

Helicopter™ MAINTENANCE

2018 MEDIA KIT

Your direct access to Helicopter
Maintenance Professionals

THE ONLY MAGAZINE FOR
HELICOPTER MAINTENANCE PROFESSIONALS

WWW.HELICOPTERMAINTENANCEMAGAZINE.COM

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!

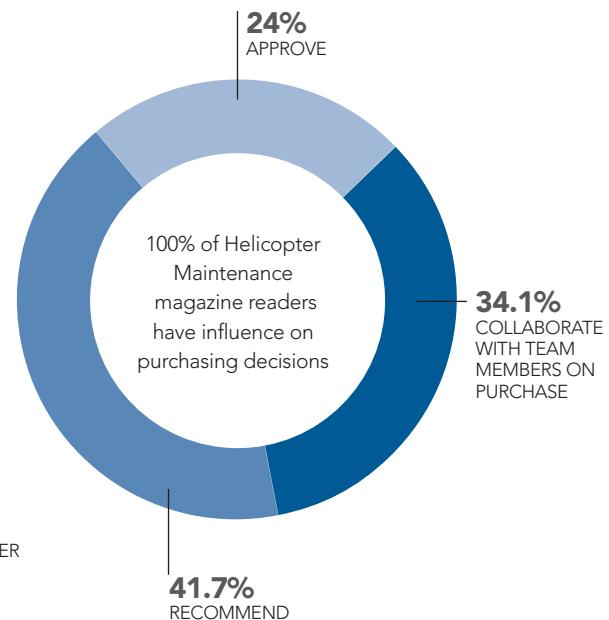
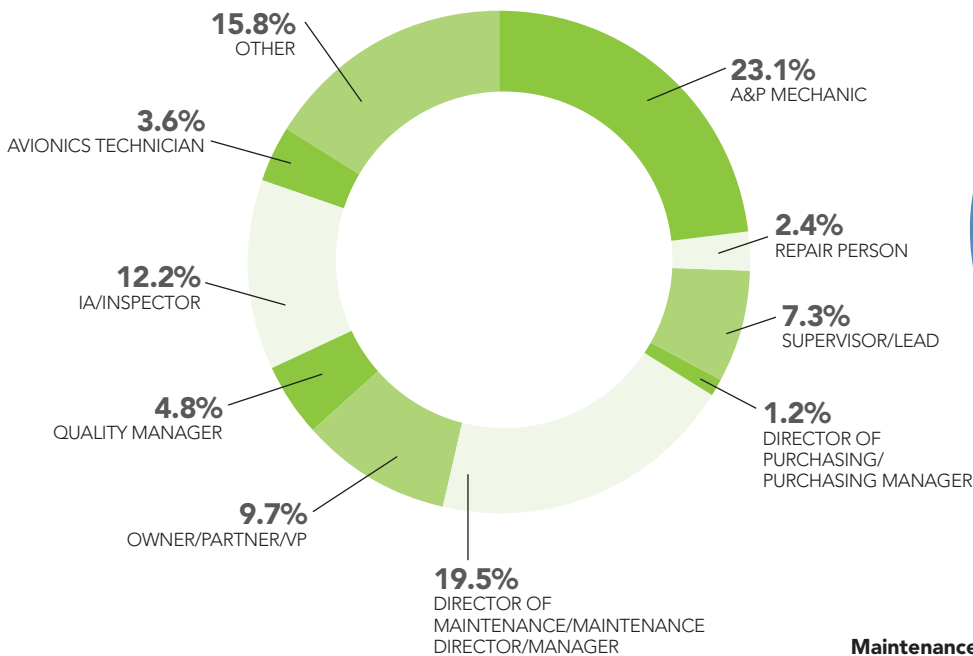
That's where *Helicopter Maintenance* magazine steps in. We are the source of information for the thousands of maintenance professionals who keep helicopters flying. *Helicopter Maintenance* magazine continues to be the ONLY magazine with a 100-percent maintenance focus — both content and circulation.

