

MRO, Upgrades and Refurbishment on Commercial, Business/GA and Military Aircraft Globally

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AVIATION MAINTENANCE

www.avmain-mag.com

Media Pack 2012



Aviation Maintenance has the highest International circulation (non US) of any publication serving the aviation market and the second highest overall qualified circulation*. It is the only choice for the global advertiser.

Data Source: BPA Circulation Statement for 6-month period ending June 2011 for AVM, AMT, MRO Management. We are unable to compare circulation figures for AMET as the BPA Circulation Statement for period ending June 2011 is not currently available.

ABC 6-month statement December 2010 for O&M.

**AEROSPACE
& SECURITY
MEDIA**
www.aerospace-media.com

BPA
WORLDWIDESM
BUSINESS

Full info at www.avmain-mag.com/advertising

Simple Mission, Complex Work

Aviation Maintenance's mission is simple. We write about what it takes to keep aircraft in the air, where they can make money. But even though our mission is simple, we understand that the business of aviation maintenance is anything but simple. The complexities of this business are something most people in the flying public never think about and that is how it should be.

The analogy of a calm and elegant swan gliding across the water comes to mind. Meanwhile, beneath the surface the swan's legs are pumping furiously to propel it so elegantly. This is like the business of aviation maintenance. This industry works passionately to keep aircraft gliding elegantly through the sky. Meanwhile, on the ground, the people work diligently, coordinating supply chain, parts, schedules, finances, multiple inspections in multiple locations, equipment, regulatory compliance, personnel, safety and tools among other things. And passengers board their flights, safe in the knowledge that the aircraft is well cared for and functioning properly.

At **Aviation Maintenance**, we strive to give our subscribers, who are the professionals and decision-makers in the industry, from mechanics to managers to CEOs and business owners, the information they need to do their work more efficiently and with greater ease. We show our subscribers ways to maintain aircraft less expensively and ways to save money. We cover products and services that can help and show our subscribers what technology may be coming to their hangar next. We also keep our subscribers informed about regulatory changes coming their way.

We do all of this while keeping one thing in mind. Those who work in this industry are some of the most intelligent and creative people with the highest levels of integrity. We salute our subscribers and thank them for the complex work they do everyday to keep those aircraft gliding effortlessly through the sky.

Joy Finnegan
Editor-in-Chief

The Editorial Team...



Editor in Chief
– Joy Finnegan.

Joy has been covering the aviation arena for more than nine years. Formerly editor-in-chief of **Aviation Maintenance** and Rotor & Wing magazines, Joy began her aviation journalism career as managing

editor of **Aviation Maintenance**.

Prior to writing and covering the aviation field, she was a professional pilot with ATP and CFII certificates and more than 4500 hours of flight time. She flew for a variety of operators including dropping skydivers, aerial surveying, night freight, commuter airlines and a regional airline. In addition to her flight experience, she has worked for two aircraft manufacturers as a contract administrator/customer point of contact. She attended Embry-Riddle Aeronautical University in Daytona Beach, Florida, graduating with a BS in Aeronautical Science.

European Contributing Editor – Thierry Dubios.

Contributing Editors

- Charlotte Adams • David Jensen • Kathryn Creedy
- John Goglia • Jason Dickstein – MARPA • Douglas Nelms
- Tom Scarlett • Dale Smith • James Careless
- David Doll • Paul Lombino • Ramon Lopez
- David Schober

2012 Editorial Calendar

Annual Repair Station Directory listing over 1394 Repair Stations in over 79 countries. Easy to find referencing by Location, Type and A-Z

