



# Helicopter<sup>TM</sup>

## MAINTENANCE

*The Source for*  
***Helicopter Maintenance***  
***Professionals***

2015 Media Kit



No one expects that other helicopter magazines would have a large amount of maintenance titles in their circulation. They have much broader focus with operations and pilots as their primary readers.

But *Helicopter Maintenance* magazine is 100-percent maintenance — content and circulation. That's been our intent from the start — to be the first and only magazine for the helicopter maintenance professional.

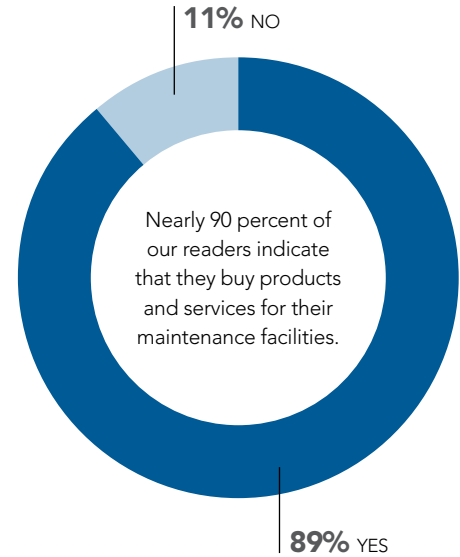
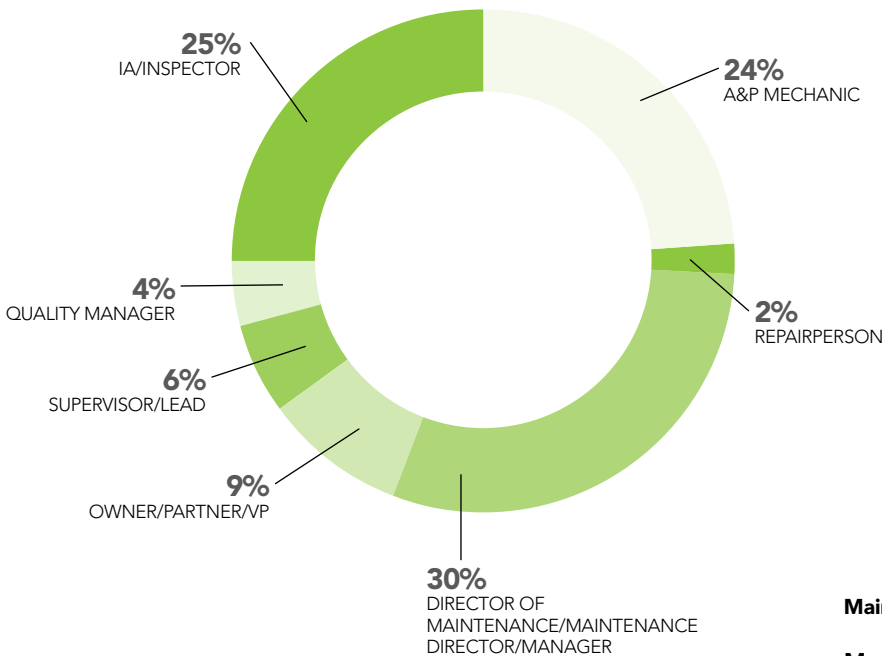
If you need to market to the helicopter maintenance community, then it makes sense that you consider *Helicopter Maintenance* magazine.

# 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
<b>Helicopter Maintenance</b>	<b>7,185</b>	<b>7,185</b>
Rotor & Wing	2,408	30,000
Rotorcraft Pro	363	25,449
Vertical	Not Known	21,158







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

*(Based on July 2014 survey results)*

Adhesives	58.3%
Air Filters	40.0%
Airframe parts	53.3%
Avionics	33.3%
Avionics Servicing Equipment	10.0%
Balancers/Vibration Analysis Equipment	11.7%
Batteries	53.3%
Borescopes	11.7%
Composite Repair Equipment	15.0%
Diagnostic Equipment	16.7%
Engine Hot Section Parts:Bearings	5.0%
Engine Oil/Grease/Lubricants	55.0%
Entertainment Systems	3.3%
Fall Restraint Systems	11.7%
Filters	48.3%
Floor Coatings	15.0%
Hangar Doors	6.7%
Heating/Cooling Equipment	15.0%
Interior Products	23.3%
Maintenance Training	48.3%
NDT Equipment	11.7%
Personnel Lift/Ladders/Platforms	16.7%
Personnel Safety Equipment	38.3%
Recip Parts	23.3%
Reels and Hoses	10.0%
Rotor Blades	16.7%
Service Carts - Hydraulic/GPU/Etc.	6.7%
Shop Equipment/Sheet Metal Tools/Compressors/Etc.	33.3%
Software	18.3%
Tires	28.3%
Tools	55.0%
Turbine Parts	25.0%
Weight and Balance Equipment	6.7%
Windshields	6.7%

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 — more than 3,991**  
**Page Views — 5,810**

The *Helicopter Maintenance* editorial advisory board, a team of industry professionals, 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 10 years and currently acts as its chief helicopter mechanic. He is a licensed A&P mechanic with IA.



