



# WORK IN AVIATION

## Media Kit

### Werken in de Luchtvaart

INFORMATIE VOOR WERKGEVERS

Werkgever:  Locaties:

**UITGELICHT**



Ministerie van Defensie

**Officier Vlieger (VWO) – Werken bij Defensie**

[Bekijk vacature](#)


**UITGELICHT**



Ministerie van Defensie

**Officier Vlieger – Werken bij Defensie**

[Bekijk vacature](#)



**Stagiair Video Content – E-Flight Academy**

[Bekijk vacature](#)

# OVERVIEW



24K followers



15.2K followers



6.6K followers



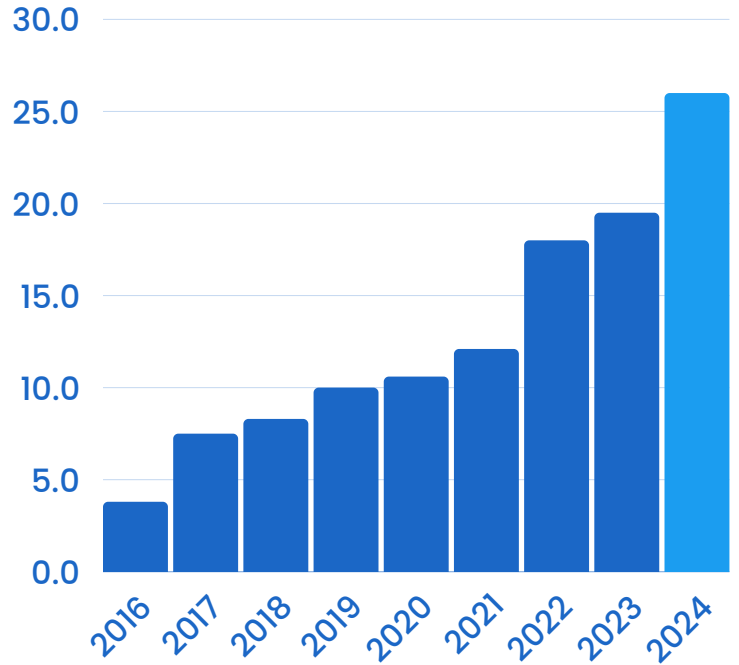
3K followers



2.7K followers

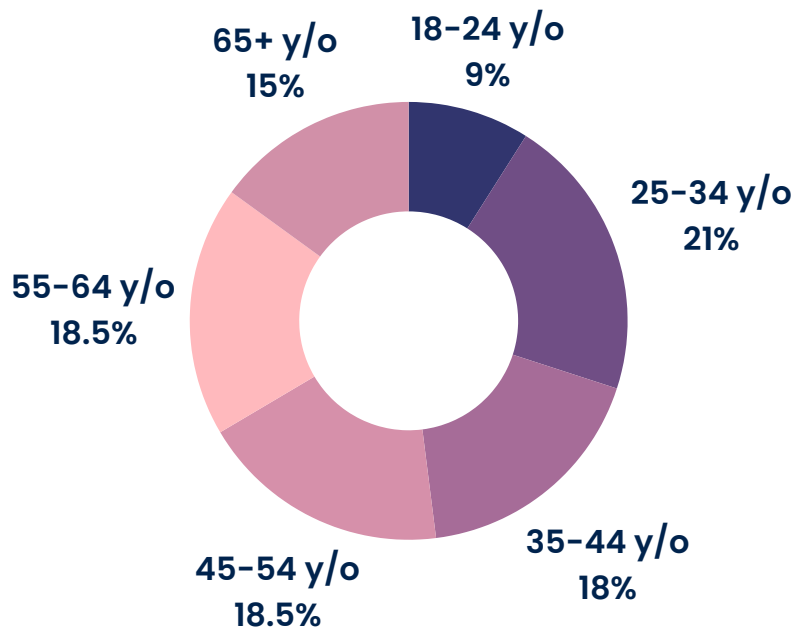
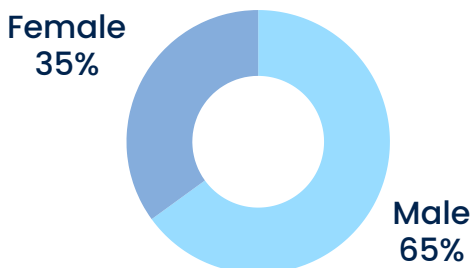
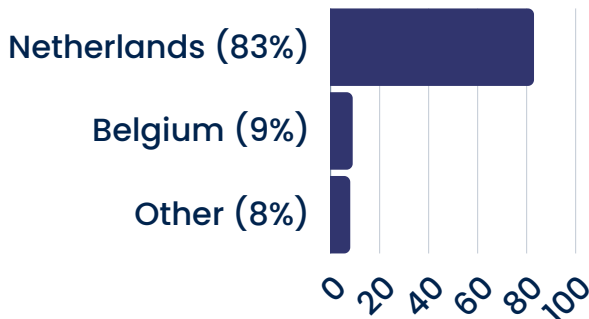