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	2,439	28,700
Rotorcraft Pro	452	25,683
Vertical	Not Known	46,000





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

(Based on July 2017 survey results)

Airframe parts	53.66%
Air Filters	32.93%
Engine Hot Section Parts:Bearings	13.41%
Rotor Blades	23.17%
Balancers/Vibration analysis equipment	10.98%
Composite repair equipment	21.95%
Weight and Balance equipment	9.76%
Adhesives	47.56%
Avionics	34.15%
Avionics servicing equipment	13.41%
Batteries	45.12%
Borescopes	14.63%
Diagnostic Equipment	23.17%
Engine Oil/grease/lubricants	56.10%
Entertainment systems	4.88%
Fall restraint systems	9.76%
Filters	43.90%
Floor coatings	8.54%
Hangar doors	3.66%
Heating/Cooling Equipment	9.76%
Interior products	15.85%
Maintenance Training	31.71%
NDT Equipment	12.20%
Personnel lift/ladders/platforms	12.20%
Personnel Safety equipment	19.51%
Recip parts	10.98%
Reels and hoses	9.76%
Service Carts - Hydraulic/GPU/Etc.	12.20%
Shop Equipment/Sheet metal tools/ compressors/etc.	31.71%
Software	14.63%
Tires	20.73%
Tools	64.63%
Turbine parts	21.95%
Windshields	12.20%

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:

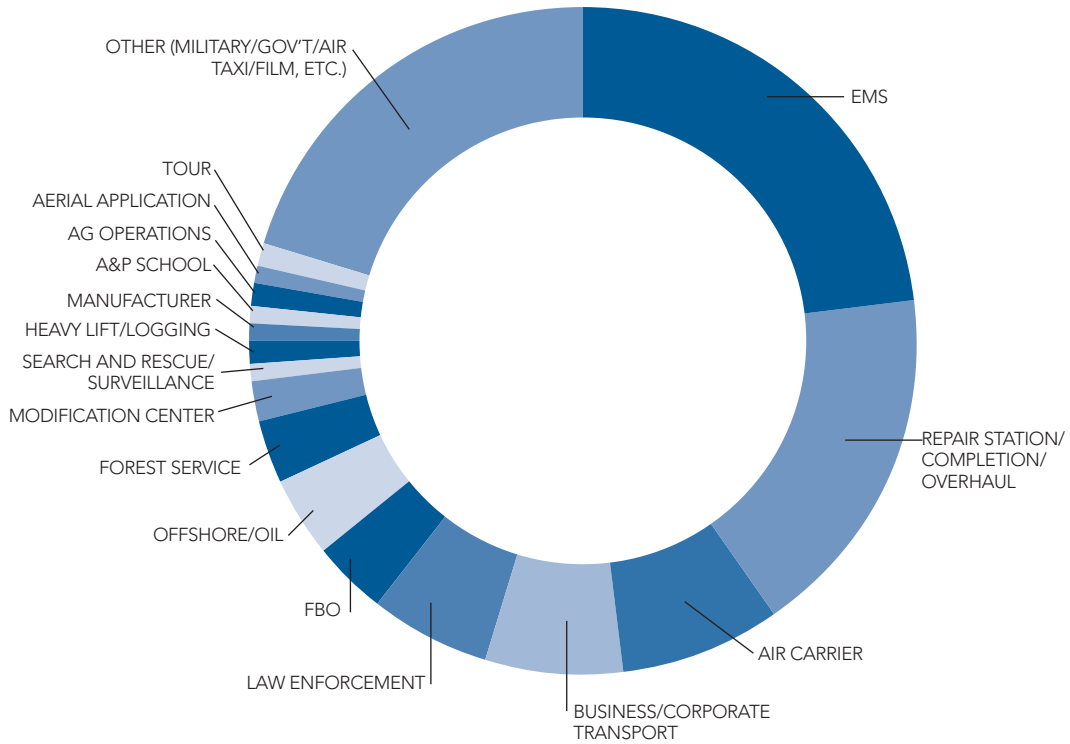
Unique Visitors	9,469
Number of Vistors	20,144
Page Views	57,921
Page Hits	437,496

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

TARGET AUDIENCE FOR HELICOPTER MAINTENANCE

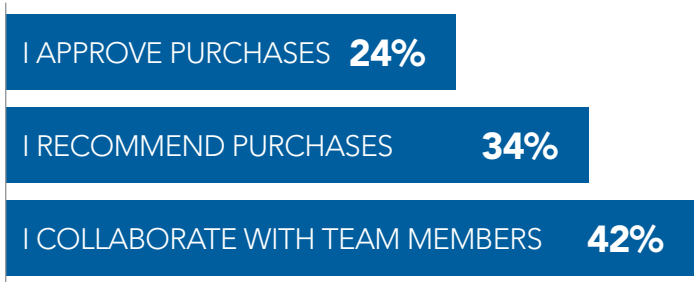
More than 7,700 subscribers!

Subscribers come from a variety of operations:



Helicopter Maintenance Magazine Readers Take Action!

