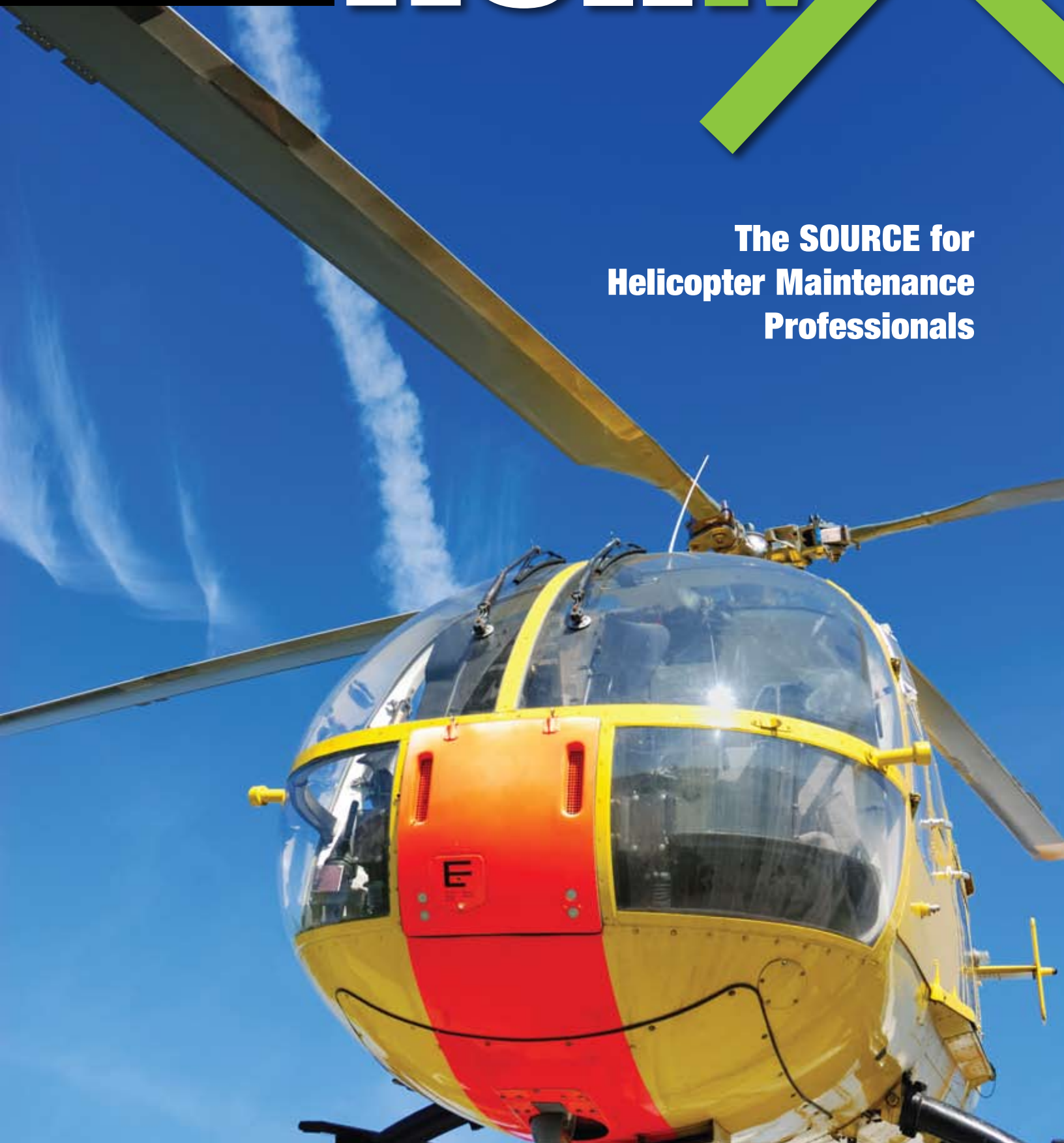


» 2010/2011 MEDIA KIT

# Helim



**The SOURCE for  
Helicopter Maintenance  
Professionals**



# HeliMx

## Filling the Void with Targeted Editorial

HeliMx was launched to fill the void of helicopter maintenance-related information. There are publications available that cover operational and news aspects of helicopters, and some that touch on maintenance issues and concerns — but NONE that focus exclusively on helicopter maintenance.