5.4K subscribers  
Opening rate 52%



Pageviews per year in millions  
Forecast 2024: 26 million

## Growing Aviation Platform 1.200.000+ unique visitors/month




# VACANCIES

UP IN THE SKY


## Werken in de Luchtvaart

☆

 **Officier Vlieger – Werken bij Defensie**


📍 Verschillend 🎓

☆

 **Officier Vlieger (VWO) – Werken bij Defensie**

📍 Verschillend 🎓 VWO

☆

 **Stagiair Video Content – E-Flight Academy**

📍 Teuge 🎓 HBO

## ABOUT US

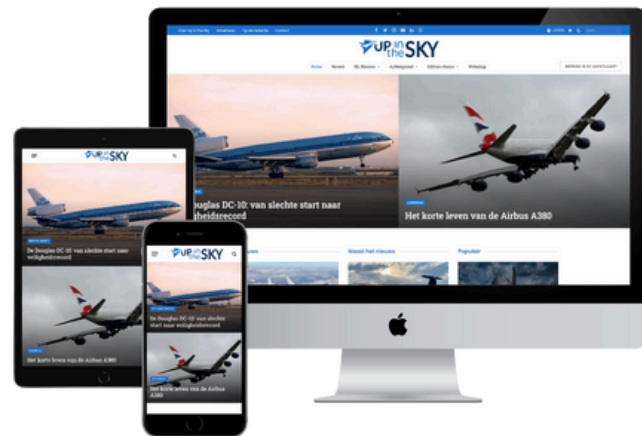
Over the past few years, staff shortages have become an increasing challenge, especially for the aviation industry. In 2024, Up in the Sky therefore launched a highly requested vacancy promotion platform called 'Work in Aviation'. With this platform, we aim to bridge our 1.2 million+ visitors with the increasingly large number of aviation specific open positions. We would love to generate more visibility and applicants for your company's vacancies. Please find an overview of the various options in this media kit.

Interested? Contact us via [vacancies@upinthesky.nl](mailto:vacancies@upinthesky.nl) to discuss the possibilities!

## TAILOR-MADE

At Up in the Sky, we value tailored service above everything else. Our proposals, including the price, are always customized to your company's needs and budget. We generally prefer working together in the form of a longer term partnership, both when it comes to advertising your brand and products as well as promoting vacancies. This allows us to tailor our service and pricing better and generate more long term brand visibility and recognition. One time advertising deals are of course possible as well.

Contact us via [vacancies@upinthesky.nl](mailto:vacancies@upinthesky.nl) so we can schedule a first meeting and put together a proposal for your business.



## 'WORK IN AVIATION'

In 2024, we launched the newest element of our aviation platform: 'Werken in de Luchtvaart', or in English: 'Work in Aviation'. This has made it possible to promote open vacancies in aviation on Up in the Sky. Through our platform, your company can easily reach more than 1 million aviation professionals and enthusiasts, and - in doing so - reach a high number of potential applicants.

There are two ways to promote your vacancy through Up in the Sky: 'Regular' and 'Premium' job postings. On the next page, you will find an overview of both options.

# JOB POSTINGS

## OPTIONS

### VACANCIES

[UPINTHESKY.NL/WERKENINDELUCHTVAART](https://upinthesky.nl/werkenindeluchtvaart)

Regular job postings are posted to Up in the Sky and promoted through our 'Werken in de Luchtvaart' social media channels. Additionally, these postings are shown in Up in the Sky's daily news letters and job alert emails. We always make sure that your vacancy is optimized for SEO purpose, so that it is picked up by the various algorithms.

For maximum reach, however, we advise to highlight your job posting with our Premium package. Premium job postings are highlighted across our aviation platform and visible on practically every single page, including our daily news items. They are also highlighted on our home page. On top of that, your job posting will also be promoted through Up in the Sky's own social media channels. This way, you will easily reach over one million aviation professionals and enthusiasts every month. These premium job postings go well together with other means of promotion, such as advertorials and banner placements.

Make sure to contact us via [vacancies@upinthesky.nl](mailto:vacancies@upinthesky.nl) for a personalized offer!