	Dec/Jan 2012	Feb/March 2012	Apr/May	Jun/July	Aug/Sept	Oct/Nov	Dec/Jan 2013
Cover Story	Giants in MRO	Predictive Maintenance	CEO Roundtable	Wheels & Brakes	PMA and Leasing Company Challenges	Business Jet Challenges	Giants of MRO
Features	Industry Outlook	Human Factors in Maintenance	Coatings	Inventory Management	Euro MRO Outlook	Wiring Safety	Bizjet Interiors
Special Reports	Avionics MRO	MRO Directory	Aging Aircraft	Fatigue & Duty Times for Mechanics	Industry Leader Profiles	Safety Management Systems	Independent Shops vs. OEM Service Centers
Military	Private Outsourcing	Helo MRO in Combat	Efficiencies in the Military	Supply Chain	UAV MRO	Procedural Compliance in the Military	Structured On the Job Training
Engines	FADEC	OEM/Middle East Cooperative Shops	Lean in Engines Shops	Engine Wash Comparison	Borescoping/ Borescopes	Leasing Engines	Next Gen Engine Maintenance
Products/ Technology	Latest Tools	Safety Equipment	Record Keeping/ Software	NDT/Borescopes	Composites Training	Fall Protection	Cleaning Products
Event Coverage & Show Distribution		MRO Mideast, HeliExpo, Avionics Expo	MRO Americas, AMC/AEEC, RAA, EBACE, ap&m Europe	Farnborough, AirVenture	ACPC, International PMA Summit	NBAA, MRO Europe, ADMA, Dubai, MARPA, ap&m Expo	
Issue Deadline	8 th December	3 rd February	30 th March	1 st June	3 rd August	28 th September	7 th December

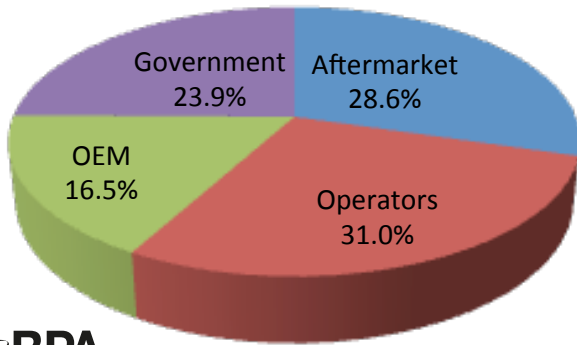
This schedule may be subject to change.

Full info at www.avmain-mag.com/advertising

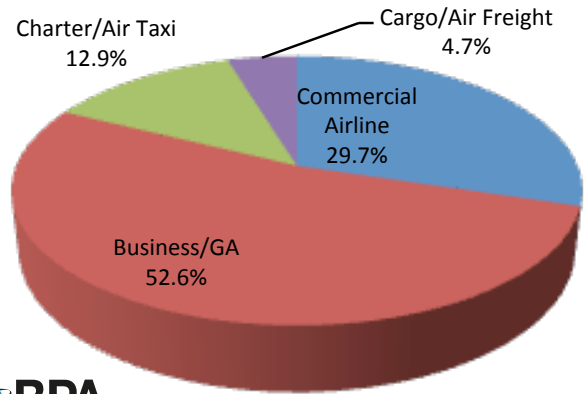
Who receives Aviation Maintenance Magazine (AVM)?

BPA circulation figures – 27,878 subscribers – see June 11 BPA statement online but here are graphical highlights.

