



# HELICOPTER INDUSTRY

The premier source for civil & military professionals.  
Formerly Helicopter Magazine Europe



# 2017

MEDIA KIT

# Positioning & Readership

## European leader and a premier reference in the international helicopter community

**Helicopter Industry** is the only bilingual English-French Magazine dedicated to the international helicopter industry, providing readers with in-depth coverage of the industry in the language of their choice. The widely acknowledged European leader, **Helicopter Industry** has been a trusted source of information for more than 11 years.

Our team of reporters is in constant contact with industry professionals around the globe in order to provide our readers with the most pertinent, up-to-date and comprehensive overview of the rotorcraft industry.

## Our Mission

Our international editorial team strives to continually provide the most diverse, comprehensive and objective coverage of news and events from the entire spectrum of the industry. We use only the highest quality editorial, design and materials – to the benefit of our advertisers and readers.

Worldwide deliveries of new civil helicopters will total between 4,900 and 5,600 units between the years 2013 and 2017, of which 28% will be absorbed by Europe.

Source : Honeywell's 15th Annual Turbine-Powered Civil Helicopter Purchase Outlook survey (2013)

## Core target audience

**Helicopter Industry** is a prestigious magazine targeting a readership of professionals and high-net-worth enthusiasts, primarily comprised of decision makers and major players in the rotorcraft industry.

**Helicopter Industry** provides a powerful and targeted communication tool to reach your core target audience: a wide spectrum of industry professionals, private pilots, private owners, governmental employees...

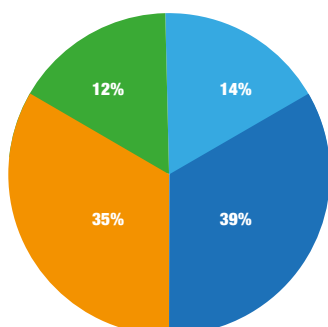


## Readership Demographics :

Manufacturers, users, owners, pilots, public services, enthusiasts, military, student pilots .....

<b>Median Age</b>	<b>37</b>
<b>Men</b>	<b>89%</b>
<b>Women</b>	<b>11%</b>

Source: Helitech 2009 survey by UJ MEDIA



**39 %** Decision makers and directors (aeronautical and non-aeronautical sectors) : Presidents / VPs / CEOs / directors / private owners

**35 %** Helicopter industry actors : professional pilots / operations managers / private owners / maintenance centre directors / technicians

**14 %** Public & Parapublic : military / police / health services/ civil security

**12 %** Other : private pilots / students / enthusiasts



# Print & digital circulation

Helicopter Industry reaches audiences throughout Europe and beyond.



Annual print circulation: 75,000 magazines - Average number of readers per print issue: 3.4  
Digital circulation : 31,000+ per issue - Total estimated readers : 441,000+ annually

## Distributed in more than 95 countries

### Print circulation

More than **300 volume distribution points across Europe : airfields, pilot schools, operators, private aviation lounges, prestigious locations accessible by helicopter and select luxury hotels.** Personalized **direct mailings** to decision makers and opinion leaders throughout the world: helicopter industry professionals, private owners, politicians, military commanders, select blue-chip business executives and enthusiasts. Onsite distribution at the most important **tradeshows** around the world.

### Digital circulation

Every issue of **Helicopter Industry** also benefits from significant digital circulation :

- the interactive digital format (also known as the e-magazine or e-mag) of each new issue is sent by **email blast** to our database of more than **31,000 subscribers**;
- the current e-magazine is further promoted every two weeks via our bi-weekly **newsletters** sent to our database of more than 31,000 subscribers; **New in 2017!**
- all e-magazines are additionally available to the general public on our **website** [www.helicopter-industry.com/e-magazines/](http://www.helicopter-industry.com/e-magazines/); and
- all e-magazine is also available on our free **mobile app** for iPhone & Android devices.

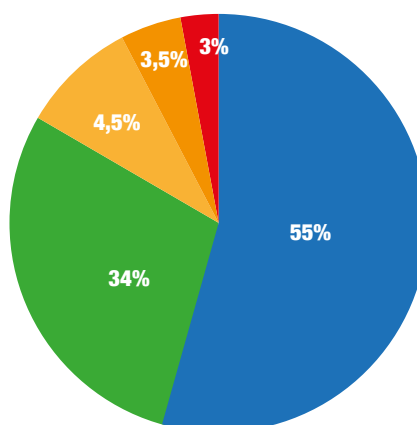
**Helicopter Industry** is active and appreciated by civil & military rotorcraft professionals on **social media** such as Facebook and Twitter.

### Helicopter Industry print circulation breakdown:

- 59%** Personalized complimentary direct mailing to decision makers, pilots, private owners, governmental staff...
- 31%** Volume distribution at FBOs, tradeshows, schools, operators, MROs, hotels...
- 10%** Paid circulation (paid subscriptions)

### HI's geographical distribution of HI around the world

Europe	55%
North America	34%
U.A.E	3%
Asia	3,5%
Other	4,5%



# Editorial Policy & Publication Calendar

With its unique, accurate and objective editorial tone, *Helicopter Industry* keeps readers in touch with the latest economical and technical news and events touching the international helicopter market, its key players and enthusiasts.