## Our Target Audience

HeliMx targets helicopter maintenance personnel. Readers of HeliMx specialize in all aspects of rotorcraft maintenance including repair, overhaul, inspection and preventive maintenance of turbine and recip engines, airframes, rotor components, avionics, electrical systems and specialty equipment. HeliMx readers work in diverse rotorcraft operations including emergency medical services (EMS), search and rescue, surveillance, logging and corporate operations. These helicopter maintenance professionals buy and influence the purchase of your products and services.

» Why market to helicopter maintenance professionals?

- Helicopter mechanics influence purchasing decisions.
- Helicopter maintenance professionals make decisions on the purchase of replacement parts, overhaul facilities, repair procedures, support equipment, consumable purchases, etc.

» Helicopter mechanics are consultants.

- Each maintenance person is typically consulted for helicopter parts purchase advice by dozens of pilots/owners every year!

» Helicopter mechanics can be your salespeople.

- Since helicopter mechanics are often consulted, if they are knowledgeable about your products and services they can be your best salespeople!



# HeliMx 2010/2011 Editorial Calendar

In each issue: Airframe – Engine – Accessories – Avionics – Regulatory – Safety – New Products

**OCT/NOV 2010** » MAILS EARLY OCTOBER. AD CLOSE DATE: SEPTEMBER 3

**Focus:** Non-destructive testing

**Bonus Distribution:** NBAA, October 19–21, Atlanta, GA

**DEC 2010/JAN 2011** » MAILS EARLY DECEMBER. AD CLOSE DATE: NOVEMBER 5

**Focus:** Vibration analysis

**FEB/MARCH 2011** » MAILS EARLY FEBRUARY. AD CLOSE DATE: JANUARY 7

**Focus:** Corrosion

**Bonus Distribution:** HAI Heli-Expo, March 5–8, Orlando, FL

**APRIL/MAY 2011** » MAILS EARLY APRIL. AD CLOSE DATE: MARCH 4

**Focus:** Avionics technology

**Bonus Distribution:** Aircraft Electronics Association

**JUNE/JULY 2011** » MAILS EARLY JUNE. AD CLOSE DATE: MAY 6

**Focus:** Law enforcement

**Bonus Distribution:** ALEA 41th Annual Conference and Exposition

**AUG/SEP 2011** » MAILS EARLY AUGUST. AD CLOSE DATE: JULY 1

**Focus:** Composite technology

**OCT/NOV 2011** » MAILS EARLY OCTOBER. AD CLOSE DATE: SEPTEMBER 2

**Focus:** EMS equipment

**DEC 2011/JAN 2012** » MAILS EARLY DECEMBER. AD CLOSE DATE: NOVEMBER 4

**Focus:** Training



# HeliMx



## Our Target Audience for HeliMx?

More than 5,000 technicians, lead mechanics, maintenance managers, and parts room personnel worldwide!



- » **Repair Stations**
- » **FBOs**
- » **Overhaul Facilities**
- » **Completion Centers**
- » **Corporate Operators**
- » **Government Agencies**
- » **Various Trade Associations**
- » **Helicopter Operators**



# HeliMx Rates

Frequency is the key to a successful advertising campaign

## Display advertising

SIZE	1X	3X	6X
<b>FULL PAGE</b>	\$3,375	\$3,206	\$2,887
<b>TWO-THIRDS PAGE</b>	\$2,923	\$2,777	\$2,499
<b>ONE-HALF PAGE</b>	\$2,192	\$2,082	\$1,874
<b>ONE-THIRD PAGE</b>	\$1,687	\$1,090	\$982
<b>ONE-QUARTER PAGE</b>	\$906	\$861	\$775
<b>ONE-SIXTH PAGE</b>	\$478	\$446	\$430

