

# AVIONICS NEWS



## ▪ AVIONICS NEWS MAGAZINE, A MONTHLY PUBLICATION OF THE AEA, IS:

- The voice of the general aviation electronics industry.
- The largest, single representation of approved maintenance organizations in the world.
- Read by industry decision-makers, including the owners, managers and technicians of government-certified repair stations who sell, service and install avionics, as well as maintenance facilities and fixed-base operations. They are in the position to recommend products to the end-users – their customers.
- Read by thousands of aircraft owners and pilots.

**Frequency:** Monthly    **Binding:** Perfect Bound    **Trim Size:** 8.5" x 11"

## ▪ READERS/CIRCULATION

AEA members regard *Avionics News* as their No. 1 association benefit. More than 10,000 printed copies (representing 30,000+ readers) of *Avionics News* are received monthly by subscribers. *Avionics News* annually receives more than 600,000 page views in its web-based digital edition, from:

- Avionics Facilities  
(Owners, Managers, Technicians, Mechanics)
- End-Users/Pilots (Corporate, Private)
- Avionics Manufacturers
- Maintenance Facilities/FBOs
- Instrument Shops
- Government Agencies  
(FAA, NTSB, DOT, TCCA, EASA, CASA, ANAC)
- Airframe Manufacturers
- Technical Schools
- Miscellaneous  
(Ad Agencies, Avionics Students, Flight Schools)
- Aviation Consultants

## ▪ EDITORIAL CONTENT

Reference the digital archives for examples of the varied topics covered in the pages of *Avionics News*.

[aea.net/avionicsnews/anarchive.asp](http://aea.net/avionicsnews/anarchive.asp)

## ▪ POSITIONS/COPY/CANCELLATIONS

Positioning of advertising is at the sole discretion of the editor. Preferred positions may be available – inquire for availability and pricing. Cancellations or changes of orders are not accepted after the closing date.

Advertiser and advertising agency assume liability for all content, including text, representation and illustrations of advertisements printed, and also assume responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertising contract or insertion.

## ▪ COMMISSIONS & PAYMENT TERMS

TERMS: Net 30

Only recognized agencies receive a 15% discount if the invoice is paid within the 30-day term and billing is handled exclusively through the agency.

Space on contract is to be used within a 12-month period. Three-time, six-time and 12-time rates are based on the number of issues used during a 12-month period.

## ▪ ADVERTISING CONTACT

**Rachel Hill** 816-366-5109 • [rachelh@aea.net](mailto:rachelh@aea.net)

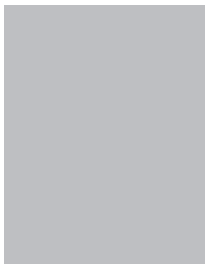


## ■ FULL-COLOR PRINT ADVERTISING RATES

Advertisers receive three platforms for the price of one: in print, online and mobile app.

	1 TIME	3 TIMES	6 TIMES	12 TIMES
FULL PAGE	\$5,125	\$4,610	\$4,225	<b>\$3,195</b> <span style="color: red; font-weight: bold;">BEST VALUE!</span>
2/3 Page	\$4,000	\$3,760	\$3,425	\$2,950
1/2 Page	\$3,525	\$3,275	\$3,100	\$2,635
1/3 Page	\$2,860	\$2,750	\$2,625	\$2,295
1/6 Page	\$2,325	\$2,220	\$2,055	\$1,875

- Rates are per month
- Inquire about premium location availability and pricing.
- Inquire about non AEA-member ad rates.



**FULL-BLEED PAGE**

Bleed: 8.75 in. x 11.25 in.  
Trimmed to: 8.5 in. x 11 in.



**2/3 PAGE**

4.5 in. x 10 in.



**1/2 PAGE VERTICAL**

4.5 in. x 7.5 in.



**1/2 PAGE HORIZONTAL**

7 in. x 5 in.



**1/3 PAGE SQUARE**

4.5 in. x 5 in.



**1/3 PAGE VERTICAL**

2.25 in. x 10 in.

- Please submit full-page ads at 8.75 in. x 11.25 in. This allows for .125 in. bleed on all sides. Final ads will be trimmed to 8.5 x 11 in.
- Keep all live area at least .25 in. away from trim lines on full-page ads.

## ■ ADVERTISING CONTACT

**Rachel Hill** 816-366-5109 • rachelh@aea.net

## ■ MARKETPLACE CLASSIFIED

Find out who's hiring, what's for sale and what new services are available throughout the industry.

### MARKETPLACE RATES

2.25 in. wide x 2 in. tall **\$325**  
2.25 in. wide x 3 in. tall **\$375**

\* Rates are per month

\* Inquire about ads larger than 3 inches tall and non AEA-member ad rates.

Actual size of a 1 column x 2-inch tall Marketplace ad in Avionics News



### January

#### Rotorcraft Issue

This issue features technical topics, products and companies that serve the rotorcraft market. For companies serving this segment of the industry or planning to exhibit at HAI HELI-EXPO, this is the perfect opportunity to advertise your products and services and invite attendees to your booth at the world's largest helicopter exposition and trade show.

