Helicopter™ MAINTENANCE

2017 MEDIA KIT

Your direct access to Helicopter Maintenance Professionals for more than five years!

THE ONLY MAGAZINE FOR
HELICOPTER MAINTENANCE PROFESSIONALS

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

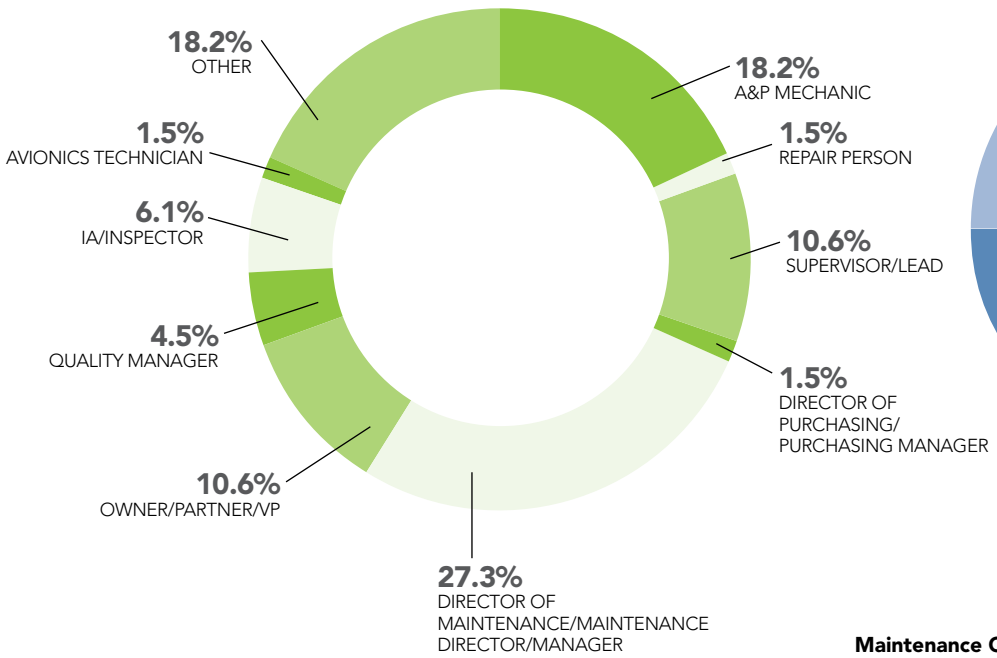
That's where *Helicopter Maintenance* magazine steps in. We are the source of information for the thousands of maintenance professionals who keep helicopters flying. *Helicopter Maintenance* magazine continues to be the ONLY magazine with a 100-percent maintenance focus — both content and circulation.

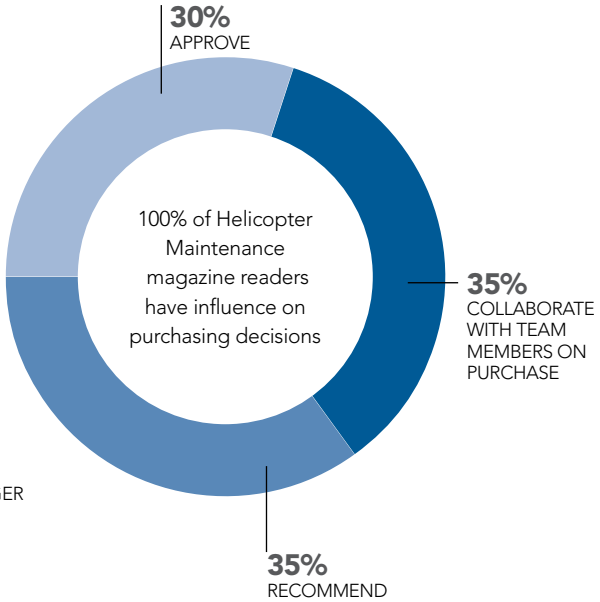
We deliver your message to the largest number of helicopter maintenance professionals with more maintenance-related editorial content than any other magazine.

