

TWENTY TWELVE MEDIA KIT

Helimx



The **ONLY** magazine written exclusively for the helicopter maintenance professional



HELIMX READERS ARE THE MEN AND WOMEN ACTIVELY ENGAGED IN THE DAY-TO-DAY MAINTENANCE OF HELICOPTERS

HeliMx is the *ONLY* magazine with content that is exclusively directed to the helicopter maintenance professional.

There are several good magazines for helicopter pilots, operational personnel and company owners, but none give more than a cursory glance at the helicopter maintenance profession.

It's a very simple proposition:

If it's important for you to reach the helicopter maintenance professional, then HeliMx is the best choice for marketing your products and services.

HeliMx is the *ONLY*



R. Fred Polak, Editor



Polak started his career in aviation as an avionics specialist and aircrew in the United States Navy flying in aircraft-carrier-based Grumman S2E antisubmarine warfare aircraft.

After serving 10 years in the Navy, he was hired by Sikorsky Aircraft in Stratford, Conn., as an automatic flight control system (AFCS) ground school instructor on the S-61 helicopter. He taught all models including the VH-3D model for the Presidential Flight Detachment, HMX-1.

Four years later, he was offered the opportunity to join Phoenix-based Sperry Flight Systems (later Honeywell Aerospace). His responsibilities included creating a technical training department that conducted both pilot and maintenance training classes worldwide for business, regional and helicopter aircraft operators.

During Polak's 27 years with Honeywell, he wrote many of the technical manuals still in use today and also authored the book "Avionics Past & Present." He taught avionics classes at Honeywell on a host of aircraft including the following helicopters:

- Aerospatiale AS-350
- Agusta 139
- Bell 412
- Sikorsky S-61
- Aerospatiale AS-355
- Bell 212
- Eurocopter EC-135
- Sikorsky S-76
- Agusta 109
- Bell 222

Since taking early retirement from Honeywell, Polak has continued to teach classes and write technical manuals in support of fixed-wing and rotary-wing customers worldwide.

Contact Fred: fpolak@helimx.com | (623) 696-5088



HeliMx magazine's audience plans to purchase the following products/services in the next 12 months. (Based on April 2011 survey results)

Airframe parts	59.5%
Air filters	29.0%
Engine hot section parts: bearings	13.7%
Rotor blades	14.5%
Balancers/vibration analysis equipment	12.2%
Composite repair equipment	17.6%
Weight and balance equipment	6.1%
Adhesives	56.5%
Avionics	36.6%
Avionics servicing equipment	16.0%
Batteries	56.5%
Borescopes	10.7%
Diagnostic equipment	13.7%
Engine oil/grease/lubricants	46.6%
Entertainment systems	5.3%
Fall-restraint systems	5.3%
Filters	46.6%
Floor coatings	7.6%
Hangar doors	3.8%
Heating/cooling equipment	9.2%
Interior products	19.1%
Maintenance training	42.0%
NDT equipment	15.3%
Personal lifts/ladders/platforms	13.0%
Personal safety equipment	21.4%
Recip parts	18.3%
Reels and hoses	13.0%
Service carts — hydraulic/GPU/etc.	9.9%
Shop equipment/sheet metal tools/compressors/etc.	35.1%
Software	26.7%
Tires	36.6%
Tools	60.3%
Turbine parts	19.8%
Windshields	12.2%

Danny Faupel, Publisher



Faupel acted as publisher with another aviation magazine before partnering to launch *D.O.M.* and *HeliMx* magazines. He has more than 13 years experience with marketing and sales in the aircraft maintenance market and 28 total years of publishing experience.

His favorite quote is: "The key to any publication is content — it does not matter how large your circulation is if no one wants to read the pages of your magazine. By serving the readers first, you serve the advertisers best."

Contact Danny: dfaupel@HeliMx.com | (920) 988-6633

Joe Escobar, Editorial Director



Escobar is the editorial director/owner of *D.O.M.* and *HeliMx* magazines. He is an FAA-certified A&P mechanic. He has more than 10 years of experience directing editorial for print and electronic magazines and 22 years of experience in the aviation maintenance industry. Escobar has the rare ability to be both passionate and objective about the industry he loves.

Contact Joe: jescobar@helimx.com | (920) 747-0195

Dionne Shearer, Managing Editor

Shearer has edited and written for aviation maintenance magazines for three years. She is a fearless interviewer and has learned to love the ups and downs of this exciting industry.

- She has a bachelor's degree in journalism from the University of Wisconsin-Whitewater.
- When Shearer is not working for *D.O.M.* and *HeliMx* magazines, she plays an active role in supporting the needs of people with disabilities in the state of Wisconsin.