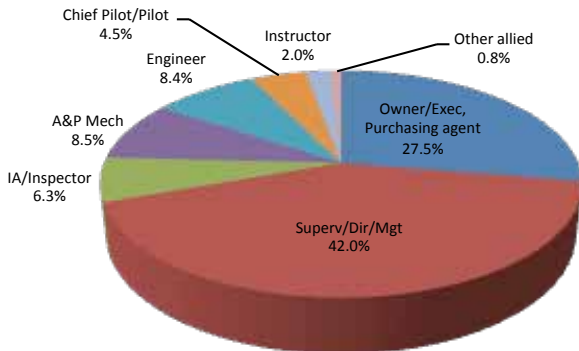
27,878 by Primary Business



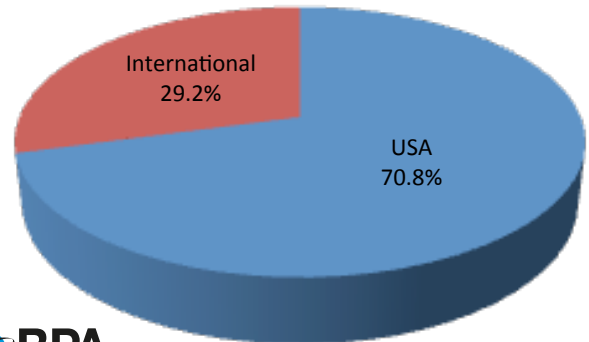
8,639 Operators



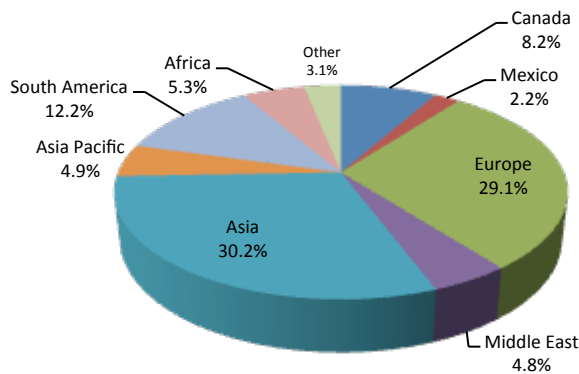
27,878 by Job Title



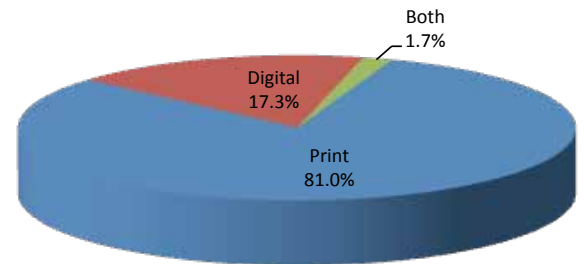
27,878 – Split by Territory



8,154 International



Format Choice



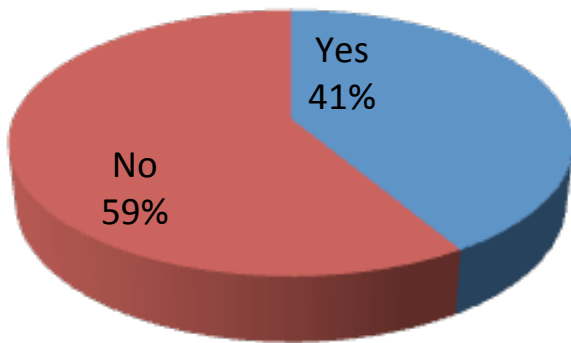
Data Source: June 2011 BPA 6 Month Circulation Statement

Full info at www.avmain-mag.com/advertising

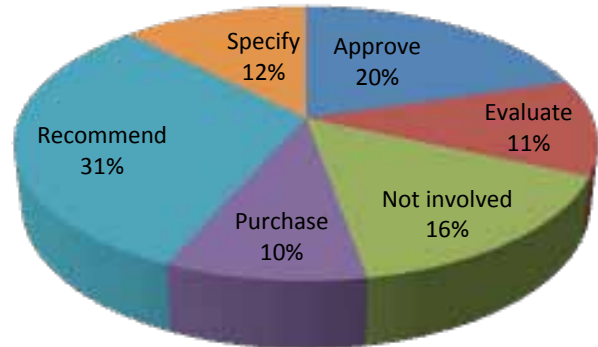
Additional Information (Publisher's Own Data)

In order to ensure that the circulation we deliver to our advertisers is of the highest standard, we have a tightly controlled circulation profile. As you know from our BPA statement we audit the Business and Industry and Job Function responses from those who meet our terms of control and qualify to receive a free subscription, however we also collect additional data, currently not audited, relating to their specific role which we would like to share with you.