Helicopter Maintenance Magazine = 100% MAINTENANCE

READERS *Helicopter Maintenance* magazine readers have maintenance titles and work at helicopter maintenance facilities.

***Helicopter Maintenance* Magazine Reader's Job Title**





Maintenance Circulation Comparison (Print)

Magazine	Maintenance-Related Circulation	Total Circulation
Helicopter Maintenance	***7,798***	***7,798***
Rotor & Wing	3,300	30,000
Rotorcraft Pro	360	25,188
Vertical	Not Known	21,158

Helicopter MAINTENANCE

HelicopterMaintenanceMagazine.com has become an active destination for our readers. With news, blogs, jobs, archived articles and more, *HelicopterMaintenanceMagazine.com* is the perfect complement to the print magazine.

Our average monthly activity:

Unique Visitors — 4,300
Page Views — 6,700

Readers of *Helicopter Maintenance* digital editions — more than 1,000

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

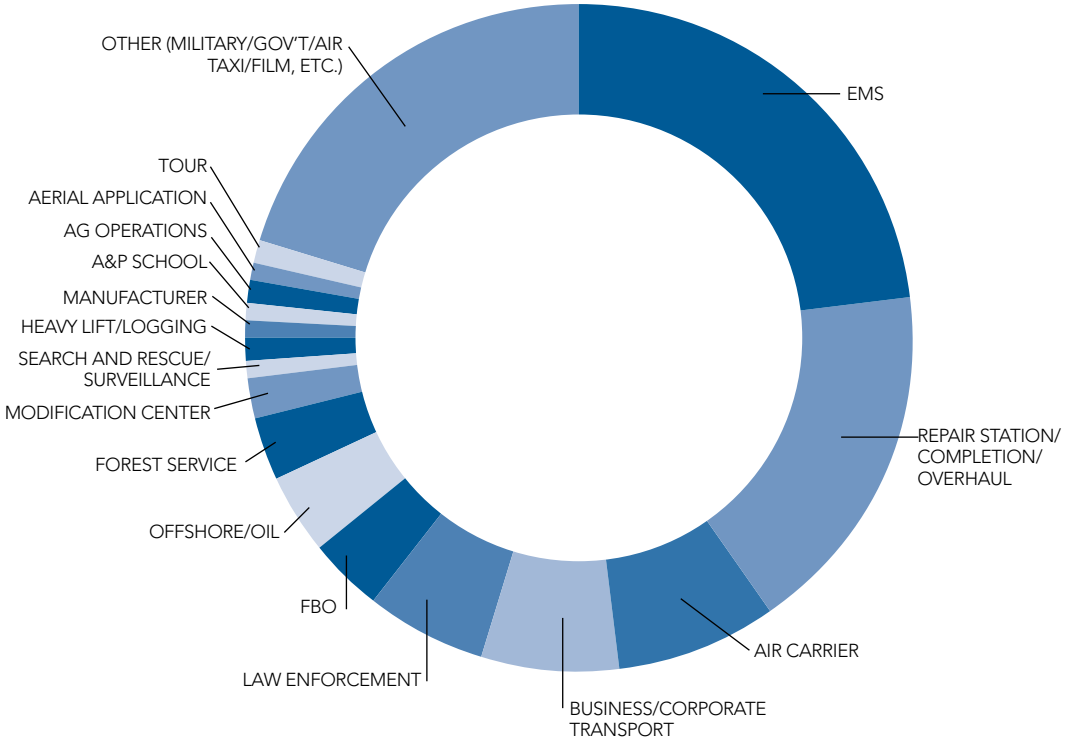
(Based on August 2016 survey results)

