World’s Most Read MRO Publication

2020 Media Information

42,960 Subscribers (Sep 19)
Here at Aviation Maintenance our mission is simple. We write about the unsung heroes of aviation, what they do and 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.

Perhaps you have seen a swan gliding effortlessly across the water. If you have ever seen an underwater view you know that 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 flying safely and elegantly through the sky. Meanwhile, on the ground, in the hangar and on the ramp, the people of the MRO industry 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. This is not a small part of aviation. The total MRO spend in 2019 is predicted to be $81.9 billion and is expected to rise to $116 billion by 2029, according to industry experts Oliver Wyman.

At Aviation Maintenance, we strive to give our readers, who are the professionals and decision-makers in the industry, from CEOs to managers to mechanics and business owners, the information they need to do their work more efficiently and with greater ease. We cover ways to maintain aircraft less expensively, ways to save money, and also new products and services that help show our readers what technology may be coming to their hangar next. We also keep our readers 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, creative and dedicated people in aviation, working in the most demanding and harshest environments. We salute our readers and thank them for the complex work they do every day to keep our aircraft fleets flying effortlessly through the sky.
2019/2020 Editorial Schedule

Oct/Nov 2019
- Engine MRO
- Bizjet OEM Service and Support
- Paint

SHOWS
- NBAA 22-24 October

Dec 2019/Jan 2020
- Helicopter HUMs Update
- Going Paperless in MRO
- Giants in MRO

SHOWS
- HeliExpo 27-30 January

Feb/Mar 2020
- OEMs in MRO
- Drone Maintenance
- Product Roundup for MROs

SHOWS
- MRO Americas April 28-30
- Aerospace Tech Week 18-19 March
- AEA March 24-27

Apr/May 2020
- State of the Industry
- Digital Twins
- Fleet Maintenance at the Regionals

SHOWS
- NBAA Maintenance 5-7th May

Jun/Jul 2020
- Mechanic Shortage Update
- Modification Market
- EMEA MRO’s

SHOWS
- Farnborough

Sep 2020
- Non-Destructive Testing Update
- MRO Software Systems and Apps
- Industry Leaders

SHOWS
- NBAA 2020
- MRO Europe

Oct/Nov 2020
- Blockchain in MRO
- Engine MRO

Dec 2020/Jan 2021
- Giants in MRO

SHOWS
- Heli Expo TBA

ADVERT CLOSE
- Oct 31st
- Dec 13th
- Mar 9th
- Apr 30th
- Sep 18th
### Circulation Strength

**20,000+ PRINT**

**35,000+ DIGITAL**

**42,000+ COMBINED**

#### 30,000+ USA READERS

[Map showing distribution of USA readers]

#### 12,000+ INTERNATIONAL READERS

<table>
<thead>
<tr>
<th>Country</th>
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#### PRIMARY BUSINESS

<table>
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<th>Sector</th>
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<tr>
<td>MRO/Repair Station/Fixed Base Op</td>
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<tr>
<td>Consultancy</td>
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</table>

You can’t reach ALL our readers with other magazines – we ask our readers what they ALSO read when they subscribe…

<table>
<thead>
<tr>
<th>Magazine</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>AMT</td>
<td>32%</td>
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<tr>
<td>Inside MRO</td>
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<tr>
<td>MRO Management</td>
<td>12%</td>
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<tr>
<td>D.O.M.</td>
<td>7%</td>
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[www.avm-mag.com]
The Readership Survey

The Readership Survey underscores the position and reach of AVM as THE magazine that truly reaches the most influential professionals in the MRO industry.

How many years have you been reading Aviation Maintenance Magazine?

- More than 10 years: 29%
- 8-10 years: 16%
- 5-7 years: 17%
- 2-5 years: 30%
- One year or less: 8%

Describe your Employer?

- OEM: 22%
- MRO: 17%
- Lease Finance Insurance: 1%
- Repair Station: 9%
- FBO: 0%
- Fleet Operator: 7%
- Airline: 13%

Which type of Aircraft are supported by your business?