**Terry Peed** is the chief inspector for Helicopter Specialties, Inc., a helicopter repair station in Janesville, WI. Peed started his aviation career 44 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.



**Del Richardson** is currently working for Helicopters Inc. in West Mifflin, PA. His current assignment is as a commercial pilot and A&P/IA for ABC News Pittsburgh, Sky4. He was formerly the Director of Maintenance for the Fairfax County Police Department, helicopter division, located in Northern Virginia. Richardson has been an aviation mechanic for over 25 years, holds an A&P with inspection authorization and is a rotorcraft pilot and flight instructor. He is a certified NTSB crash investigator for fixed wing and rotorcraft aircraft and is considered an expert in the field of composites and composite structures.



**Dana Kerrick** started working aircraft maintenance in the United States Air Force in 1959. He holds an FAA repairman certificate on rotor blades and ground instructor certificates for basic, advanced and instrument ratings. He has been a chief pilot instructing in airplanes and helicopters since 1970. He is presently vice president of International Aviation Composites Ltd. in Fort Worth, TX.



**Jon Robbins** has been an A&P mechanic for 31 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).



**Edward Jerin** joined Era Med LLC in 2008 as the aviation maintenance manager for its Boston Med Flight critical care transport service contract. It operates one S76 C++ and one BK117 C1 helicopter based at Hanscom Air Force Base in Bedford, MA. It also operates one BK-117 C1 helicopter out of Plymouth Municipal Airport in Carver, MA.



**Mike Broderick** Mike has been an A&P Technician since 1971. During his career he has worked as a shop and hangar technician; field tech and customer 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 their business development specialist.





## 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 7,100 calendars for only \$1,500.



## Stickers

Your message will stick around for a long time!

Sticker Stats:

Issue: February/March

How many?: Over 8,100 printed — 7,100 plus in the magazine and 1,000 for your use.

Deadline: We will need your sticker artwork by January 15, 2015

Your total cost per sticker is \$1,995.

## Four-Page Brochures

Are you considering printing new company brochures for 2015? Let us print your brochures and distribute them to our more than 7,100 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 7,100 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.

2015 shows are:

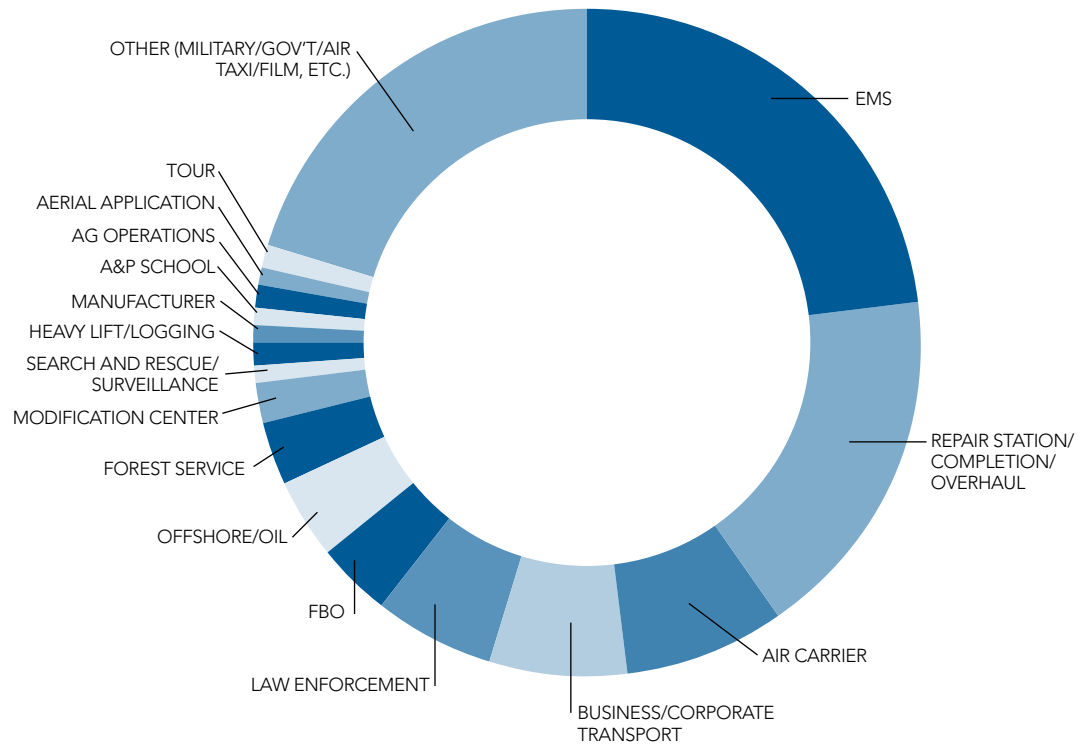
- Heli-Expo
- Airborne Law Enforcement Association Conference
- NBAA2015 Annual Convention & Exhibition