What type of purchasing influence do you have?





Four-Page Brochures

Are you considering printing new company brochures for 2018? 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.

2018 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 8,700 printed — 7,270 plus in the magazine and 1,000 for your use.

Deadline: We will need your sticker artwork by January 5, 2018.

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 December/January issue. Get your message on more than 7,700 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.

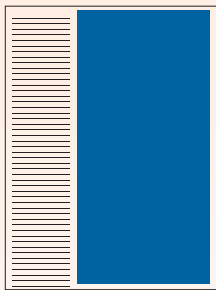
If possible, it’s beneficial to output final printouts with “registration marks.” This places crop marks on the edges of the file, and also prints the name of the file at the top of the page. Note any special instructions directly on your provided laser proofs. If fifth or spot colors (actual PMS color)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

AD SIZES



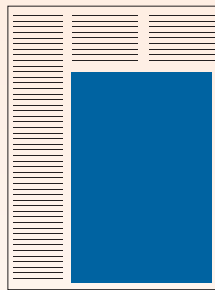
FULL PAGE

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



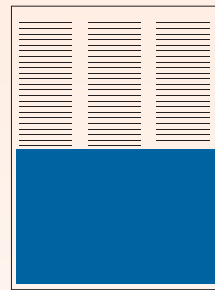
TWO-THIRDS PAGE STANDARD

4.5625" x 10"



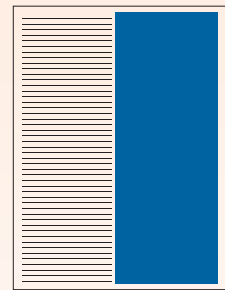
ONE-HALF PAGE STANDARD

4.5625" x 7.375"



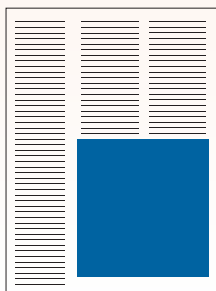
ONE-HALF PAGE HORIZONTAL

7" x 4.875"



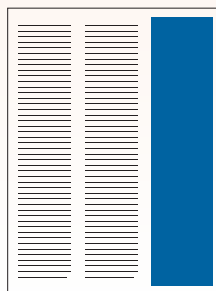
ONE-HALF PAGE VERTICAL

3.375" x 10"



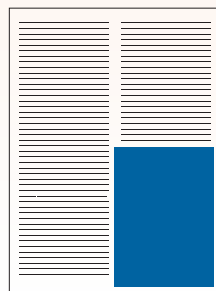
ONE-THIRD PAGE STANDARD

4.5625" x 4.875"



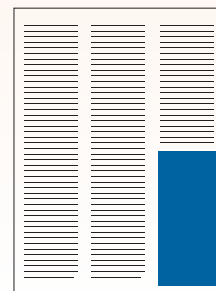
ONE-THIRD PAGE VERTICAL

2.1875" x 10"



ONE-QUARTER PAGE

3.375" x 4.875"



ONE-SIXTH PAGE

2.1875" x 4.5625"

HELICOPTER MAINTENANCE 2018 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)	ANIMATION			
			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 2019 CALENDAR	ONE PAGE	\$1,500
TOOL BOX STICKERS	ONE 12-SQUARE-INCH STICKER	\$1,995
<i>(mails with February/March issue, with bonus distribution at Heli-Expo)</i>		
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

All above rates are net. Rates include four color. Design services are available at a modest fee. RATE CARD #8.



EDITORIAL CALENDAR



FEBRUARY/MARCH

Bonus Distribution: HAI Heli-Expo, February 27 – March 1, Las Vegas

AD SPACE CLOSE: 1/23/18

HELI-EXPO 2018 PRE-SHOW GUIDE

Bonus Distribution: HAI Heli-Expo, February 27 – March 1, Las Vegas

AD SPACE CLOSE: 1/23/18

APRIL/MAY

AD SPACE CLOSE: 3/6/18

JUNE/JULY

Bonus Distribution: ALEA, July 9-14, Louisville, KY

AD SPACE CLOSE: 5/8/18

AUGUST/SEPTEMBER

AD SPACE CLOSE: 7/4/18

OCTOBER/NOVEMBER

Bonus Distribution: NBAA BACE, October 16-18, Orlando, FL;
Helicopter Association Canada, Dates TBD

AD SPACE CLOSE: 9/12/18

DECEMBER/JANUARY

AD SPACE CLOSE: 11/13/18

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

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