

Aviation International News



2012 MEDIA KIT



Aviation International News

We don't call ourselves **Aviation International News** for nothing. With a total monthly subscriber base of more than 38,000, **Aviation International News** has a worldwide distribution that precisely matches the distribution of turbine business airplanes.

And we're not standing still. Our readership continues to expand rapidly in key regions such as China, India, Russia, the Middle East and Brazil, ensuring that we're not only following the expansion of business aviation, but leading it.

We limit **Aviation International News**' circulation to the most active, highly qualified segments of the market. To qualify to receive **Aviation International News**, subscribers must operate a turbine business aircraft (jet, turboprop or helicopter) and they must

have a qualifying job title/area of responsibility. Our circulation statements clearly identify exactly what types of aircraft our readers operate, and exactly what their job responsibilities are.

As emerging markets for business aircraft provide the engine for growth of the industry, we are aggressively expanding our non-North American readership.



CELEBRATING 40 YEARS WITH AIN

AIN Publications stretches back 40 years to the first issue of NBAA Convention News in 1972. We are proud to uphold the same journalistic principles and remain the industry's number-one news source. We continue to expand our family of products across all platforms, providing our readers and advertisers matchless coverage and unrivaled access.



Aviation International News print editions
NOW ALSO AVAILABLE ELECTRONICALLY
on your iPad, iPhone, Android tablet, and
Android phone.



MONTHLY EDITORIAL CALENDAR



Issue	Pub Date	Editorial Features/Events	Ad Close	Materials Due
January	January 1	Year 2011 Newsmakers Cockpit Avionics Bonus Distribution at Schedulers & Dispatchers Conference, Jan. 15-18, San Diego, California	Dec. 1, 2011	Dec. 8, 2011
February	February 1	New Rotorcraft Heli-Expo Preview Singapore Airshow Preview Schedulers & Dispatchers Report	January 3	January 10
March	March 1	The State of Training Heli-Expo Report Singapore Airshow Report ABACE Preview Bonus distribution at the International Operators Conference, March 12-15, San Diego, California	February 1	February 8
April	April 1	FBO Survey – The Americas Women in Aviation EBACE Preview Bonus distribution at the AEA Convention, April 3-6, Washington, D.C.	March 1	March 8
May	May 1	International Operations FBO Survey – Europe, Mideast, Asia, Africa ABACE Report AEA News (in Avionics section) RAA Special Section Bonus Distribution at RAA Convention, May 21-24, Minneapolis, Minnesota	April 2	April 9
June	June 1	EBACE Report NBAA/FSF CASS Report Aircraft Insurance	May 2	May 9
July	July 1	Completions & Refurb RAA Report Farnborough Preview Flight Attendants Conference Report	June 1	June 8
August	August 1	Cabin Electronics Product Support – Aircraft Farnborough Report	July 2	July 9
September	September 1	Business Aviation & The Environment Product Support – Avionics EAA AirVenture Oshkosh Report LABACE Report ERA Special Section Bonus Distribution at ERA General Assembly, Sept. 19-21, Dublin, Ireland	August 1	August 8
October	October 1	The Frax/Charter Market – Part 1 NBAA Convention Preview Product Support – Engines New Business Jets ERA News	September 3	September 10
November	November 1	The Frax/Charter Market – Part 2 New Business Turboprops ERA Report MEBA Preview	October 3	October 10
December	December 1	NBAA Convention Report Pre-owned Aircraft Report Aviation Finance	November 1	November 8



AVIATION INTERNATIONAL NEWS RATES

Frequency combined with AIN Convention News and AIN International Airshow dailies

BLACK & WHITE (per issue)

# of issues	1	2-3	4-6	7-8	9-12	13-15	16-19	20-24	25-30	31-34
Full Tabloid Page	\$11525	\$11025	\$10475	\$9925	\$9475	\$9150	\$8775	\$8400	\$8150	\$7800
Junior Tabloid Page	9875	9250	8675	8275	8050	7675	7325	7025	6750	6450
Half Tabloid Page	7175	6350	6250	5900	5700	5400	5150	4950	4725	4350
One-Third Page	5925	5425	5200	4975	4750	4600	4425	4200	4050	3750
Quarter Page	3775	3600	3400	3150	3025	2900	2800	2700	2625	2250
Eighth Page	2075	1975	1800	1750	1625	1575	1525	1425	1325	1200

2-COLOR STANDARD — Match color 350 extra/PMS ink 900 extra (per issue)

# of issues	1	2-3	4-6	7-8	9-12	13-15	16-19	20-24	25-30	31-34
Full Tabloid Page	\$13850	\$13400	\$12600	\$11950	\$11500	\$11025	\$10625	\$10100	\$9800	\$9350
Junior Tabloid Page	12100	11550	10875	10200	9875	9400	9100	8475	8300	8050
Half Tabloid Page	9275	8325	7900	7725	7450	7175	6875	6550	6275	5975
One-Third Page	7750	7125	6850	6500	6250	5975	5750	5450	5225	5025
Quarter Page	5350	5150	4850	4600	4400	4225	4100	3900	3800	3675
Eighth Page	3725	3600	3325	3150	3075	2825	2700	2575	2400	2225

4-COLOR PROCESS (per issue)

# of issues	1	2-3	4-6	7-8	9-12	13-15	16-19	20-24	25-30	31-34
Full Tabloid Page	\$16925	\$16750	\$15975	\$15075	\$14600	\$14125	\$13650	\$13125	\$12725	\$12150
Junior Tabloid Page	15275	14900	14075	13400	12975	12500	12000	11525	11050	10500
Half Tabloid Page	12625	11975	11475	10950	10600	10150	9825	9325	9000	8500
One-Third Page	10250	9775	9325	8875	8650	8300	7975	7700	7450	6975
Quarter Page	7750	7450	7125	6875	6700	6350	6150	5925	5750	5450
Eighth Page	5975	5850	5575	5325	5150	4975	4725	4550	4400	4150

Opportunity 2012: Bonus ad space to frequent advertisers.
Please contact us at adsales@AINonline.com or +1 203 798 2400.