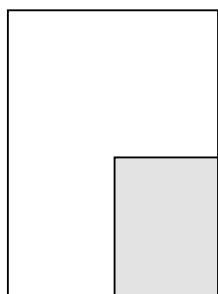
Our international editorial team provides objective and in-depth coverage through reports, interviews, portraits, feature rotorcraft, pilot experiences, op-ed pieces, legal analyses and enquiries.

The articles are presented in an attractive, contemporary design layout, generously illustrated by the most striking photography. *Helicopter Industry* provides the most pertinent information in a quality presentation for the benefit of our readers and advertisers.

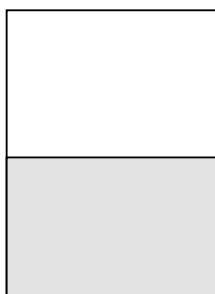
## Calendar

Issue	Space reservation deadlines	Material deadlines	Tradeshows
N° 82 (Jan/Feb 2017)	15 Dec 2016	21 Dec 2016	Aero India : Bengaluru, India
N° 83 (March/April 2017)	7 Feb 2017	13 Feb 2017	HELI-EXPO : Dallas, TX
N° 84 (May/June 2017)	18 April 2017	24 April 2017	Paris Air Show : Paris, France EBACE : Geneva, Switzerland Heli UK Expo : Wycombe Airpark, UK
N° 85 (July/August 2017)	20 June 2017	26 June 2017	AELA Expo 2017 : Reno, NV
N° 86 (Sept/Oct 2017)	21 Aug 2017	28 Aug 2017	Helitech International : London, UK
N° 87 (Nov/Dec 2017)	13 Oct 2017	17 Oct 2017	Dubai Airshow : Dubai, UAE HAC 2017 : Ottawa, ON
N° 88 (Jan/Feb 2018)	11 Dec 2017	17 Dec 2017	MRO Middle East : Dubai, UAE

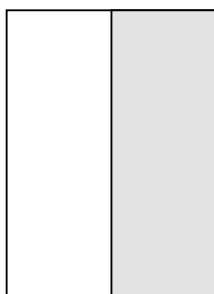
# & Print Advertising Rates & Technical Specifications



**Quarter-page**  
Trim: 115mm x 140mm



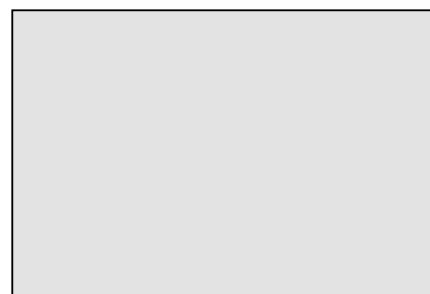
**Horizontal half-page**  
Trim: 230mm x 140mm



**Vertical half-page**  
Trim: 115mm x 280mm



**Full-page**  
Trim: 230mm x 280mm



**2-page spread**  
Trim : 460mm x 280mm

Margin/bleed size: add 5 mm all around - Ensure that all relevant text is at least 10mm away from the trim size.  
File format: High-resolution PDF or TIFF (300 Dpi minimum), scale 1/1

## Rates

Interior Pages	1 Insertion	3 Insertions	6 Insertions
1/8 Page	907 €	774 €	641 €
1/4 Page	1 650 €	1 408 €	1 166 €
1/2 Page	2 650 €	2 253 €	1 855 €
1 Full-Page	4 820 €	4 096 €	3 374 €
2 - Page spread	7 518 €	6 361 €	5 263 €
Premium Positions	1 Insertion	3 Insertions	6 Insertions
Inside front cover	7 229 €	6 145 €	5 060 €
2 page spread before page of contents	10 121 €	8 603 €	7 084 €
Facing page of contents	5 542 €	4 711 €	3 879 €
Facing editorial	5 301 €	4 506 €	3 711 €
Inside back cover	6 747 €	5 735 €	4 723 €
Outside back cover	9 639 €	8 193 €	6 747 €

**Contact us for pricing quotes for ad creation rates, inserts, bellybands and other bespoke marketing opportunities.**

### Conditions and payment terms:

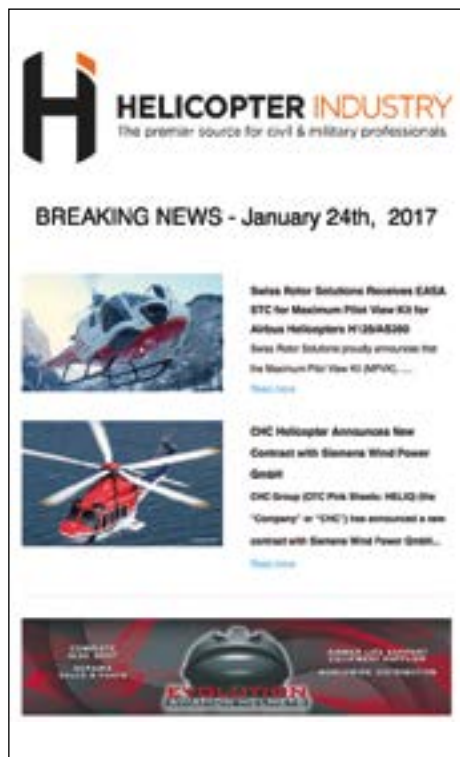
Prices listed are net to Editor, per insertion, before VAT (when applicable).

