

Your Direct Link to Helicopter & UAV Maintenance Professionals

The ONLY trade magazine
targeting helicopter and UAV
maintenance professionals.



HELICOPTER MAINTENANCE MAGAZINE = 100% MAINTENANCE

Helicopters and UAVs are a flexible asset for many different types of services including EMS, search and rescue, news gathering, airborne law enforcement, fire fighting, air tour operations and more. There is no doubt that in order for helicopters and UAVs to fulfill their missions, they need to be properly maintained!

That's where Helicopter Maintenance magazine steps in. We are the source of information for the thousands of maintenance professionals who keep helicopters and UAVs flying. Helicopter Maintenance magazine continues to be the ONLY magazine with a 100-percent maintenance focus — both content and circulation.

We deliver your message to the largest number of helicopter and UAV maintenance professionals with more maintenance-related editorial content than any other magazine.

HELICOPTER MAINTENANCE MAGAZINE READER'S JOB TITLE

DIRECTOR OF MAINTENANCE/ MAINTENANCE DIRECTOR/MANAGER	31.82%
A&P MECHANIC	22.73 %
IA/INSPECTOR	9.09%
OWNER/PARTNER/VP	4.55%
QUALITY MANAGER	4.55%
AVIONICS TECHNICIAN	4.55%
SUPERVISOR/LEAD	2.27%
REPAIRMAN	2.27%
OTHER (AVIAITON SAFETY INSPECTOR, TECH SUPPORT, ETC.)	18.18%

ON WHICH MODELS OF HELICOPTERS DO YOU WORK?

BELL	64.10%
AIRBUS	53.85%
ROBINSON	15.38%
SIKORSKY	25.65%
LEONARDO	10.26%
OTHER (MD, HILLER, ENSTROM, BOEING, KAMAN, JOBY, ETC)	5%

WHAT TYPE OF PURCHASING INFLUENCE DO YOU HAVE?

I APPROVE PURCHASES.	26.83%
I COLLABORATE WITH TEAM MEMBERS ON PURCHASES.	29.27%
I RECOMMEND PURCHASES.	43.90%



Helicopter
MAINTENANCE



**Here's what products/services
Helicopter Maintenance
magazine readers plan to
purchase in the next 12 months.**

Airframe parts	52.27%
Air Filters	36.36%
Engine Hot Section Parts:Bearings	15.91%
Rotor Blades	13.64%
Balancers/Vibration analysis equipment	9.09%
Composite repair equipment	18.18%
Weight and Balance equipment	4.55%
Adhesives	54.55%
Avionics	25.00%
Avionics servicing equipment	18.18%
Batteries	50.00%
Borescopes	11.36%
Diagnostic Equipment	11.36%
Engine Oil/grease/lubricants	45.45%
Fall restraint systems	2.27%
Filters	54.55%
Floor coatings	4.55%
Heating/Cooling Equipment	4.55%
Interior products	15.91%
Maintenance Training	38.64%
NDT Equipment	9.09%
Personnel lift/ladders/platforms	13.64%
Personnel Safety equipment	25.00%
Recip parts	11.36%
Reels and hoses	4.55%
Service Carts - Hydraulic/GPU/Etc.	6.82%
Shop Equipment/Sheet metal tools/compressors/etc.	15.91%
Software	15.91%
Tires	20.45%
Tools	50.00%
Turbine parts	27.27%
Windshields	6.82%
Other	13.64%

**WHAT BEST DESCRIBES THE TYPE OF
OPERATION(S) FOR WHICH YOU WORK.**

REPAIR STATION	36.67%
PRIVATE AIRCRAFT OWNER	30.00%
EMS/FLIGHT FOR LIFE	20.00%
AIRBORNE LAW ENFORCEMENT	23.33%
POWER LINE INSPECTION/AERIAL SURVEILLANCE	6.67%
SEARCH AND RESCUE	16.67%
FIRE FIGHTING	23.33%
OIL AND GAS	13.33%
AIR CARRIER	13.33%
HEAVY LIFT (LOGGING ETC.)	10.00%
ELECTRONIC NEWS GATHERING	6.67%
AIR TOUR OPERATOR	10.00%
MAPPING	20%
DELIVERY SERVICE	10%



HELICOPTERMANTENANCEMAGAZINE.COM

Focused on the people that buy your products and services!

Here's the traffic you can expect at HelicopterMaintenanceMagazine.com in 2024:

44,000 Users

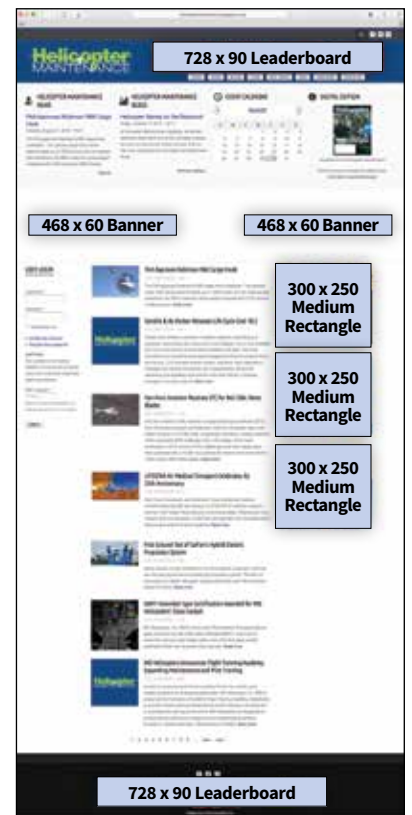
50,000 Sessions

61,868 Page Views

From more than 160 countries!