Editorial Advisory Board

HeliMx magazine announces its editorial advisory board. This team of industry professionals will help steer the editorial direction of *HeliMx* magazine, offering advice on industry trends and helicopter maintenance topics of interest while giving feedback on each issue we publish. The *HeliMx* editorial advisory board consists of:



Randy Davis-Yates is an Arizona native who has worked on helicopters in a wide variety of environments — everything from service centers, news agencies, EMS operations, corporate aircraft and now law enforcement. He has been with the Maricopa County Sheriff's Office Aviation Division for 10 years and currently acts as its chief helicopter mechanic. He is a licensed A&P mechanic with IA.



Dan Sweet has worked as public relations manager for Columbia Helicopters for nearly 17 years, following the company's aircraft from their headquarters near Portland, Ore. Prior to joining Columbia, he served for eight years as a Navy journalist.



Danny Green is an A&P with an IA and the aviation vibration data analyst for Chevron, Gulf of Mexico Aircraft Operations located in Picayune, Miss. He monitors 16 aircraft daily, including AW139s, Bell 430s, Bell 427s and soon-to-be two Bell 429s.



Dana Kerrick started working aircraft maintenance in the United States Air Force in 1959. He holds an FAA repairman certificate on rotor blades and ground instructor certificates for basic, advanced and instrument ratings. He has been a chief pilot instructing in airplanes and helicopters since 1970. He is presently vice president of International Aviation Composites Ltd in Fort Worth, Texas.



Jon Robbins has been an A&P mechanic for 31 years. He holds IA and private pilot and instrument airplane ratings. He supervises the helicopter maintenance program at CAL FIRE (California Fire Aviation Management Unit).



Brad Nelson is the DOM of the Phoenix Police Department Air Support Unit. He has worked with the Phoenix Police Department since 1979. He became supervisor of the maintenance unit in 1991.



Edward Jerin joined Era Med LLC in 2008 as the aviation maintenance manager for its Boston Med Flight critical care transport service contract. It operates one S76 C++ and one BK117 C1 helicopter based at Hanscom Air Force Base in Bedford, Mass. It also operates one BK-117 C1 helicopter out of Plymouth Municipal Airport in Carver, Mass.



Editorial Calendar

FEBRUARY/MARCH

Editorial feature: Vibration analysis

Special supplement: HAI Heli-Expo preview

Bonus distribution: HAI Heli-Expo, Feb. 11-14, Dallas

AD CLOSE DATE: JAN. 3, 2012

APRIL/MAY

Editorial feature: Avionics

Bonus distribution: Aircraft Electronics Association (AEA), April 3-6, Washington, D.C.

AD CLOSE DATE: FEB. 15, 2012

JUNE/JULY

Editorial feature: Maintenance special missions, law enforcement

Bonus distribution: ALEA, July 11-14, Reno, Nev.

AD CLOSE DATE: MAY 1, 2012

AUGUST/SEPTEMBER

Editorial feature: Composites

AD CLOSE DATE: JUNE 26, 2012

OCTOBER/NOVEMBER

Editorial feature: HEMS

Bonus distribution: Air Medical Transport Conference (AMTC), Oct. 22-24, Seattle

National Business Aviation Association (NBAA), Oct. 30-Nov. 1, Orlando, Fla.

AD CLOSE DATE: AUG. 21, 2012

DECEMBER/JANUARY

Editorial feature: Corrosion control

AD CLOSE DATE: NOV. 6, 2012

IN EACH ISSUE: TECHNICAL EDITORIAL ON ENGINES, AIRFRAME, ACCESSORY AND AVIONICS!