- Ad Sales Deadline: Nov. 10, 2023
- Materials Deadline: Nov. 17, 2023

### February

#### AEA Convention Preview

This issue offers a preview of highlighted regulatory and technical training sessions available at next month's AEA Convention. AEA Trade Show exhibitors are encouraged to include their booth number in their advertising materials. Invite convention attendees to learn more about your products and services by visiting your booth in the exhibit hall.

- Ad Sales Deadline: Dec. 8, 2023
- Materials Deadline: Dec. 15, 2023

BONUS  
DISTRIBUTION

HAI HELI-EXPO

### March

#### AEA Convention Issue

This issue will have bonus distribution to nearly 2,000 aircraft electronics professionals in attendance at the 67th annual AEA International Convention & Trade Show in Dallas. This is the ideal opportunity for advertisers to invite convention attendees to personally meet your staff in the AEA Trade Show's exhibit hall. Include your booth number in your advertisement.

- Ad Sales Deadline: Jan. 10, 2024
- Materials Deadline: Jan. 17, 2024

BONUS  
DISTRIBUTION

• AEA CONVENTION  
• WOMEN IN AVIATION CONFERENCE

### April

#### Connectivity Issue

With improved connectivity services available to most everyone touching the ground, those who fly expect the same comforts. This issue examines the current state of affairs for aircraft connectivity and how these safety-enhancing technologies are improving the overall flying experience for general aviation consumers.

- Ad Sales Deadline: Feb 9, 2024
- Materials Deadline: Feb. 16, 2024

### May

#### International Issue

The AEA is truly an international organization with member companies in more than 40 countries. This issue illustrates the avionics industry's powerful reach across borders and the AEA businesses that make it possible.

- Ad Sales Deadline: March 11, 2024
- Materials Deadline: March 18, 2024

### June

#### New Products Issue

This issue will spotlight all the new avionics products and services introduced at the AEA Convention. The New Product Introductions session is one of the most popular events every year and has evolved into a must-see showcase for AEA members and the media. Aircraft electronics manufacturers know the key to a successful product launch means bringing their products to the AEA Convention.

- Ad Sales Deadline: April 10, 2024
- Materials Deadline: April 17, 2024

### July

#### AirVenture Oshkosh Issue

A strong market exists for approved maintenance organizations when it comes to servicing experimental, light-sport and ultralight aircraft, along with warbirds, vintage and homebuilt aircraft. This month's issue is one of the most widely distributed each year, as thousands of pilots and aircraft owners flock to the AEA's AirVenture booth in Oshkosh, Wisconsin, to pick up this month's edition.

- Ad Sales Deadline: May 10, 2024
- Materials Deadline: May 17, 2024

BONUS  
DISTRIBUTION

EAA AIRVENTURE

### August

#### Workforce Development

This issue features training and education tools available to develop the next generation of high-tech professionals. It also spotlights those who were awarded academic scholarships by the AEA Educational Foundation. Each year, more than 20 scholarships are awarded to students pursuing a career in avionics or aircraft maintenance, as well as students from AEA member companies.

- Ad Sales Deadline: June 10, 2024
- Materials Deadline: June 17, 2024

### September

#### Military/Commercial Space Issue

This issue explores new business opportunities for the industry and highlights what's happening in the military and commercial space markets. Learn the latest on what forward-thinking companies are doing to expand their business into these markets.

- Ad Sales Deadline: July 11, 2024
- Materials Deadline: July 18, 2024

BONUS  
DISTRIBUTION

AEA REGIONALS

### October

#### Business Aviation Issue

This month's edition places the business aviation segment of the industry in the spotlight. It also will reach hundreds of business aviation professionals in attendance at the NBAA Business Aviation Convention & Exhibition, the world's largest business aviation event.

- Ad Sales Deadline: Aug. 9, 2024
- Materials Deadline: Aug. 16, 2024

BONUS  
DISTRIBUTION

• AEA REGIONALS  
• NBAA CONVENTION

### November

#### Emerging Technologies Issue

From unmanned aircraft systems and electric propulsion to urban air mobility, emerging technologies are in the spotlight. This issue will examine how these innovative technologies will impact the general aviation industry and explore the opportunities to grow business for maintenance organizations and manufacturers alike.

- Ad Sales Deadline: Sept. 9, 2024
- Materials Deadline: Sept. 16, 2024

BONUS  
DISTRIBUTION

AEA REGIONALS

### December

#### Business Operations Issue

This issue covers the important information that avionics repair station owners and managers need to know to run their business, from the latest trends in management to the resources and services available to help your business grow and succeed. This issue also provides the results from the annual AEA Rate and Labor Survey, which includes employee benefit/compensation package information and a business outlook perspective.

- Ad Sales Deadline: Oct. 10, 2024
- Materials Deadline: Oct. 17, 2024