Unlike our competitors who are focused on numbers, *Helicopter Maintenance* magazine is focused on RESULTS!

We drive targeted traffic to our site through social media and online digital issues.



	Size Limit	Animation Length(s)
728 x 90 IMU (Leaderboard, rotating)	40k	:15
300 x 250 IMU (Medium Rectangle)	40k	:15
468 x 60 IMU (Full Banner Run of Site)	40k	:15





OPPORTUNITIES

Four-Page Brochures

Are you considering printing new company brochures for 2024? Let us print your brochures and distribute them to our more than 7,300 readers — allowing you to save money on both printing and distribution! We offer high-quality, four-page brochures that are printed on 100# stock and mailed with our magazine. The price is \$6,500 which includes an additional 5,000 brochures for you. You can order additional brochures for a nominal fee.

Company Spotlight

Available as a two-page spread in the magazine, our Company Spotlight gives you the opportunity to tell your story to our readers. Company Spotlights are printed within the pages of the magazine issue. Price is \$4,400.

Ride-alongs

Several times a year, *Helicopter Maintenance* magazine offers your company an opportunity to insert promotional pieces (brochure, CD, flyer, etc.) shrink-wrapped with a *Helicopter Maintenance* issue that will be distributed at a trade show.

2024 shows are:

- HAI Heli-Expo
- NBAA-BACE

Collective Insight eNewsletter From Helicopter Maintenance Magazine (NEW!)

Helicopter Maintenance magazine's e-newsletter, Collective Insight, reaches more than 11,000 opted-in subscribers monthly. Readers receive links to the latest blogs, articles, news and upcoming events. Cost for a newsletter ad (728 x 90) is \$300 per insertion.

Helicopter Maintenance PRODUCTS

Feature one of your products/services in each one of our Collective Insight newsletters. Simply provide us with a product photo/logo as well as up to 50 words of text and we will feature it in the Products section of the newsletter. Cost for each product is only \$250/ product/month.



AD GUIDELINES

PDF

The PDF format is the preferred format for file submission. Careful attention must be paid to the proper creation of PDF files to ensure that they will reproduce correctly.

Please contact your sales representative for specifications on creating proper PDF files.

ACCEPTED NATIVE PAGE FILE FORMATS

Page Layout Application – InDesignCS, QuarkXPress. *Helicopter Maintenance* accepts current versions of InDesign and QuarkXPress files. Ads should be created to correct ad size dimensions. If you are unsure of the ad size, please contact us.

Vector Art Programs – Adobe IllustratorCS, Macromedia Freehand. *Helicopter Maintenance* accepts current versions of Adobe Illustrator files, and Macromedia Freehand 9. Files should

be saved as an “Illustrator EPS” or as an “editable EPS” in Freehand. Supply all final vector EPS files that are used within the page layout application.

Photo Imaging Programs – Adobe Photoshop CS. *Helicopter Maintenance* accepts current versions of Adobe Photoshop files. We prefer four-color images be saved as composite TIFF files or, if a clipping path is being used, as an EPS file. Supply all images as either CMYK or grayscale high-res (300 dpi) images. Black-and-white line art should be in bitmap TIFF (1,200 dpi) format.

FONTS

Use Postscript Type 1 fonts and include both the appropriate screen and printer fonts that are used in the page file. Avoid using TrueType fonts. Do not apply style attributes to fonts from within page layout application. LaserWriter “City” fonts (i.e., NewYork, Geneva, Chicago, etc.) cannot be used in production. There are no

matching printer fonts. If any customized fonts are used in page files or fonts are used in vector EPS files, both the screen and printer fonts must be supplied.

PAGE FILE PRINT OUTS

Supply final color or B&W laser printouts at actual size (100 percent) with no corrections noted. If the image area in the page file exceeds the size of a laser, the customer should maintain 100-percent output. Tiled proofs can be submitted. If a reduced-size laser is provided, it should be clearly noted.

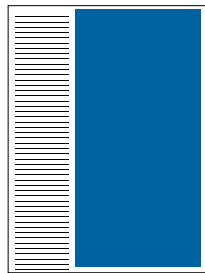
If possible, it’s beneficial to output final printouts with “registration marks.” This places crop marks on the edges of the file, and also prints the name of the file at the top of the page. Note any special instructions directly on your provided laser proofs. If fifth or spot colors (actual PMS color) are to be used, they should be indicated clearly.