Adhesives	51%
Air Filters	44%
Airframe Parts	60%
Avionics	43%
Avionics Servicing Equipment	13%
Balancers/Vibration Analysis Equipment	8%
Batteries	60%
Borescopes	11%
Composite Repair Equipment	11%
Diagnostic Equipment	18%
Engine Hot Section Parts/Bearings	13%
Engine Oil/Grease/Lubricants	49%
Entertainment Systems	10%
Fall Restraint Systems	5%
Filters	48%
Floor Coatings	6%
Hangar Doors	4%
Heating/Cooling Equipment	9%
Interior Products	24%
Maintenance Training	45%
NDT Equipment	15%
Personal Lift/Ladders/Platforms	15%
Personal Safety Equipment	21%
Recip Parts	18%
Reels and Hoses	11%
Rotor Blades	21%
Service Carts — Hydraulic/GPU/Etc.	16%
Shop Equipment/Sheet Metal Tools/Compressors/Etc.	28%
Software	20%
Tires	38%
Tools	61%
Turbine Parts	34%
Weight and Balance Equipment	10%
Windshields	14%

TARGET AUDIENCE FOR *HELICOPTER MAINTENANCE*

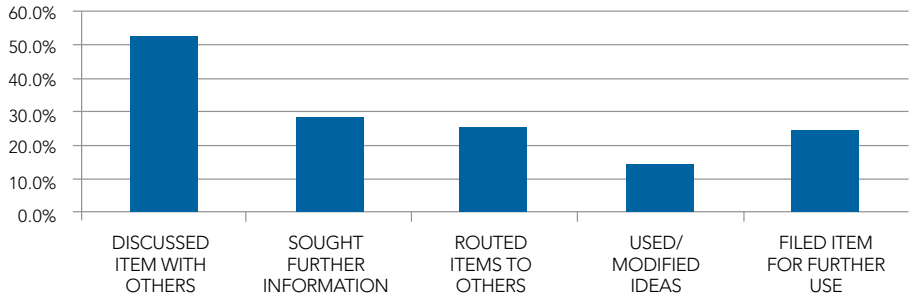
More than 7,700 subscribers!

Subscribers come from a variety of operations:



Helicopter Maintenance Magazine Readers Respond to the Advertisements

In the last six months, these are the actions our readers have taken after seeing an advertisement.



EDITORIAL ADVISORY BOARD

The *Helicopter Maintenance* editorial advisory board is a team of industry professionals that helps steer the editorial direction of *Helicopter Maintenance* magazine, offering advice on industry trends and helicopter maintenance topics of interest while giving feedback on each issue we publish.

The *Helicopter Maintenance* editorial advisory board consists of:

Randy Davis-Yates is an Arizona native who has worked on helicopters in a wide variety of environments — everything from service centers, news agencies, EMS operations, corporate aircraft and now law enforcement. He has been with the Maricopa County Sheriff's Office Aviation Division for 11 years and currently acts as its chief helicopter mechanic. He is a licensed A&P mechanic with IA.

Terry Peed started his aviation career 45 years ago when he joined the Navy and was trained as a jet engine mechanic, assigned to maintain F-8 Crusaders and F-4 Phantoms. Peed holds an A&P certificate with inspection authorization. He received an Associate of Science Degree from Embry-Riddle Aeronautical University extension classes in 1999. He is employed by Air Methods Corporation as a field base mechanic at the University of Wisconsin in Madison, WI.

Jon Robbins has been an A&P mechanic for 33 years. He holds IA and private pilot and instrument airplane ratings. He supervises the helicopter maintenance program at CAL FIRE (California Fire Aviation Management Unit).

Mike Broderick has been an A&P technician since 1971. During his career he has worked as a shop and hangar technician, field tech and customer support rep, and owner of a Part 145 engine overhaul facility. He was also the VP of Business Development at H.E.R.O.S. Inc., which is a Part 145 repair station for the Rolls-Royce 250 engine, and a Honeywell fuel system overhaul agency. His specific experience is in turbo-shaft engines in light to medium helicopters. The one he is most familiar with is the Rolls-Royce (formally Allison) 250 series engines. Mike is currently employed at TRACE Worldwide Corp. as its business development specialist.

Four-Page Brochures

Are you considering printing new company brochures for 2017? Let us print your brochures and distribute them to our more than 7,700 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.) shrinkwrapped with a Helicopter Maintenance issue that will be distributed at a trade show.

2017 shows are:

- HAI Heli-Expo
- NBAA BACE

Stickers

Your message will stick around for a long time!