- Piston: 11%
- Light Turboprop: 12%
- Heavy Turboprop: 12%
- Business Jet: 17%
- Commercial Jets: 20%
- Helicopters: 14%
- Military Aircraft: 12%
- Other (please specify): 3%

Which of the following mostly matches your Job Title?

- Maintenance Management: 17%
- Technician/Mechanic: 14%
- Engineering and Engineering Management: 22%
- Purchasing Department: 3%
- Executive Level, "C" Level, President, VP, Director: 24%
- Other (please specify): 18%

What level of purchasing power do you have?

- Buy: 13%
- Approve: 15%
- Recommend: 37%
- Influence: 20%
- Not Involved: 11%
- Other (please specify): 3%
NET Rates & Specifications – Display/Classified

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<tr>
<th>DISPLAY</th>
<th>Full page</th>
<th>$9,215</th>
<th>Half page</th>
<th>$4,800</th>
<th>Third page</th>
<th>$3,500</th>
<th>Quarter page</th>
<th>$2,900</th>
<th>DPS</th>
<th>$12,900</th>
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**SPECIALS/DISCOUNTS**

- Book ALL 6 print issues (in one go) – 15% discount of rate card
- Cover positions – Add 20%
- BUY ONE GET ONE FREE OFFER – Dec/Jan and Sept issues
- Inserts/gatefolds or other specials contact abroadbent@aerospace-media.com

**LIST RENTAL (Email and Post)**

| From | $451/M |

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### Display

<table>
<thead>
<tr>
<th>Magazine</th>
<th>Trim Size</th>
<th>Standard (inches)</th>
<th>Metric (millimetres)</th>
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<tr>
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<td>Vertical</td>
<td>3 3/8 x 4 1/4</td>
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| 1/2 Page | Spread | 15 3/4 x 5 3/8 | 400.050 x 136.525 |
| 2 Page (DPS)| Spread | 16 1/4 x 5 1/4 | 406.400 x 139.700 |

### Classified

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<td>57.15 x 55.56</td>
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See more details avm-mag.com/classified-specs

**FORMATS**

- **File Types** – High resolution PDF (minimum of 266 dpi output) with crop marks as well as bleed marks
- **Accepted Formats** – PDF only
- **Email** – below 5mb or enquiries can be sent to copy@avm-mag.com
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1. **TOP HOME 1**
   - 728 x 90 px
   - $6,490 / $10,095 / $16,445

2. **TOP HOME 2**
   - 728 x 90 px
   - $6,490 / $10,095 / $16,445

3. **VERTICAL 1**
   - 300 x 600 px
   - $3,630 / $5,770 / $9,037

4. **MEDIUM RECTANGLE**
   - 300 x 250 px
   - $2,723 / $5,770 / $9,037

5. **VERTICAL 2**
   - 300 x 250 px
   - $2,723 / $5,770 / $9,037

6. **HORIZONTAL**
   - 300 x 600 px
   - $2,723 / $5,770 / $9,037

*Up to 3 adverts rotate – add 50% for EXCLUSIVE*
Rates & Specifications – Email

**EMAIL SPONSORSHIP**

There are 3 different emails to be sponsored with two possible banners (see below)

1. ISSUE ALERT – sent out BI-MONTHLY
2. E-NEWS – sent out WEEKLY with News that didn’t make it into the printed edition

<table>
<thead>
<tr>
<th>Banner Type</th>
<th>Dimensions</th>
<th>Cost per Issue</th>
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<tr>
<td><strong>TOP BANNER</strong></td>
<td>(800 x 100 px)</td>
<td>$2,750 per issue</td>
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<tr>
<td><strong>MIDDLE HORIZONTAL</strong></td>
<td>(800 x 100 px)</td>
<td>$2,200 per issue</td>
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<tr>
<td><strong>VERTICAL (RIGHT) BANNER</strong></td>
<td>(260 x 620 px)</td>
<td>(same size as the current vertical one above) $1,650 per issue</td>
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<tr>
<td><strong>BOTTOM HORIZONTAL</strong></td>
<td>(800 x 100 px)</td>
<td>$1,650 per issue</td>
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**DEDICATED EMAIL** (Just about YOUR company)

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