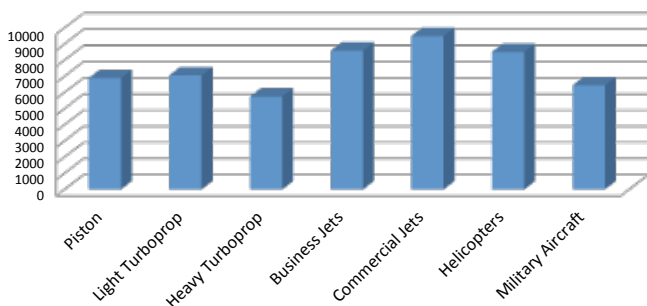
Do you provide maintenance services or products for military customers?



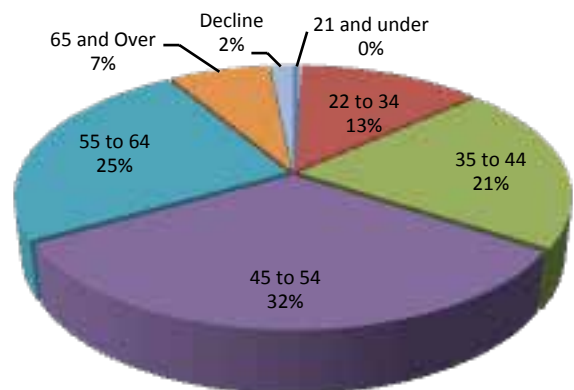
Which of the following best describes your involvement in the decision to purchase a product/service?



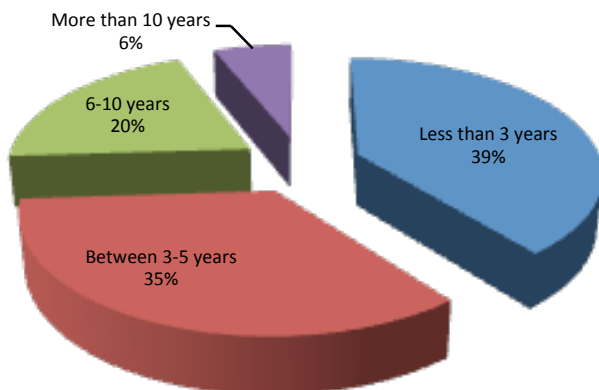
What types of aircraft are supported by this business?



Subscriber Age Range**



How long subscribers have been receiving AVM*



**this question has recently been added to our subscription application form and has had only 3012 respondents to date (September 2011)

“ Advertising in *Aviation Maintenance* has provided an excellent way for us to reach new and potential customers ”

Trevor Bignold



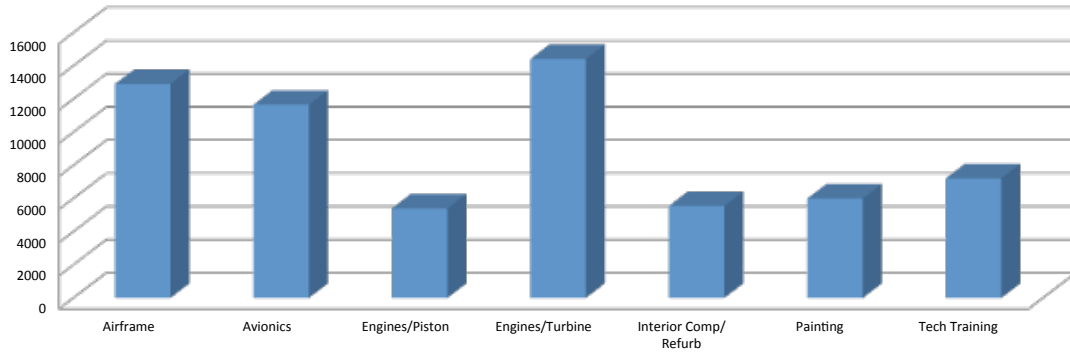
*Publishers own data: An analysis of the April/May 2011 Issue