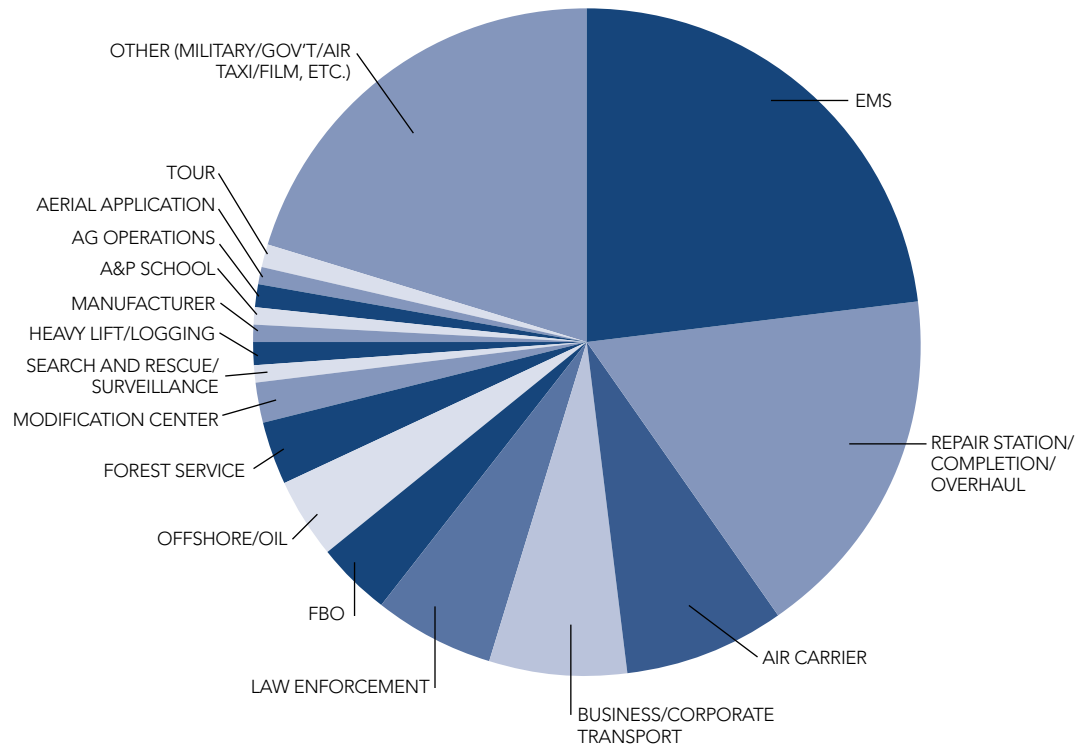




Target Audience for *HeliMx*

More than 5,000 subscribers!

Subscribers come from a variety of operations:



Who reads *HeliMx* (by title):

AVIATION MECHANIC/TECHNICIAN/A&P/ENGINEER/IA	36%
MAINTENANCE MANAGER	31%
OTHER	14%
OWNER/PARTNER/VP	7%
CERTIFIED INSPECTOR	4.5%
STUDENT	2%
SUPERVISOR/LEAD	1.5%
AVIONICS TECHNICIAN	1.5%
QUALITY MANAGER	1%
PARTS DEPARTMENT DIRECTOR/MANAGER	1%
PRESIDENT	0%



Helix 2012 Rates

Display Advertising

Frequency is the key to a successful advertising campaign

SIZE	1X	3X	6X
FULL PAGE	\$3,479	\$3,305	\$2,976
TWO-THIRDS PAGE	\$3,013	\$2,863	\$2,576
ONE-HALF PAGE	\$2,260	\$2,146	\$1,932
ONE-THIRD PAGE	\$1,739	\$1,124	\$1,012
ONE-QUARTER PAGE	\$934	\$888	\$799
ONE-SIXTH PAGE	\$493	\$460	\$443

Classified

	1X	3X	6X
RATE PER COLUMN INCH	\$98	\$92	\$84

Web Site Advertising

STANDARD AD UNITS	SIZE LIMIT	ANIMATION LENGTH (S)	1X	3X	6X	12X
728 X 90 IMU (LEADERBOARD, ROTATING)	40K	:15	\$515	\$464	\$361	\$309
300 X 250 IMU (MEDIUM RECTANGLE)	40K	:15	\$412	\$361	\$309	\$258
468 X 60 IMU (FULL BANNER RUN OF SITE)	40K	:15	\$258	\$206	\$155	\$103
120 X 120 IMU (SQUARE BUTTON)	30K	:15	\$103	\$77	\$52	\$36

All above rates are net. Rates include four color. Design services are available at a modest fee. RATE CARD #2 – NOV. 4, 2011

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, QuarkXPress. Helix 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. Helix 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. Helix accepts current versions of Adobe Photoshop files. We prefer four-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 (1,200 dpi) format.

Fonts

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

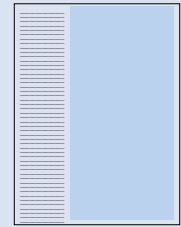
Supply final color or B&W laser printouts at actual size (100 percent) with no corrections noted. If the image area in the page file exceeds the size of a laser, the customer should maintain 100-percent output. Tiled proofs can be submitted. If a reduced-size laser is provided, it should be clearly noted.

If possible, it's 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 indicated clearly.

Ad Sizes



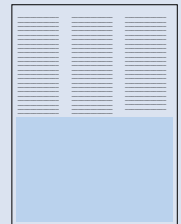
Full Page
Live: 7 3/8" x 9 7/8"
Trim: 8 3/8" x 10 7/8"
Bleed: 8 3/8" x 11 1/8"



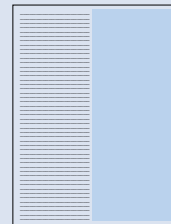
Two-thirds Page Standard
4 9/16" x 10"



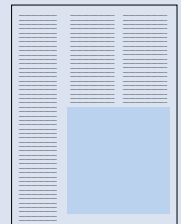
One-half Page Standard
4 9/16" x 7 3/8"



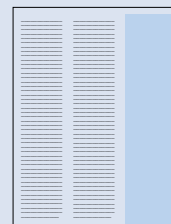
One-half Page Horizontal
7" x 4 7/8"



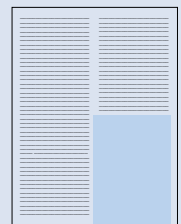
One-half Page Vertical
3 3/8" x 10"



One-third Page Standard
4 9/16" 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 7/8"

HeliMx



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