## Classified

SIZE	1X	3X	6X
<b>ONE-COLUMN INCH</b>	\$98	\$92	\$84
<b>TWO-COLUMN INCHES</b>	\$185	\$176	\$158
<b>THREE-COLUMN INCHES</b>	\$278	\$263	\$238
<b>FOUR-COLUMN INCHES</b>	\$370	\$351	\$318
<b>FIVE-COLUMN INCHES</b>	\$463	\$439	\$396

## Web

SIZE	1X	3X	6X
<b>LEADER BOARD</b> (TOP OF HOME PAGE 728 X 90 PIXELS)	\$500	\$400	\$300
<b>BANNER RUN OF SITE (468 X 60 PIXELS)</b>	\$250	\$200	\$150
<b>BUTTON (120 X 120 PIXELS)</b>	\$100	\$75	\$50

All above rates are net. Rates include four color. Design services are available at a modest fee. RATE CARD #1, 2010

# 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, QuarkX-Press. HeliMx 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. HeliMx 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. HeliMx accepts current versions of Adobe Photoshop files. We prefer 4/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 (1200 dpi) format.

### FONTS

Use Postscript Type 1 fonts and include both the appropriate screen & 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.

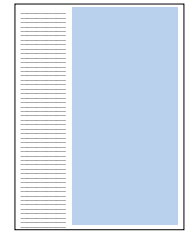
### PAGE FILE PRINT OUTS

Supply final color or b&w laser printouts at actual size (100%) with no corrections noted. If the image area in the page file exceeds the size of a laser, the customer should maintain 100% output. Tiled proofs can be submitted. If a reduced-size laser is provided, it should be clearly noted. If possible, its 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 clearly indicated.

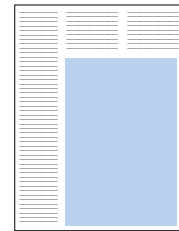
# Ad Sizes



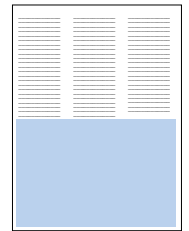
**Full Page**  
Live: 7 3/8" x 9 7/8"  
Trim: 8 3/8" x 10 7/8"  
Bleed: 8 5/8" x 11 1/8"



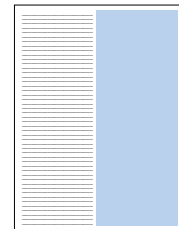
**Two-thirds Page Standard**  
4 1/16" x 10"



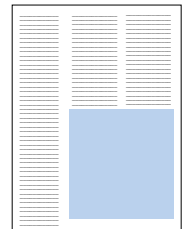
**One-half Page Standard**  
4 1/16" x 7 3/8"



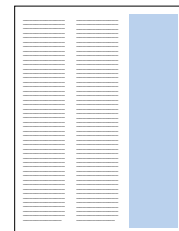
**One-half Page Horizontal**  
7" x 4 7/8"



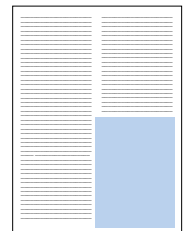
**One-half Page Vertical**  
3 3/8" x 10"



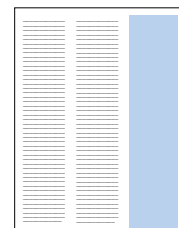
**One-third Page Standard**  
4 1/16" x 4 7/8"



**One-third Page Vertical**  
2 3/16" x 10"



**One-quarter Page**  
3 3/8" x 4 7/8"



**One-sixth Page**  
2 3/16" x 4 3/16"



## Meet the Owners

With years of aircraft maintenance publishing experience under their belt, your HeliMx team takes pride in bringing you a new product designed to grow your business!