Full info at www.avmain-mag.com/advertising

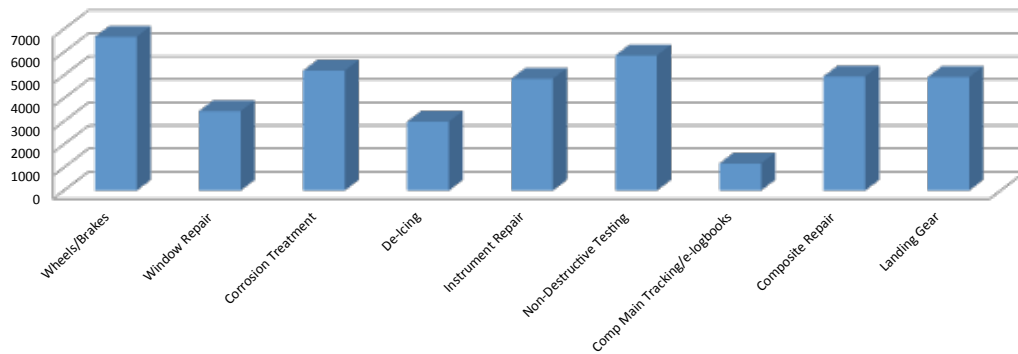
Additional Information (Publisher's Own Data) continued...

Which of the following services does this business offer and/or utilize as an operator annually?*

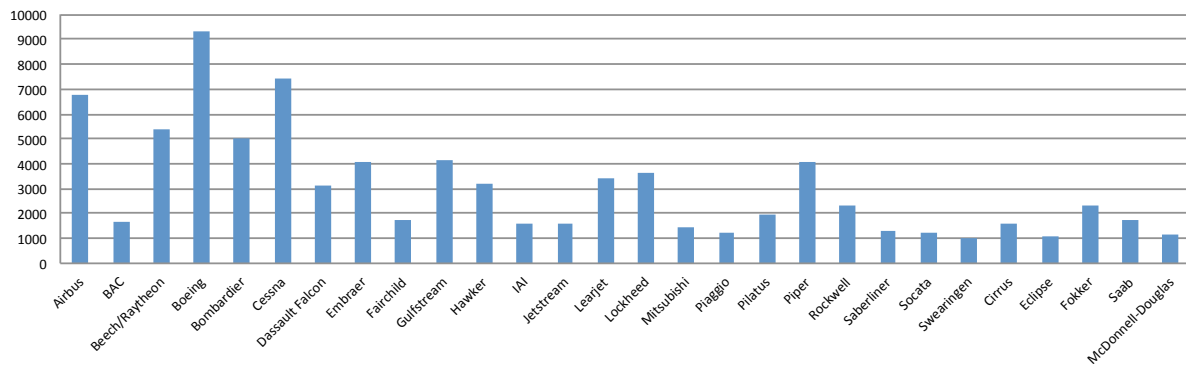
General Services



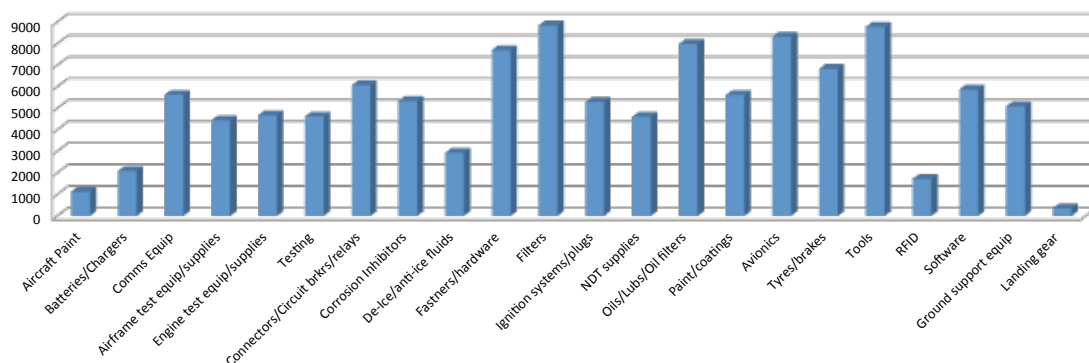
Speciality Services



Airframes approved to serve



Which of the following products/services/equipment does your company plan to buy in the next 18 months?*



*Publishers own data: An analysis of the April/May 2011 Issue. **This is a multiple choice question.

