Helicopter MAINTENANCE

STRONG CONNECTION REAL VALUE

Bridging what matters most to what you need.

A CONNECTION BUILT ON TRUST.

We connect your message with an engaged audience that values what you offer.

TOGETHER, WE CREATE IMPACT.

The right message, audience and results!

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:

A&P MECHANIC	24 %
DIRECTOR OF MAINTENANCE/ MAINTENANCE DIRECTOR/MANAGER	24%
IA/INSPECTOR	12%
OWNER/PARTNER/VP	8%
QUALITY MANAGER	8%
AVIONICS TECHNICIAN	4%
SUPERVISOR/LEAD	4%
REPAIRMAN	2%
OTHER (AVIAITON SAFETY INSPECTOR, TECH SUPPORT, ETC.)	20%

HELICOPTER MODELS ON WHICH OUR READERS WORK:

BELL	70%
AIRBUS	58%
ROBINSON	8%
SIKORSKY	33%
LEONARDO	16%
OTHER (MD, HILLER, ENSTROM, BOEING, KAMAN, JOBY, ETC)	5%

OUR READERS HAVE THE FOLLOWING TYPE OF PURCHASING INFLUENCE:

APPROVE PURCHASES	35%
COLLABORATE WITH TEAM MEMBERS ON PURCHASES.	21%
RECOMMEND PURCHASES	43%

Helicopter MAINTENANCE

THE TYPE OF OPERATION(S) FOR WHICH OUR READERS WORK:

REPAIR STATION	52%
PRIVATE AIRCRAFT OWNER	12%
EMS/FLIGHT FOR LIFE	12%
AIRBORNE LAW ENFORCEMENT	8%
POWER LINE INSPECTION/AERIAL SURVEILLANCE	4%
SEARCH AND RESCUE	12%
FIRE FIGHTING	8%
OIL AND GAS	12%
AIR CARRIER	16%
HEAVY LIFT (LOGGING ETC.)	4%
ELECTRONIC NEWS GATHERING	4%
OTHER (FLIGHT TRAINING, SCHOOL, MFG, GOVERNMENT, ETC.)	25%

15 PERCENT OF OUR READRES PLAN ON ADDING UNMANNED VEHICLES TO THEIR OPERATION IN THE NEXT 12 MONTHS?

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

Airframe parts	76%
Air Filters	48%
Engine Hot Section Parts:Bearings	20%
Rotor Blades	24%
Balancers/Vibration equipment	16%
Composite repair equipment	12%
Weight and Balance equipment	24%
Adhesives	68%
Avionics	40%
Avionics servicing equipment	24%
Batteries	56%
Borescopes	32%
Diagnostic Equipment	20%
Engine Oil/grease/lubricants	48%
Fall restraint systems	4%
Filters	52%
Floor coatings	4%
Interior products	12%
Maintenance Training	60%
NDT Equipment	12%
Personnel lift/ladders/platforms	8%
Personnel Safety equipment	28%
Recip parts	16%
Reels and hoses	8%
Service Carts - Hydraulic/GPU/Etc.	8%
Shop Equipment/Sheet metal tools/compressors/etc.	36%
Software	24%
Tires	28%
Tools	64%
Turbine Parts	20%
Windshields	24%
Other (raw mat., hardware, etc)	12%

HELICOPTERMAINTENANCEMAGAZINE.COM

Focused on the people that buy your products and services!

Here's the traffic you can expect at HelicopterMaintenanceMagazine.com in 2026:

34K Users

38K Sessions

44K Page Views

From more than 184 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

Helicopter MAINTENANCE

OPPORTUNITIES

Four-Page Brochures

Are you considering printing new company brochures for 2027? 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.

2027 shows are:

- VAI Verticon
- NBAA-BACE

Collective Insight eNewsletter

From Helicopter Maintenance Magazine

Helicopter Maintenance magazine's e-newsletter, Collective Insight, reaches more than 9,500 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 $400 per insertion.

