

A photograph of a male mechanic in a blue short-sleeved shirt working on the engine of a helicopter. He is leaning over the engine compartment, which is open, revealing various mechanical parts, wires, and hoses. The background shows the interior of a hangar with a white ceiling and structural beams. The overall scene is brightly lit, suggesting an indoor workshop environment.

HelicopterTM

MAINTENANCE

2020 MEDIA KIT

**Your direct link
to Helicopter
Maintenance
Professionals**

THE ONLY MAGAZINE TARGETING
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

A&P MECHANIC	32.14%
DIRECTOR OF MAINTENANCE/ MAINTENANCE DIRECTOR/MANAGER	23.21%
OTHER (PLEASE SPECIFY)	16.07%
OWNER/PARTNER/VP	8.93%
SUPERVISOR/LEAD	8.93%
QUALITY MANAGER	3.57%
IA/INSPECTOR	3.57%
AVIONICS TECHNICIAN	1.79%
DIRECTOR OF PURCHASING/ PURCHASING MANAGER	1.79%

ON WHICH TYPES OF HELICOPTERS DO YOU WORK?

BELL	61.54%
AIRBUS	50.00%
ROBINSON	28.85%
SIKORSKY	28.85%
AEROSPATIALE	13.46%
ENSTROM	7.69%
FINMECCANICA/AGUSTAWESTLAND	5.77%

WHAT TYPE OF PURCHASING INFLUENCE DO YOU HAVE?

I APPROVE PURCHASES.	36.54%
I COLLABORATE WITH TEAM MEMBERS ON PURCHASES.	32.69%
I RECOMMEND PURCHASES.	30.77%





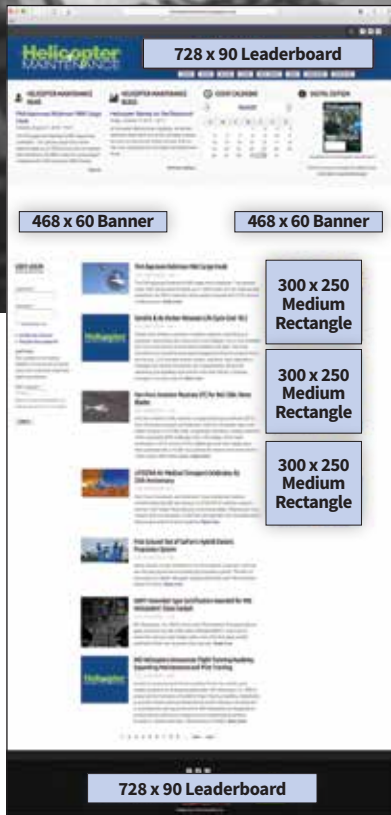
**Here's what products/services
Helicopter Maintenance
magazine readers plan to
purchase in the next 12 months.**

(Based on August 2019 reader survey)

Adhesives	52.05%
Air Filters	41.10%
Airframe parts	54.79%
Avionics	34.25%
Avionics servicing equipment	19.18%
Balancers/Vibration analysis equipment	20.55%
Batteries	49.32%
Borescopes	17.81%
Composite repair equipment	19.18%
Diagnostic Equipment	23.29%
Engine Hot Section Parts: Bearings	9.59%
Engine Oil/grease/lubricants	47.95%
Entertainment systems	4.11%
Fall restraint systems	12.33%
Filters	36.99%
Floor coatings	8.22%
Hangar doors	2.74%
Heating/Cooling Equipment	12.33%
Interior products	17.81%
Maintenance Training	45.21%
NDT Equipment	16.44%
Personnel lift/ladders/platforms	19.18%
Personnel Safety equipment	28.77%
Recip parts	10.96%
Reels and hoses	12.33%
Rotor Blades	16.44%
Service Carts - Hydraulic/GPU/Etc.	13.70%
Shop Equipment/Sheet metal tools/compressors/etc.	21.92%
Software	20.55%
Tires	17.81%
Tools	54.79%
Turbine parts	19.18%
Weight and Balance equipment	8.22%
Windshields	10.96%
Other	13.70%

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

REPAIR STATION	31.48%
OTHER (PLEASE SPECIFY)	27.78%
PRIVATE AIRCRAFT OWNER	16.67%
EMS/FLIGHT FOR LIFE	14.81%
AIRBORNE LAW ENFORCEMENT	11.11%
POWER LINE INSPECTION/AERIAL SURVEILLANCE	11.11%
SEARCH AND RESCUE	11.11%
FIRE FIGHTING	7.41%
OIL AND GAS	5.56%
AIR CARRIER	3.70%
HEAVY LIFT (LOGGING ETC.)	3.70%
ELECTRONIC NEWS GATHERING	1.85%
AIR TOUR OPERATOR	1.85%



	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

Focused on the people that buy your product services!