Further Reassurance (Publisher's Own Data)

Earlier this year we completed two reader surveys: an on-line survey was carried out in April and in June we commissioned an independent market research company to complete a telephone survey*. Here are some of the main findings from both research projects:

Online Survey (1,681 respondents) – see www.avmain-mag.com/online-survey for full results

Please answer the following statements about Aviation Maintenance Magazine (AVM).

1 = Agree, 2 = Unsure, 3 = Disagree

	1	2	3
AVM [†] offers insightful information useful to my business	90%	8%	1%
AVM [†] is a must read publication	70%	27%	3%
AVM [†] has improved in quality over the last 12-18 months	63%	36%	1%
AVM [†] keeps me abreast of maintenance Issues globally	89%	11%	1%
I find the website avmain-mag.com a great resource for my business	45%	51%	4%

Please select which of the following sections you read regularly or see as important.

	Response Ratio
Editors notebook	40%
Intelligence News section	52%
Cover story	68%
Features	66%
Special reports	69%
Classified section	19%
Tool crib	37%
Repair center directory (online & in print)	28%
The news on our website – www.avmain-mag.com	21%
Point/Counterpoint feature	17%

Please describe your reading habits in relation to the following publications.

1 = Well read, 2 = Often read, 3 = Occasionally read, 4 = Very rarely read, 5 = Do not read

	1	2	3	4	5
AVM [†] Magazine	34%	49%	14%	1%	1%
AMT Magazine	20%	32%	24%	8%	17%
Overhaul & Maintenance	16%	27%	28%	12%	17%
MRO Management	7%	14%	25%	21%	33%
D.O.M	6%	11%	18%	18%	48%
ATE&M	3%	7%	17%	19%	55%

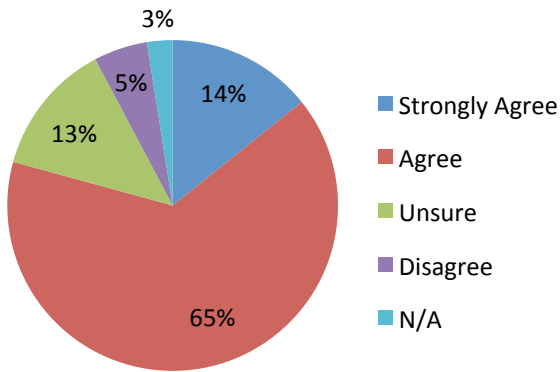
*ONLINE Survey carried out in April 2011. For a full breakdown of the results from this survey please visit www.avmain-mag.com/online-survey.

[†]AVM = Aviation Maintenance Magazine.

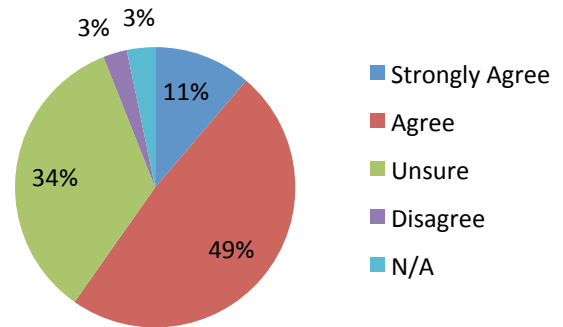
Full info at www.avmain-mag.com/advertising

Telephone Survey (Random 400 participants) – see www.avmain-mag.com/tel-survey for full results

