continue reading...



Jerome Greer Chandler

Senior Editor
Safety & Technical



Mike Machat

Senior Editor
America's Bureau Chief

Mike Machat's passion and



Rob Broadfield

Culture/ Food Editor
Rob is one of Australia's leading critics and TV

Awards program

- The countdown begins for what will be the world's premier and most relevant airline industry awards program that will reflect the pursuit of excellence, innovation and value. Our awards will be judged against a strict set of criteria by some of the most awarded and respected editors in the industry. Our shortlisted finalists will be announced on September 1, 2013. Award winners will be declared at the Dubai Air Show (2013) and Zhuhai Air Show (2014)



Homepage Ad Positions

The screenshot shows the homepage of AirlineRatings.com with several ad positions highlighted in blue boxes. The layout includes a top navigation bar, a main content area with a large hero image, and a bottom navigation bar. The highlighted ad positions are:

- LEADERBOARD NORTH**: 728x90 pixels, located at the top of the main content area.
- MEDIUM RECTANGLE**: 300x250 pixels, located on the right side of the main content area.
- GUTTER**: 160 x 750 left side, located on the left side of the main content area.
- GUTTER**: 160 x 750 right side, located on the right side of the main content area.
- MEDIUM RECTANGLE 2**: 300x250 pixels, located at the bottom of the main content area.
- LEADERBOARD SOUTH**: 728x90 pixels, located at the bottom of the main content area.

The main content area features a large hero image with the text "Welcome to the new world of Digital Airlines" and a portrait of a man. Below this are several smaller articles and sections, including "DID YOU KNOW?", "FEAR OF FLYING", "TOP TEN", "MAKE A DIFFERENCE", "VIDEOS", "MEET THE EDITORS", "MAY 2013 EVENTS", "COMPETITIONS & GIVEAWAYS", and "TOP 100 MOST FLOWN AIRLINES".

The numbers so far (June 11th - June 21st 2013)

- Page Views: 891,151 (300% above that predicted and growing)
- Unique Visitors: 81,373
- Overall visits: 93,587

Top 20 countries viewing the site

- The website has been viewed by members of the public in 98% of the worlds' countries

Australia	Ukraine
Norway	Germany
United States	Malaysia
Canada	Russia
United Kingdom	Hong Kong
Sweden	Hungary
Denmark	France
New Zealand	Switzerland
Singapore	Thailand
	United Arab Emirates

Advertisers success

- **Current advertisers:** Asiana, Air New Zealand, Emirates (all are renewing and extending their contracts with us)
Commencing in July: Qantas
- **Click Through Rates** meeting and exceeding the average by up to 300% for some advertisers
- **Total number of clicks** for all three advertisers in first ten days more than 1.5 million resulting in advertisers having to renew their contracts with us after just one week!
- **Total number of ad impressions** is over 1.2 million for each advertiser
- **Our recommendation:** Advertisements showing the in flight product such as seat back televisions , meals, premium classes or those demonstrating value for money. Early results indicate that ads showing staff service, content passengers or pure branding are not giving as high an investment return as those showcasing the in flight product.

How will we keep the high number of site visitors

- Three to four news stories per week - many exclusive news stories from our international editors which need to be read by going to the site
- Account with domestic and international media distribution company allowing comprehensive and truly global coverage using print, digital and video mediums
- Live blogging with editors and pilots around the world
- Cross promotion agreements with travel writers/bloggers around the world
- Access to global media coverage with Sky news, Sky news business and CNN
- Global awards program at the Dubai Air Show
- Constant facebook and twitter promotion with most directing people back to the site

How will we keep the high number of site visitors

- Monthly newsletters to our media and industry contacts as well as members of the public (this list compiles some 10,000 people)
- The support from the aviation community and key opinion leaders within that community has been overwhelming with most already calling it the only aviation site the public needs.
- Media around the world such as Bloomberg, Wall Street Journal and The Age have promoted the site and will continue to refer to it
- The editorial team at airlineratings.com have between them a varied and extensive list of media and industry contacts which has resulted no doubt in the over whelming success of the site in only 10 days
- The results speak for themselves - the public love this site and will return time and time again
- Staggered launch over the next 12 months of transparent safety ratings for airlines, airport reviews and food reviews