Helicopter Maintenance PRODUCTS

Feature one of your products/services in each one of our Collective Insight enewsletters. 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 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.

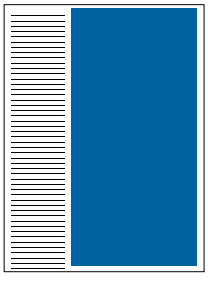
PAGE FILE PRINT OUTS

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.

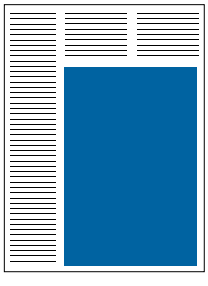
If possible, it's beneficial to output final printouts with "registration marks." This places crop marks on the edges of the file, and also prints the name of the file at the top of the page. Note any special instructions directly on your provided laser proofs. If fifth or spot colors (actual PMS color)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

AD SIZES

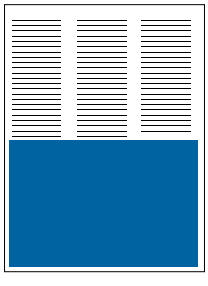
FULL PAGE
Live: 7" x 9.5"
Trim: 8" x 10.5"
Bleed: 8.25" x 10.75"



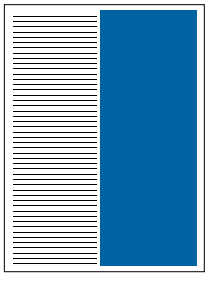
TWO-THIRDS PAGE STANDARD
4.5625" x 10"



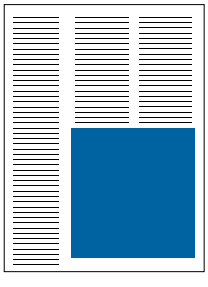
ONE-HALF PAGE STANDARD
4.5625" x 7.375"



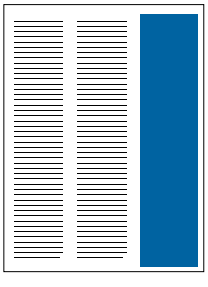
ONE-HALF PAGE HORIZONTAL
7" x 4.875"



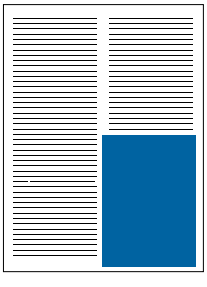
ONE-HALF PAGE VERTICAL
3.375" x 10"



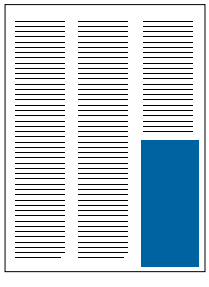
ONE-THIRD PAGE STANDARD
4.5625" x 4.875"



ONE-THIRD PAGE VERTICAL
2.1875" x 10"



ONE-QUARTER PAGE
3.375" x 4.875"



ONE-SIXTH PAGE
2.1875" x 4.5625"

2027 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

OTHER PROGRAMS

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
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.

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EDITORIAL CALENDAR

FEBRUARY/MARCH

AD SPACE CLOSE: 01/07/27

Bonus Distribution: VAI Verticon, March 16 - 18, Anaheim, CA

VERTICON 2027 PRE-SHOW GUIDE

AD SPACE CLOSE: 01/07/27

Bonus Distribution: VAI Verticon, March 16 - 18, Anaheim, CA

APRIL/MAY

AD SPACE CLOSE: 03/07/27

JUNE/JULY

AD SPACE CLOSE: 05/06/27

AUGUST/SEPTEMBER

AD SPACE CLOSE: 07/08/27

OCTOBER/NOVEMBER

AD SPACE CLOSE: 09/26/27

Bonus Distribution: NBAA-BACE, October 19 - 21, Las Vegas, NV

DECEMBER/JANUARY

AD SPACE CLOSE: 11/14/27

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

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HELICOPTER**MAINTENANCE**MAGAZINE.COM

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