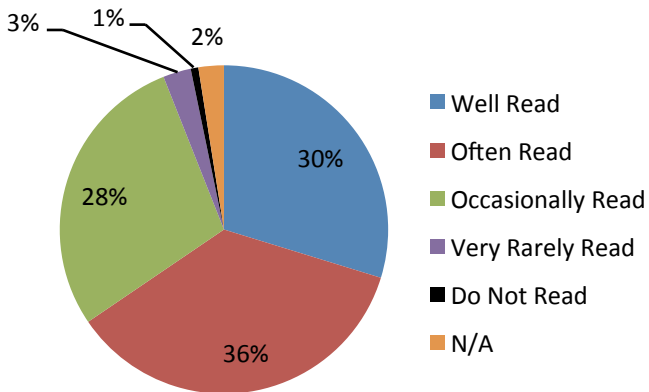
AVM is a must read publication



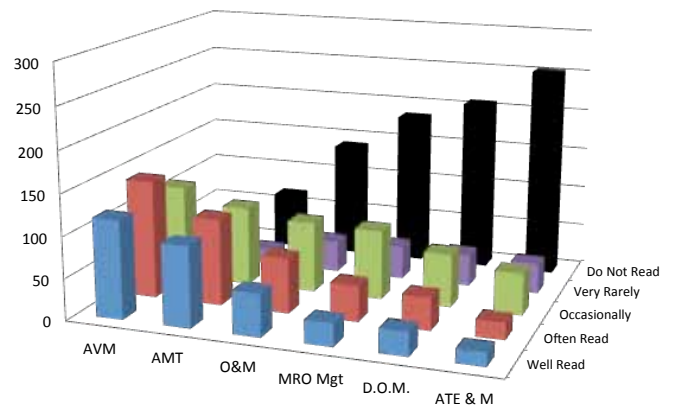
AVM has improved in quality over the last 12 to 18 months



AVM reading habits



Comparative reading habits



*Research carried out by Mark Facey Inc. in June 2011.

“ We have advertised in **Aviation Maintenance** magazine for many years and we appreciate the exposure and awareness to potential customers that this opportunity creates ”

Ray Phair 

“ We advertise in the **Aviation Maintenance** classified section and have done for many years. We like the lead generation that comes from around the world and the exposure that the magazine has among aircraft maintenance professionals ”

Gerry Merar **!Decision Software Systems, Inc.**

Full info at www.avmain-mag.com/advertising

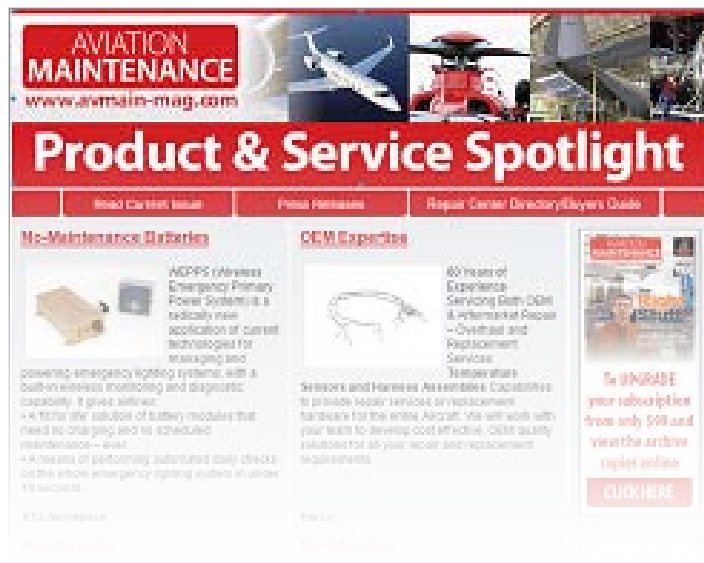
RATES

We are holding rates for 2012...

(Rates are based on the \$ rate and the € rate is an indication at the time of producing the brochure)


DISPLAY ADVERTISING			LIST RENTAL		
Full page	\$8690	€6690	Contact Statistics via j.felling@statistics.com for quotes		
Half page	\$4750	€3425			
Third page	\$3475	€2500			
Quarter page	\$2865	€2000			
Cover positions – add 20%					
CLASSIFIED ADVERTISING			EVENTS – AVM-Summit (8-9 th November 2012, London)		
Single column inch	\$255	€185	Booths (Fully furnished unit)	\$5750	€4250
			Headline Sponsorship (Max of 6)	\$5750	€4250
			Other sponsorship on application...		