Sticker Stats:
Issue: February/March

How many?: Over 8,200 printed — 7,200 plus in the magazine and 1,000 for your use.

Deadline: We will need your sticker artwork by January 16, 2017.

Your total cost per sticker is $1,995.

Helicopter Maintenance Calendar

Helicopter Maintenance magazine's annual wall calendar has proven to be one of the best "bangs for your buck" — it's a full month of exposure for your company in helicopter maintenance hangars and offices around the country.

Reserve your calendar page today and have your company's message on the wall for a whole month.

The *Helicopter Maintenance* calendar mails with the November/December issue. Get your message on more than 7,200 calendars for only $1,500.

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

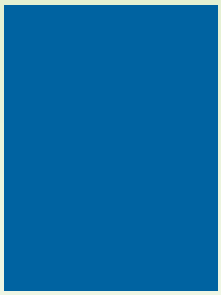
Use Postscript Type 1 fonts and include both the appropriate screen and printer fonts that are used in the page file. Avoid using TrueType fonts. Do not apply style attributes to fonts from within page layout application. LaserWriter "City" fonts (i.e., NewYork, Geneva, Chicago, etc.) cannot be used 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

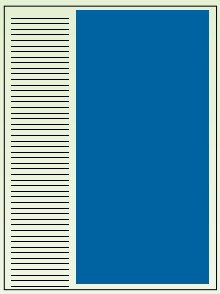
Supply final color or B&W laser printouts at actual size (100 percent) with no corrections noted. If the image area in the page file exceeds the size of a laser, the customer should maintain 100-percent output. Tiled proofs can be submitted. If a reduced-size laser is provided, it should be clearly noted.

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.

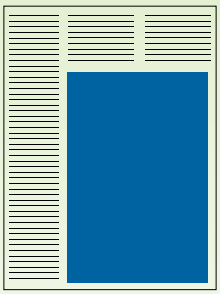
AD SIZES



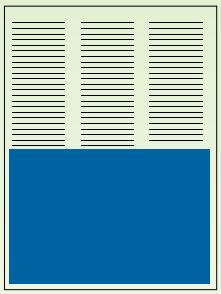
FULL PAGE
Live: 7" x 9.5"
Trim: 8" x 10.5"
Bleed: 8.25" x 10.75"



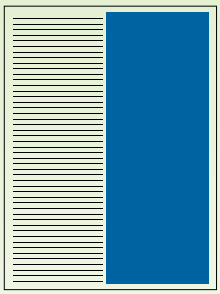
TWO-THIRDS PAGE STANDARD
4.5625" x 10"



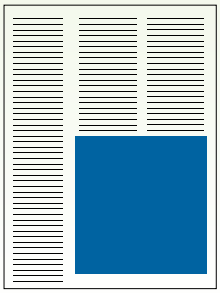
ONE-HALF PAGE STANDARD
4.5625" x 7.375"



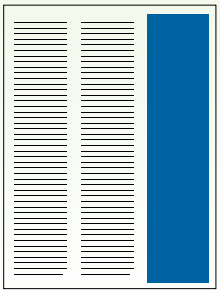
ONE-HALF PAGE HORIZONTAL
7" x 4.875"



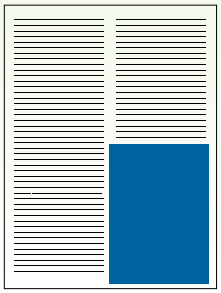
ONE-HALF PAGE VERTICAL
3.375" x 10"



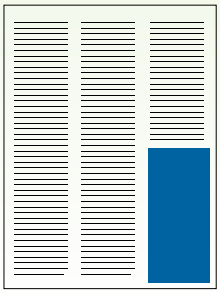
ONE-THIRD PAGE STANDARD
4.5625" x 4.875"



ONE-THIRD PAGE VERTICAL
2.1875" x 10"



ONE-QUARTER PAGE
3.375" x 4.875"



ONE-SIXTH PAGE
2.1875" x 4.5625"