AD SIZES



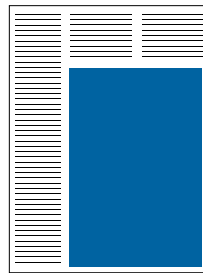
FULL PAGE

Live: 7" x 9.5"
Trim: 8" x 10.5"
Bleed: 8.25" x 10.75"



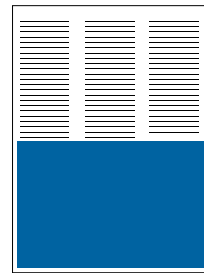
TWO-THIRDS PAGE STANDARD

4.5625" x 10"



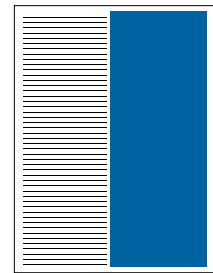
ONE-HALF PAGE STANDARD

4.5625" x 7.375"



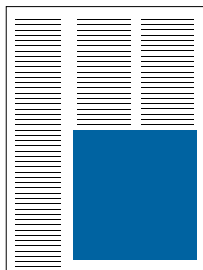
ONE-HALF PAGE HORIZONTAL

7" x 4.875"



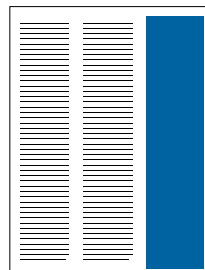
ONE-HALF PAGE VERTICAL

3.375" x 10"



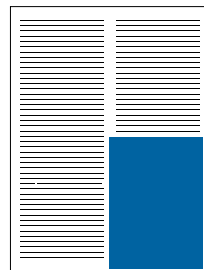
ONE-THIRD PAGE STANDARD

4.5625" x 4.875"



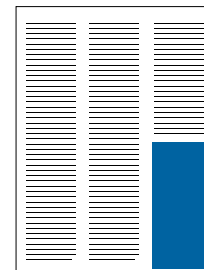
ONE-THIRD PAGE VERTICAL

2.1875" x 10"



ONE-QUARTER PAGE

3.375" x 4.875"



ONE-SIXTH PAGE

2.1875" x 4.5625"

2024 RATES

DISPLAY ADVERTISING

Frequency is the key to a successful advertising campaign

SIZE	1X	3X	6X	7X
FULL PAGE	\$4,060	\$3,855	\$3,475	\$3,300
TWO-THIRDS PAGE	\$3,515	\$3,340	\$3,000	\$2,855
ONE-HALF PAGE	\$2,635	\$2,500	\$2,255	\$2,140
ONE-THIRD PAGE	\$2,050	\$1,315	\$1,180	\$1,120
ONE-QUARTER PAGE	\$1,090	\$1,035	\$953	\$885
ONE-SIXTH PAGE	\$575	\$536	\$520	\$490

CLASSIFIED

	1X	3X	6X	7X
RATE PER COLUMN INCH	\$120	\$110	\$100	\$96

WEB SITE ADVERTISING

STANDARD AD UNITS	SIZE LIMIT	ANIMATION LENGTH (S)	1X	3X	6X	12X
728 X 90 IMU (LEADERBOARD, ROTATING)	40K	:15	\$615	\$550	\$430	\$365
300 X 250 IMU (MEDIUM RECTANGLE)	40K	:15	\$490	\$430	\$367	\$306
468 X 60 IMU (FULL BANNER RUN OF SITE)	40K	:15	\$306	\$245	\$184	\$121

OTHER PROGRAMS

FLIPBOOK LEADING AD	WHERE AVAILABLE	\$1,000
VIDEO UPGRADE ON DIGITAL EDITION		\$500
TRADE SHOW POLYBAG INSERT	VARIABLES PER SHOW	
FOUR-PAGE BROCHURE		\$6,500
TWO-PAGE COMPANY SPOTLIGHT		\$4,400
HELICOPTER COLLECTIVE INSIGHT ENEWSLETTER ADS (728 X 90)		\$400/MONTH
HELICOPTER COLLECTIVE INSIGHT ENEWSLETTER PRODUCT		\$250/PRODUCT

All above rates are net. Rates include four color.
Design services are available at a modest fee.

Helicopter
MAINTENANCE





EDITORIAL CALENDAR

FEBRUARY/MARCH

Bonus Distribution: HAI Heli-Expo, February 27 - 29, Anaheim, CA

AD SPACE CLOSE: 12/28/23

HELI-EXPO 2024 PRE-SHOW GUIDE

Bonus Distribution: HAI Heli-Expo, February 27 - 29, Anaheim, CA

AD SPACE CLOSE: 12/28/23

APRIL/MAY

AD SPACE CLOSE: 2/29/24

JUNE/JULY

AD SPACE CLOSE: 5/2/24

AUGUST/SEPTEMBER

AD SPACE CLOSE: 6/27/24

OCTOBER/NOVEMBER

Bonus Distribution: NBAA-BACE, October 22 - 24, Las Vegas, NV

AD SPACE CLOSE: 9/5/24

DECEMBER/JANUARY

AD SPACE CLOSE: 11/21/24

* IN EACH ISSUE: TECHNICAL EDITORIAL ON ENGINES, AIRFRAMES,
ACCESSORIES, AVIONICS AND UAVS!

Helicopter
MAINTENANCE

HELICOPTERMANTENANCEMAGAZINE.COM

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