# Target Audience for *Helicopter Maintenance*

**More than 7,100 subscribers!**

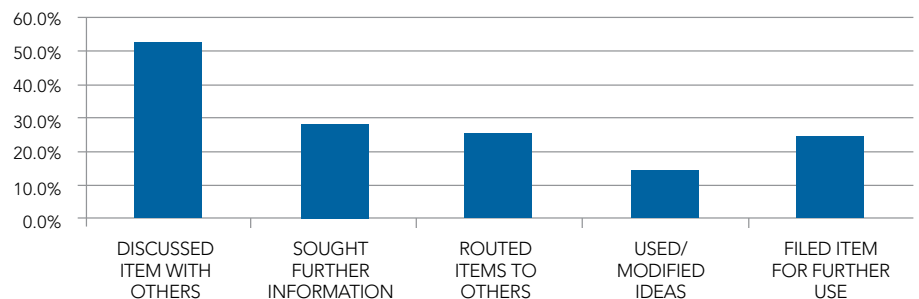
Subscribers come from a variety of operations:



**Helicopter**  
MAINTENANCE

## 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.*



# Helicopter Maintenance 2015 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 2015 CALENDAR	ONE PAGE	\$1,500
TOOL BOX STICKERS <i>(mails with February/March issue, with bonus distribution at Heli-Expo)</i>	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 #5

## Ad Guidelines

### CLIENT GUIDELINES FOR PREPARING ELECTRONIC AD MATERIALS FOR PRODUCTION

#### 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

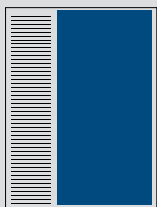
Supply final color or B&W laser printouts at actual size (100 percent) with no corrections noted. If the image area in the page file exceeds the size of a laser, the customer should maintain 100-percent output. Tiled proofs can be submitted. If a reduced-size laser is provided, it should be clearly noted.

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.

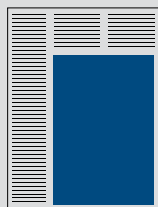
## Ad Sizes



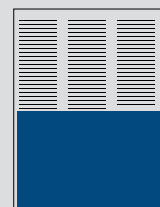
**Full Page**  
Live: 7.375" x 9.875"  
Trim: 8.375" x 10.875"  
Bleed: 8.625" x 11.125"



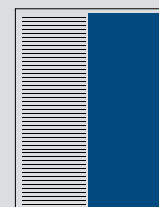
**Two-thirds Page Standard**  
4.5625" x 10"



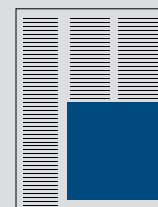
**One-half Page Standard**  
4.5625" x 7.375"



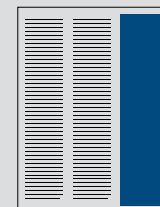
**One-half Page Horizontal**  
7" x 4.875"



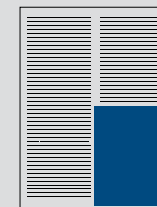
**One-half Page Vertical**  
3.375" x 10"



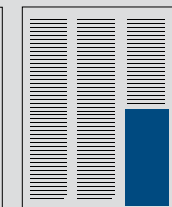
**One-third Page Standard**  
4.5625" x 4.875"



**One-third Page Vertical**  
2.1875" x 10"



**One-quarter Page**  
3.375" x 4.875"



**One-sixth Page**  
2.1875" x 4.5625"





# Editorial Calendar

# Helicopter MAINTENANCE

## FEBRUARY/MARCH AD SPACE CLOSE: 1/21/15

*Feature:* MD Helicopters Help Desk, Primus EPIC® AgustaWestland 139 review - Part 1

*Bonus Distribution:* HAI Heli-Expo, March 3-5, Orlando, FL

## HELI-EXPO 2015 PRE-SHOW GUIDE AD SPACE CLOSE: 1/21/15

*Feature:* Pre-show Guide for Helicopter Maintenance Professionals

*Bonus Distribution:* HAI Heli-Expo, March 3-5, Orlando, FL

## APRIL/MAY AD SPACE CLOSE: 2/25/15

*Feature:* Avionics, Primus EPIC® AgustaWestland 139 review - Part 2

*Bonus Distribution:* AEA, April 8-11, Dallas, TX; NBAA MMC, May 5-7, Portland, OR

## JUNE/JULY AD SPACE CLOSE: 4/28/15

*Feature:* Airborne Law Enforcement

*Bonus Distribution:* ALEA, July 15-18, Houston, TX; EAA AirVenture 2015, July 20-26, Oshkosh, WI

## AUGUST/SEPTEMBER AD SPACE CLOSE: 6/30/15

*Feature:* Enstroms - Top to Bottom

## OCTOBER/NOVEMBER AD SPACE CLOSE: 9/8/15

*Features:* Helicopter Emergency Medical Services (HEMS),

*Bonus Distribution:* NBAA Annual Meeting and Convention, November 17-19, Las Vegas, NV; Helicopter Association Canada, Montreal, Quebec, Date TBD, Helicopter Emergency Medical Services (HEMS), Long Beach, CA Oct. 19 - 21

## DECEMBER/JANUARY AD SPACE CLOSE: 10/27/15

*Feature:* Hydraulics

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

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