

2009 AIN Monthly Rates — Frequency combined with Convention News and International Air Show Issues

BLACK & WHITE										
# of issues	1	2-3	4-6	7-8	9-12	13-15	16-19	20-23	24-27	28-31
Full Tabloid Page	\$10975	10475	9975	9425	9025	8700	8325	8000	7750	7400
Junior Tabloid Page	9375	8800	8250	7875	7650	7275	6975	6675	6400	6100
Half Tabloid Page	6825	6050	5950	5600	5400	5125	4900	4700	4475	4125
One-Third Page	5625	5150	4950	4725	4500	4350	4175	4000	3850	3550
Quarter Page	3575	3400	3200	3000	2875	2750	2650	2550	2475	2125
Eighth Page	1975	1875	1700	1650	1525	1475	1425	1325	1250	1125
2-COLOR STANDARD — Match color \$350 extra/PMS ink \$900 extra										
# of issues	1	2-3	4-6	7-8	9-12	13-15	16-19	20-23	24-27	28-31
Full Tabloid Page	\$13150	12750	12000	11350	10950	10475	10075	9600	9300	8900
Junior Tabloid Page	11500	11000	10325	9700	9375	8950	8650	8050	7900	7650
Half Tabloid Page	8825	7925	7500	7325	7075	6825	6525	6225	5975	5675
One-Third Page	7350	6775	6500	6175	5950	5675	5450	5150	4975	4775
Quarter Page	5050	4900	4600	4350	4175	4025	3900	3700	3600	3475
Eighth Page	3525	3400	3150	3000	2825	2675	2550	2425	2250	2100
4-COLOR PROCESS										
# of issues	1	2-3	4-6	7-8	9-12	13-15	16-19	20-23	24-27	28-31
Full Tabloid Page	\$16075	15925	15175	14325	13900	13425	13000	12475	12075	11550
Junior Tabloid Page	14525	14150	13375	12750	12325	11900	11400	10975	10500	10000
Half Tabloid Page	12000	11375	10925	10400	10075	9650	9325	8875	8550	8075
One-Third Page	9750	9275	8875	8425	8200	7900	7575	7300	7050	6625
Quarter Page	7350	7075	6775	6525	6350	6025	5850	5625	5450	5175
Eighth Page	5675	5550	5276	5050	4900	4725	4475	4300	4150	3950

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The Aviation International News Audience



The 40,107 most clearly identified, recently updated and solidly qualified readers in business aviation.

READER ANALYSIS BY TITLE	Total Qualified	Percent of Total
Aviation department managers and chief pilots	8,818	22.0
Line captains, first officers, commuter pilots and other pilots	12,004	29.9
Chief executives, presidents, vice presidents, other corporate officers, general and department managers	10,049	25.1
Maintenance chiefs, maintenance managers and mechanics	6,890	17.2
Government (federal, state and local)	637	1.6
Scheduler, dispatcher or corporate flight attendant	869	2.2
Other titled personnel	380	0.9
Other paid circulation	415	1.0
Total qualified circulation	40,107	100.0

READER AIRCRAFT OWNED, OPERATED OR LEASED	Total Qualified	Percent of Total
Jet	30,564	76.2
Turboprop	4,654	11.6
Helicopter	1,897	4.7
Multi-engine piston	1,482	3.7
Other	1,095	2.7
Other paid circulation	415	1.0
Total qualified circulation	40,107	100.0