Payment due within 30 days of publication.

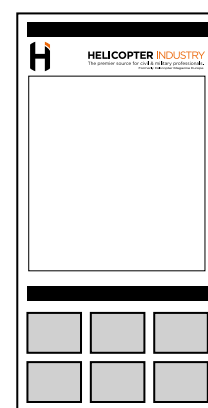
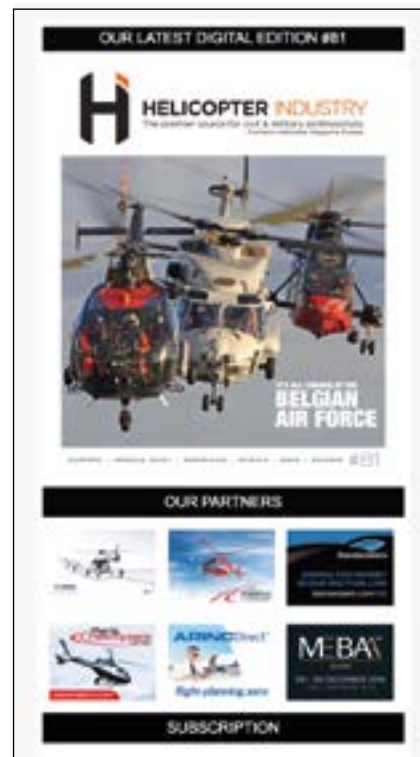


# & Digital Advertising Rates & Technical Specifications

## Newsletter



## E-Magazine



## Newsletter Banners

Ad Units	Dimensions (Pixels, Wide x High)	Format	Resolution	Price / month (2 Newsletters per month)
Large banner	600 x 130 px	Jpeg	300 dpi	2 200 € / month

## E-Mag Banners

(on email blasts sent with e-mag)

Ad Units	Dimensions (Pixels, Wide x High)	Format	Resolution	Price / E-mag
Button banner	2 300 x 1 652 px	Jpeg	300 dpi	1 000 € / E-mag

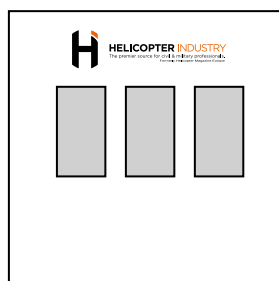
### Conditions and payment terms:

Prices listed are net to Editor, before VAT (when applicable).  
Payment due within 30 days of date of invoice.

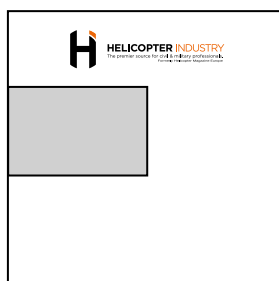
## Website



## App



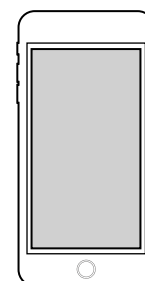
**Medium Rectangle**  
219 x 400 px



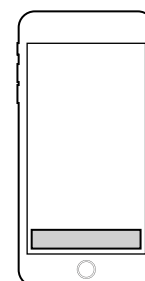
**Square**  
700 x 400 px



**Billboard**  
1400 x 400 px



**Splash banner**  
540 x 960 px



**Rectangle banner**  
728 x 90 px

## Web Banners (on [www.helicopter-industry.com](http://www.helicopter-industry.com))

Ad Units	Dimensions (Pixels, Wide x High)	Format	Page	Resolution	1 - 6 months campaign (Price per month)	7 - 12 months campaign (Price per month)
Medium Rectangle	219 x 400 px	Jpeg	Home page	300 dpi	750 € / month	550 € / month
Square	700 x 400 px	Jpeg	Home page	300 dpi	1 400 € / month	1 000 € / month
Billboard	1 400 x 400 px	Jpeg	Home page	300 dpi	2 900 € / month	2 500 € / month
Splash banner	640 x 480 px	Jpeg	Home page	300 dpi	3 000 € / month	2 600 € / month

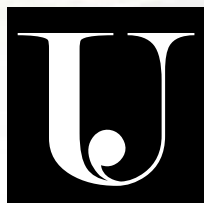
## App Banners (on Helicopter Industry app)

Ad Units	Dimensions (Pixels, Wide x High)	Format	Resolution	Ad rotation	Price / month
Splash banner	540 x 960 px	Jpeg	300 dpi	-	1 500 € / month
Rectangle banner	728 x 90 px	Jpeg	300 dpi	-	750 € / month

### Conditions and payment terms:

Prices listed are net to Editor, before VAT (when applicable).

Payment due within 30 days of date of invoice.



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[www.helicopter-industry.com](http://www.helicopter-industry.com)