THE AVIATION INTERNATIONAL NEWS AUDIENCE

READER ANALYSIS BY TITLE	Total Qualified	Percent of Total
Aviation department managers and chief pilots	12,121	31.5
Line captains, first officers, commuter pilots and other pilots	8,816	22.9
Chief executives, presidents, vice presidents, other corporate officers, general and department managers	11,345	29.5
Maintenance chiefs, maintenance managers and mechanics	4,903	12.7
Government (federal, state and local)	358	0.9
Scheduler, dispatcher or corporate flight attendant	492	1.3
Other titled personnel	15	0.0
Other paid circulation	—	—
Subscriptions	451	1.2
Total qualified circulation	38,501	100.0
READER AIRCRAFT OWNED, OPERATED OR LEASED	Total Qualified	Percent of Total
Jet	27,226	70.7
Turboprop	5,258	13.6
Helicopter	3,833	10.0
Multi-engine piston	1,172	3.0
Other	561	1.5
Other paid circulation	—	—
Subscriptions	451	1.2
Total qualified circulation	38,501	100.0

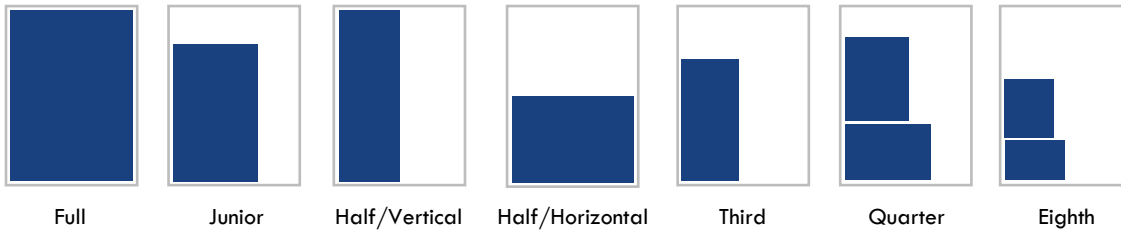


The most clearly identified and solidly qualified readers in business aviation.

MECHANICAL SPECIFICATIONS

Size of Ad

	Width (inches)	Depth (inches)	Width (mm)	Depth (mm)
Full tabloid page (non-bleed)	10"	12 7/8"	254	328
Full tabloid page (bleed) (book trims to 10 13/16" width x 13 7/8" depth or 275mm x 352mm)	11 1/16"	14 1/8"	281	359
Full tabloid spread (bleeds across gutter)	22 1/8"	14 1/8"	563	359
Junior tabloid page	7 13/16"	10 3/8"	199	264
Junior tabloid spread (bleeds across gutter only)	15 5/8"	10 3/8"	398	264 (no trim)
Half page (vertical)	4 7/8"	12 1/2"	124	318
Half page (horizontal)	10"	6 1/2"	254	165
Third page	4 7/8"	9 5/16"	124	237
Quarter page (vertical)	4 7/8"	6 3/16"	124	158
Quarter page (horizontal)	7 3/8"	4 7/8"	188	124
Eighth page (vertical)	2 5/16"	6 1/8"	59	156
Eighth page (horizontal)	4 7/8"	3 1/16"	124	78



DIGITAL ADVERTISING SPECIFICATIONS

PLATFORM: MACINTOSH

Software Specifications:

Quark Xpress 8.0 to 6.0, Adobe Photoshop CS5, Adobe Illustrator CS5 to 8.0, Adobe InDesign CS5 to CS3

All formats must include all fonts and image files.

Acceptable Media:

CD-ROM (CD-recordable).

Image Specifications:

- All image files should be set to 300dpi (recommended), minimum 266.
- Minimum 1200dpi for B/W line art.
- Image files must be Photoshop compatible, i.e., must open in Photoshop.
- All color image files must be set up to CMYK.
- Do not use jpeg encoding.
- All high-res files with clipping paths must be EPS format.

Font Specifications:

- Digital advertisements must include all screen and printer (PostScript) fonts.
- Use stylized fonts. Do not apply style attributes to basic fonts from within page layout software.

Proofs:

Kodak Approval, Imation Rainbow, Kodak DCP 9000, Fuji Pictro Proof, Agfa Sherpa

- Laserprints are not acceptable color proofs.
- **AIN** will not be responsible for reproduction problems or file corruptions associated with ads not accompanied by a proof.

Furnished Inserts: Earned B&W rate less 10% up to four pages; less 15% up to eight pages

Insertion order date: 30 days prior to each publication date

Materials due date: Three weeks prior to the publication date

Shipping Instructions

Send all correspondence including insertion orders and mechanicals to:

Publisher

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Terms and Conditions

Payments due upon receipt of invoice. Invoices not paid within 30 days from date of invoice will incur an interest charge of 1% of the outstanding balance per month.

Cash Discount

2% if paid within 10 days.

Commission

15% of gross rate to recognized advertising agencies provided payment is made within 30 days of date of invoice.

Contract Year

Advertising must be inserted within one year of first insertion to earn frequency discounts. Cancellation of any portion of contract nullifies all rate protection for the remainder.

Positioning

All advertising positioning clauses are treated as requests.