» **GREG NAPERT**  
*Publisher/Owner*

Greg has been in aviation maintenance publishing for more than 20 years. His accomplishments include award-winning editor, group publisher of an aviation publishing group, founding editor of a

leading technical maintenance magazine and founder of AMTSociety. Greg participates in numerous groups that contribute to aviation maintenance, and was instrumental in the successful launch of *D.O.M.* magazine. Greg is an Embry-Riddle Aeronautical University graduate and an FAA A&P certificated mechanic. He continues to be an advocate for the aviation maintenance industry.



» **JOE ESCOBAR**  
*Editorial Director/Owner*

Joe is an FAA A&P with inspection authorization. He has more than nine years' experience directing editorial for print and electronic magazines and 22 years of experience in the aviation maintenance

industry. Joe has the rare ability to be both passionate and objective about the industry he loves.



» **BOB GRAF**  
*National Accounts Manager/Owner*

Bob is our "Mr. Customer Service." Bob owned and managed a chain of retail stores for more than 25 years. Customer service was the key to his success in that business and is the key to his success with *D.O.M.*

magazine. Bob has worked in the aviation publishing field for more than five years and with *D.O.M.* magazine from its launch.



» **DANNY FAUPEL**  
*National Accounts Manager/Owner*

Danny started in the advertising business in 1980. He worked for a number of publications — landing in the aviation maintenance industry in 1998. He was associate publisher and publisher for a national aviation maintenance magazine before joining *D.O.M.*

Danny has been known to say, "Aviation people are by far the most fun people to work with and if you are having fun while making a living you are truly blessed".

# HeliMx



Also available from the publishers  
of HeliMx — D.O.M. magazine

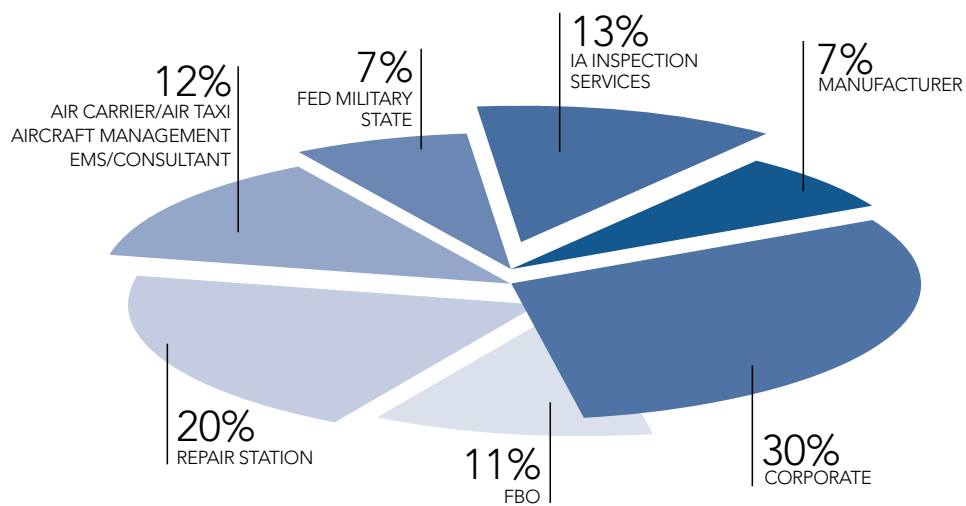
# HeliMx



## Who Reads D.O.M.?

### 20,000 Aircraft Maintenance Managers

*D.O.M.*'s mission is to keep it simple and target decision makers in aircraft maintenance facilities — directors of maintenance, authorized inspectors, VPs of maintenance, purchasing department heads and lead maintenance personnel. *D.O.M.* gives this group of readers the content they need; information about scheduling, supervision, budgeting, leadership, inventory, purchasing, reporting, compliance, recordkeeping and more.





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