

2015

EDITORIAL CALENDAR

AVIONICS NEWS

The AEA's monthly magazine.

January

FAA-Accepted Training Exam Issue

This issue includes important information for avionics technicians regarding the 14th annual *Avionics News* Technical Training Exam. Owners, managers and avionics technicians of AEA member repair shops may get a head start on their FAA-accepted training. By completing the exam, which covers regulatory and technical topics featured in the 2014 issues of *Avionics News*, technicians may earn eight hours toward their IA renewal.

- Ad Sales Deadline: **Nov. 5, 2014**
- Materials Deadline: **Nov. 12, 2014**

February

Helicopter Issue

This issue features topics, products and companies that serve the rotorcraft market. It includes a bonus distribution opportunity at the annual HAI HELI-EXPO, the world's largest helicopter exposition and trade show. More than 20,000 helicopter industry professionals from all around the world gather to see the latest products and services available.

- Ad Sales Deadline: **Dec. 3, 2014**
- Materials Deadline: **Dec. 10, 2014**

BONUS DISTRIBUTION HAI HELI-EXPO

March

AEA Convention & Trade Show Preview

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

- Ad Sales Deadline: **Jan. 7, 2015**
- Materials Deadline: **Jan. 14, 2015**

BONUS DISTRIBUTION WAI International Conference

April

AEA Convention Issue

This issue will be available to more than 1,400 aviation professionals in attendance at the 58th annual AEA International Convention & Trade Show in Dallas, Texas. This is the final opportunity for advertisers to invite all convention attendees to personally meet your staff in the AEA Trade Show's exhibit hall.

- Ad Sales Deadline: **Feb. 4, 2015**
- Materials Deadline: **Feb. 11, 2015**

BONUS DISTRIBUTION AEA Convention

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 4, 2015**
- Materials Deadline: **March 11, 2015**

June

AEA Convention Recap Issue

This issue takes a look back at the events and new products introduced at the 58th annual AEA International Convention & Trade Show, the only wholesale avionics show representing nearly 90 percent of the world's government-certified repair stations.

- Ad Sales Deadline: **April 8, 2015**
- Materials Deadline: **April 15, 2015**

July

EAA AirVenture Issue

A strong market exists for avionics repair stations when it comes to servicing warbirds, vintage, homebuilt and ultralight 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 their copy of *Avionics News*.

- Ad Sales Deadline: **May 6, 2015**
- Materials Deadline: **May 13, 2015**

BONUS DISTRIBUTION EAA AirVenture

August

Education Issue

This month's edition spotlights the individuals who were awarded academic scholarships by the AEA Educational Foundation. Each year, more than 20 scholarships totaling more than \$125,000 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, 2015**
- Materials Deadline: **June 17, 2015**

September

AEA Regional Meetings Issue

September traditionally marks the kickoff to the AEA Regional Meetings that take place in the fall. The AEA annually hosts regional meetings in the U.S., Canada, Europe, Latin America and the South Pacific. These events offer a forum to see, hear and learn about all the new technology on the market, network with industry peers and discover best practices for the repair station industry.

- Ad Sales Deadline: **July 8, 2015**
- Materials Deadline: **July 15, 2015**

BONUS DISTRIBUTION AEA Regional Meetings

October

ADS-B Issue

This issue focuses on ADS-B. As the Federal Aviation Administration's ADS-B Out mandate quickly approaches in the U.S., avionics repair stations are tirelessly working with aircraft owners to meet their individual budgets and equip thousands of aircraft in the general aviation fleet.

- Ad Sales Deadline: **Aug. 12, 2015**
- Materials Deadline: **Aug. 19, 2015**

November

NBAA Convention 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 National Business Aviation Association's Business Aviation Convention & Exhibition, the world's largest business aviation event and the fourth largest trade show in the U.S.

- Ad Sales Deadline: **Sept. 9, 2015**
- Materials Deadline: **Sept. 16, 2015**

BONUS DISTRIBUTION NBAA Convention

December

AEA Rate & Labor Survey Issue

This issue covers important information repair station owners and managers need to know when it comes to setting shop and labor rates. The annual AEA Rate & Labor Survey offers data by national and international regions. It also shows employee benefit/compensation package information, a profile of technician experience, regional employment demand and a business outlook perspective.

- Ad Sales Deadline: **Oct. 7, 2015**
- Materials Deadline: **Oct. 14, 2015**

* To be considered for inclusion in an article, contact *Avionics News* three months prior to publication.

* All articles are subject to change without notice. For more information, contact Geoff Hill, editor of *Avionics News*, at geoffh@aea.net or 816-347-8400.