DIGITAL					
Bi-monthly Product Service Spotlight – and get qualified leads			Email Sponsorship (every 2 weeks)	\$1500	€1050
	\$950	€685			



Subject: Your issue of Aviation Maintenance Magazine

MRO, Upgrades and Refurbishment on Commercial, Business/GA and Military Aircraft Globally

REFRESHING NEWS FOR YOUR PTGA ENGINE > Find out more 

The Jun/Jul Digital edition of *Aviation Maintenance Magazine* is ready to download - any problems viewing contact support@aerospace-media.com. Read the excerpts or click on the cover below. Don't forget you can update your subscriber details [HERE](#).

Full Circle

BY JOY FINNEGAN, EDITOR-IN-CHIEF I've come full circle as they say. I was a part of this publication for about six years, first as managing editor and then as editor-in-chief. When the magazine's previous ownership sold aviation maintenance to the new owner, the previous media company kept...

Dedicated email shots to our databases (45-50K)			\$2,000	€1450 per eshot
Main website banners (928 x 90 px) – all pages				
Rotated with max of 5 others			\$950	€700 pcm
Solus			\$1950	€1400 pcm
Left hand side banner (157 x 157 px) – all pages				
Rotated with Max of 5 others			\$450	€325 pcm
Solus			\$950	€700pcm
Full page opposite digital edition (all editions)			\$950	€700 pcm
Left and right sponsor of the whole website			\$2000	€1450 pcm
iPad/iPhone Sponsor			\$950	€700 pcm
Annual Repair Centre directory (print/digital and interactive version) – listing is FREE but opportunity to enhance your listings with logo/words.				

Full info at www.avmain-mag.com/advertising

SPECIFICATIONS AND MECHANICAL SIZES

Display		Standard (inches) width x depth	Metric (millimetres) width x depth
Magazine	Trim Size	7 7/8 x 10 3/4	200.025 x 273.050
Full Page	Bleed	8 1/8 x 11	206.375 x 279
Full Page	Live Area	7 x 10	177.800 x 254.000
1/2 Page	Island	4 1/2 x 7 1/2	114.300 x 190.500
1/3 Page	Horizontal	7 x 4 3/4	117.800 x 120.650
	Square	4 1/2 x 4 3/4	114.300 x 120.650
1/4 Page	Vertical	2 1/8 x 9 1/2	53.975 x 241.300
	Vertical	3 3/8 x 4 3/4	85.725 x 120.650
2 Page (DPS) With 1/8" bleed head, foot and face only (NO need for gutter bleed)	Spread	15 3/4 x 10 3/4 16 x 11 (Live area 14 3/4 x 10 3/4)	400.050 x 273.050 406.400 x 279.400
1/2 Page With 1/8" bleed face and foot	Spread	15 3/4 x 5 3/8 16 3/4 x 5 1/2 (Live area 14 3/4 x 5)	400.05 x 136.525 406.400 x 139.700

Classified	1 Column	2 Column	3 Column
Inches	2 1/4	4 5/8	7
Metric (mm)	57.120	117.475	177.800

Digital

1. Run of Site Banners – Main Website (sample below)



SIZE: 90 (h) x 728 (w) pixels

FORMATS: GIF (static or animated)

Max file size: 25 KB

2. Left hand side banners (157 x 157)

3. Product & Service Spotlight Picture and 50 words



4. Email sponsorship – same as horizontal banners

Artwork to be emailed to your respective sales contact (below)

Contacts

To submit a press release got to www.avmain-mag.com/submit-a-press-release



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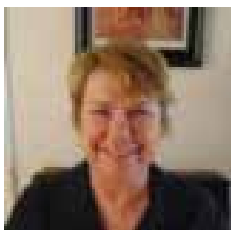
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