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

Our average monthly activity:
Unique Visitors — more than 3,991
Page Views — 5,810

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%
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 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 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 5,000 calendars for only $1,500.

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Four-Page Brochures

Are you considering printing new company brochures for 2015? Let us print your brochures and distribute them to our more than 5,000 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.

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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.

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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

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Stickers

Your message will stick around for a long time!

**Sticker Stats:**

*Issue:* February/March

*How many?:* Over 6,000 printed — 5,000 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.
Target Audience for Helicopter Maintenance

More than 5,000 subscribers!
Subscribers come from a variety of operations:

- EMS
- Repair Station/Completion/Overhaul
- Air Carrier
- Business/Corporate Transport
- Law Enforcement
- FBO
- Offshore/Oil
- Heavy Lift/Logging
- Search and Rescue/Surveillance
- Modification Center
- Forest Service
- Manufacturer
- A&P School
- Ag Operations
- Aerial Application
- Tour
- Other (Military/Gov’t/Air Taxi/Film, etc.)

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:

- Discussed item with others: 60.0%
- Sought further information: 50.0%
- Routed items to others: 40.0%
- Used/modified ideas: 30.0%
- Filed item for further use: 20.0%
- Other (Military/Gov’t/Air Taxi/Film, etc.): 10.0%
- Other: 0.0%
## Display Advertising

Frequency is the key to a successful advertising campaign

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<tr>
<th>SIZE</th>
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<th>3X</th>
<th>6X</th>
<th>7X</th>
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<td>$3,672</td>
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<tr>
<td>ONE-SIXTH PAGE</td>
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<td>$511</td>
<td>$493</td>
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## Classified

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## Web Site Advertising

### STANDARD AD UNITS

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<tr>
<td>728 X 90 IMU (LEADERBOARD, ROTATING)</td>
<td>40K</td>
<td>.15</td>
<td>$531</td>
<td>$478</td>
<td>$372</td>
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<tr>
<td>300 X 250 IMU (MEDIUM RECTANGLE)</td>
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<td>.15</td>
<td>$425</td>
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<td>$319</td>
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<tr>
<td>468 X 60 IMU (FULL BANNER RUN OF SITE)</td>
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<td>.15</td>
<td>$266</td>
<td>$213</td>
<td>$159</td>
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<tr>
<td>120 X 120 IMU (SQUARE BUTTON)</td>
<td>30K</td>
<td>.15</td>
<td>$106</td>
<td>$80</td>
<td>$53</td>
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</tbody>
</table>

## Other Programs

### HELICOPTER MAINTENANCE 2015 CALENDAR

ONE PAGE $1,500

### TOOL BOX STICKERS

ONE 12-SQUARE-INCH STICKER $1,995 (mails with February/March issue, with bonus distribution at Heli-Expo)

### FLIPBOOK LEADING AD

WHERE AVAILABLE $1,000

### VIDEO UPGRADE ON DIGITAL EDITION

$500

### TRADE SHOW POLYBAG INSERT

VARIES PER SHOW $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 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"
  - Horizontal 7" x 4.875"
  - Vertical 3.375" x 10"

- **One-third Page**
  - Standard 4.5625" x 4.875"
  - Vertical 2.1875" x 10"

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

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

## 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 printsouts 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.
Editorial Calendar

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 TBU; 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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