Here's the traffic you can expect at HelicopterMaintenanceMagazine.com in 2020:

5,300,000+ hits

833,000+ page views

320,000+ visits

140,000+ unique visitors

From more than 160 countries!

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

We drive targeted traffic to our site through social media and our mobile apps.

OPPORTUNITIES



Four-Page Brochures

Are you considering printing new company brochures for 2020? 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.) shrinkwrapped with a Helicopter Maintenance issue that will be distributed at a trade show.

2020 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 8,300 printed — 7,300 plus in the magazine and 1,000 for your use.

Deadline: We will need your sticker artwork by December 3, 2019.

Your total cost is \$1,995.



Helicopter Maintenance 2021 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 7,300 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., New York, 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.

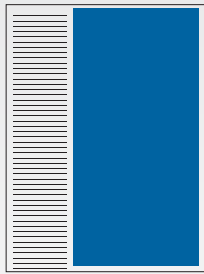
If possible, it's beneficial to output final printouts with “registration marks.” This places crop marks on the edges of the file, and also prints the name of the file at the top of the page. Note any special instructions directly on your provided laser proofs. If fifth or spot colors (actual PMS color)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

AD SIZES



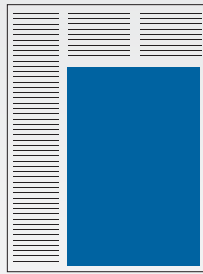
FULL PAGE

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



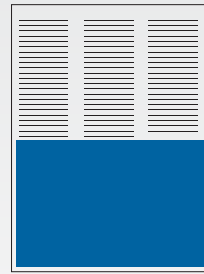
TWO-THIRDS PAGE STANDARD

4.5625" x 10"



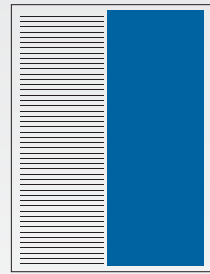
ONE-HALF PAGE STANDARD

4.5625" x 7.375"



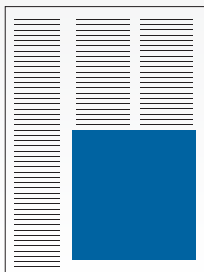
ONE-HALF PAGE HORIZONTAL

7" x 4.875"



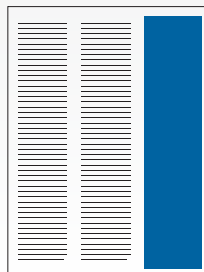
ONE-HALF PAGE VERTICAL

3.375" x 10"



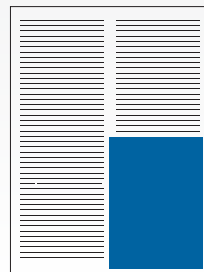
ONE-THIRD PAGE STANDARD

4.5625" x 4.875"



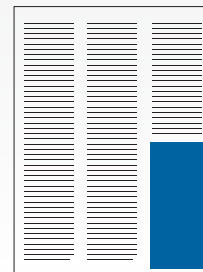
ONE-THIRD PAGE VERTICAL

2.1875" x 10"



ONE-QUARTER PAGE

3.375" x 4.875"



ONE-SIXTH PAGE

2.1875" x 4.5625"

HELICOPTER MAINTENANCE 2020 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

Other Programs

HELICOPTER MAINTENANCE 2021 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		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.



EDITORIAL CALENDAR



FEBRUARY/MARCH

Bonus Distribution: HAI Heli-Expo, January 28-30, Anaheim, CA

AD SPACE CLOSE: 12/3/19

EARLY CLOSING DUE TO EARLY 2020 HELI-EXPO!

HELI-EXPO 2018 PRE-SHOW GUIDE

Bonus Distribution: HAI Heli-Expo, January 28-30, Anaheim, CA

AD SPACE CLOSE: 12/3/20

APRIL/MAY

AD SPACE CLOSE: 2/18/20

JUNE/JULY

AD SPACE CLOSE: 4/7/20

AUGUST/SEPTEMBER

AD SPACE CLOSE: 6/16/20

OCTOBER/NOVEMBER

Bonus Distribution: NBAA-BACE, October 6-8, Orlando, FL;
Helicopter Association Canada, November 5-7, Vancouver

AD SPACE CLOSE: 8/11/2020

DECEMBER/JANUARY

AD SPACE CLOSE: 10/20/20

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

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