### REGULAR

- ✓ Job posting on 'Werken in de Luchtvaart'
- ✓ Promoted on 'Werken in de Luchtvaart' social media
- ✓ Photos and/or video possible
- ✓ Company logo visible
- ✓ Picked up by algorithms
- ✓ Featured once in daily newsletters Up in the Sky
- ✓ Featured in dedicated vacancy newsletters
- ✓ Fully processed by Up in the Sky

available from  
just €99 /30 days

### PREMIUM

- ✓ Premium job posting on Up in the Sky
- ✓ Visible in **all news articles** & the Up in the Sky **home page**
- ✓ Promoted on social media channels 'Up in the Sky' and 'Werken in de Luchtvaart'
- ✓ Featured in **all** daily and vacancy newsletters
- ✓ Photos and/or video possible
- ✓ Company logo visible
- ✓ Picked up by algorithms
- ✓ Fully processed by Up in the Sky
- ✓ Reach **1 million+** aviation professionals and enthusiasts

available from  
just €150 /30 days

# ADVERTISING

## OPTIONS

### ADVERTORIALS

Publish a temporary or permanent article ('advertorial') on Up in the Sky. Advertorials are the perfect way for increasing the online awareness of your brand, product and/or company. It is possible to submit an article of your own, as well as having one of our editors create the content for you. Either way, the article will be tailored to meet your wishes and target audience in the best way possible.

We would gladly discuss the possibilities for multiple/recurring advertorials. This way, your company will enjoy frequent and repetitive promotion (also on social media) reaching a wider audience, alongside competitive rates that match your business situation.

For single publications of advertorials, the following rates apply:

- Content provided & temporary publication: €250,-
- Content provided & permanent publication: €400,-
- Content composed by Up in the Sky & permanent publication: from €550,-

In the case of multiple advertorials per year, we can offer significant discounts of up to 50 percent or more. Contact us at [advertising@upinthesky.nl](mailto:advertising@upinthesky.nl) to learn more about the possibilities!

### BANNERS & SHOUTOUT

Your company's advertisement beneath each article?

Contact us at [advertising@upinthesky.nl](mailto:advertising@upinthesky.nl) to discuss the possibilities!

It is also possible to advertise on Up in the Sky using ad banners.

The advertisement can be displayed across multiple website locations, including the so-called 'shoutout': an advertising space beneath each article (ever) published on Up in the Sky. With this advertising space, you will reach nearly all visitors of our platform. Among the possibilities is also the option to reserve a banner space on our homepage or within the sidebar.

Banners are an ideal way of advertising to increase your company's brand awareness and/or to sell a certain product, and it is often included in a broader advertising package. Contact us at [advertising@upinthesky.nl](mailto:advertising@upinthesky.nl) to learn more about the possibilities and submission guidelines.

*Common banner sizes are 970 x 250, 728 x 90 en 250 x 250. Custom sizes are possible. In case of images, we request to receive the media items in 4 times the relevant sizes mentioned above.*

**ADVERTISING THROUGH UP IN THE SKY?**  
**CLICK HERE TO SEE THE OPTIONS!**

**2.0M – 2.5M**  
PAGE VIEWS/MONTH

**1.200.000 +**  
VISITORS/MONTH

# ADVERTISING

## OPTIONS

### NEWSLETTER

Among the advertising options is a tailored newsletter campaign. Up in the Sky has roughly 5,000 active subscribers. The opening rate is 52 percent on average. Besides a customized campaign, features in our daily newsletters - though already included in most of our advertising packages - are available separately as well, for example in the form of banners.

Contact us at [advertising@upinthesky.nl](mailto:advertising@upinthesky.nl) for more information and to discuss the possibilities.

### SOCIAL MEDIA

As a major aviation and news platform Up in the Sky has a significant reach through social media. Needless to say, we therefore also offer social media campaigns. We generally offer social media promotion as part of our broader advertising packages, but it is also possible to put together an exclusive social media campaign. For every social media campaign we deploy all channels that suit your campaign, including Facebook, X/Twitter, Instagram, LinkedIn, Threads and - if applicable - YouTube. Contact us at [advertising@upinthesky.nl](mailto:advertising@upinthesky.nl) for more information and to discuss the possibilities.

### OTHER

The advertising campaigns mentioned above are a selection of the opportunities Up in the Sky has to offer. We gladly think along and actively contribute ideas in the process of shaping your advertising package. As our partner, you can reach us anytime. We would also be delighted to come over for a visit and a first acquaintance with you and your business or welcome you to our office instead, thus allowing us to have a better understanding of your business activities. This enables us to optimally customize and personalize our advertising options to your needs.