HELICOPTER MAINTENANCE 2017 RATES

Display Advertising

Frequency is the key to a successful advertising campaign

SIZE	1X	3X	6X	7X
FULL PAGE	$3,866	$3,672	$3,307	$3,141
TWO-THIRDS PAGE	$3,348	$3,181	$2,863	$2,719
ONE-HALF PAGE	$2,511	$2,385	$2,147	$2,039
ONE-THIRD PAGE	$1,932	$1,249	$1,125	$1,068
ONE-QUARTER PAGE	$1,038	$986	$888	$843
ONE-SIXTH PAGE	$548	$511	$493	$468

Classified

	1X	3X	6X	7X
RATE PER COLUMN INCH	$112	$105	$96	$92

Web Site Advertising

STANDARD AD UNITS	SIZE LIMIT	ANIMATION LENGTH (S)	1X	3X	6X	12X
728 X 90 IMU (LEADERBOARD, ROTATING)	40K	:15	$531	$478	$372	$319
300 X 250 IMU (MEDIUM RECTANGLE)	40K	:15	$425	$372	$319	$266
468 X 60 IMU (FULL BANNER RUN OF SITE)	40K	:15	$266	$213	$159	$106
120 X 120 IMU (SQUARE BUTTON)	30K	:15	$106	$80	$53	$37

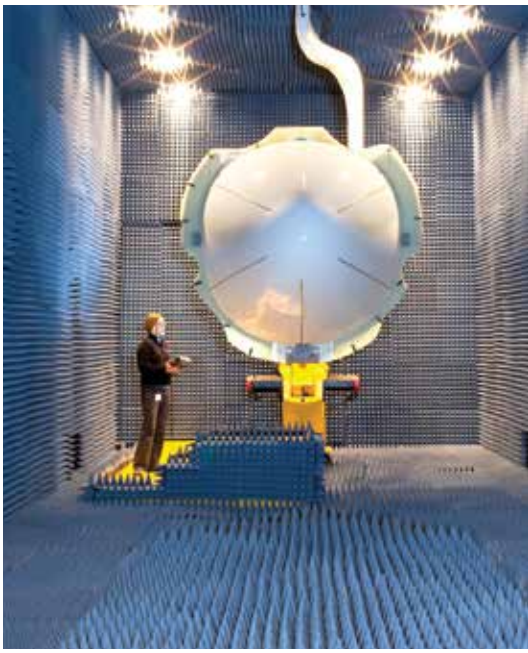
Other Programs

HELICOPTER MAINTENANCE 2017 CALENDAR	ONE PAGE	$1,500
TOOL BOX STICKERS *(mails with February/March issue, with bonus distribution at Heli-Expo)*	ONE 12-SQUARE-INCH STICKER	$1,995
FLIPBOOK LEADING AD	WHERE AVAILABLE	$1,000
VIDEO UPGRADE ON DIGITAL EDITION		$500
TRADE SHOW POLYBAG INSERT		VARIES PER SHOW
FOUR-PAGE BROCHURE		$6,500
TWO-PAGE COMPANY SPOTLIGHT		$4,400

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

RATE CARD #6

Helicopter MAINTENANCE



EDITORIAL CALENDAR

FEBRUARY/MARCH AD SPACE CLOSE: 1/17/17

Bonus Distribution: HAI Heli-Expo, March 7-9, Dallas

HELI-EXPO 2017 PRE-SHOW GUIDE AD SPACE CLOSE: 1/17/17

Bonus Distribution: HAI Heli-Expo, March 7-9, Dallas

APRIL/MAY AD SPACE CLOSE: 3/14/17

JUNE/JULY AD SPACE CLOSE: 5/23/17

Bonus Distribution: ALEA, July 23-28, Reno, NV; EAA AirVenture, July 24-30, Oshkosh, WI

AUGUST/SEPTEMBER AD SPACE CLOSE: 8/8/17

OCTOBER/NOVEMBER AD SPACE CLOSE: 9/12/17

Bonus Distribution: NBAA BACE, October 10-12, Las Vegas, NV;
Helicopter Association Canada, Dates TBD

DECEMBER/JANUARY AD SPACE CLOSE: 10/24/17

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

Helicopter MAINTENANCE

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