

2007

Aviation Maintenance & Engineering

Special for
**Composite
Technology**

AVIATION MAINTENANCE & ENGINEERING

军机维修专辑

Special for
Military Aircraft

Positioned in the far frontline of MRO Industry,
Hold worldwide MRO Market pulse on Hands,
Provide high-level advisory and technical support for the industry



ADVERTISING RATES

	Size	1X	3X	6X
Black & White	1 Pg.	\$1250	\$1150	\$1000
	1/2 Pg.	\$950	\$900	\$855
	special section	1/3Pg.	\$840	\$800
	1/6Pg.	\$580	\$550	
	1/9Pg.	\$400	\$380	
The special section is in the contents page.				
Four-Color	1Pg.	\$2800	\$2650	\$2500
Cover		\$4000	\$3750	---
Cover 2 or 4		\$3000	\$2850	\$2700
Cover3		\$2800	\$2650	\$2500

Free Advertisement Translation: Advertisements will be printed with text in Chinese only. Translation from English to Chinese and standard typesetting are provided at no extra charge.

MECHANICAL REQUIREMENTS

Publication Trim Size:	205mm × 275mm	
Ad Size:	1 Pg.	175mm × 240mm
	1 Pg. Bleed	211mm × 281mm
	1/2 Pg. (vertical)	85mm × 240mm
	1/2 Pg. (horizontal)	175mm × 115mm
	1/3 Pg. (vertical)	55mm × 241mm
	1/3 Pg. (horizontal)	80mm × 175mm
	1/4 Pg. (vertical)	85mm × 120mm
	1/4 Pg. (horizontal)	175mm × 60mm
	1/6 Pg. (vertical)	55mm × 120mm



Material: Film: 300~350dpi, positives.

Closing Dates: Advertising material should be received 30 days prior to publication issue date (15th singular month). Advertisements received later than the above time limit to be carried in the following issue.

Payments: All orders accepted subject to publisher's credit department approval. Invoices will be rendered in U.S. dollars. Payment is due 30 days from invoice date. Please send the check to our address:

International Aviation

No.14 Xiaoguang Dongli Anwai, Beijing 100029, P.R.China

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Aviation 2007

Maintenance & Engineering

航空维修与工程



AVIATION MAINTENANCE & ENGINEERING
2006.2



航空维修与工程
MAINTENANCE & ENGINEERING
2006.4



航空维修与工程
AVIATION MAINTENANCE & ENGINEERING
2006.4
STAECO
为日本 SNA 和深航
维修的飞机同天出航

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Limited Stage Infinite Opportunity Marketplace

The communication
platform for global
technology

The negotiate chance
for manufacturer and
customers



In order to serve readers and customers cordially, Aviation Maintenance & Engineering adjusts the column of **Marketplace**. The NEW **Marketplace** will introduce the state-of-art technology and advanced equipment in aviation and MRO industry with lively articles and beautiful pictures. This column will try to be a stage to present advanced products and technology, and it will help you to spread your information to your potential customers.

Size	1 X	3 X	6 X
1/2 P g	\$ 500	\$ 470	\$ 430
1/4 P g	\$ 300	\$ 280	\$ 240
1/8 P g	\$ 180	\$ 150	\$ 125

2007 Editorial Calendar

Issue Date	Editorial Feature	Bonus Distribution	AD Close
January	MRO of Military aeroplane		Dec.25,2006
March	Composite Structure & Repair Technology		Feb.25,2007
May	Engine maintenance		Apr.25,2007
July	IT technology & management of aviation supplies		Jun.25,2007
September	Observe and control equipment and applications in aviation	BEIJING AIRSHOW (Sep.19-22) MRO China (September)	Aug.25,2007
November	Aircraft overhaul		Oct.25,2007

Aviation2007 Maintenance & Engineering

Chinese MRO Market Set to Take Off

The Asian MRO market, led by China, is growing at a 5.6% annual rate. The MRO industry is ripe with opportunities for first event airframe checks and engine overhauls. Many Asian airlines, including the newly consolidated Chinese airlines, have embraced component MRO alternatives. With Asia's distinct advantage in labor-intensive operations, the Asian MRO industry is expected to capture 24% of the market and reach \$12.2 billion in the next decade.

Aviation Maintenance & Engineering, your connection to this dynamic, fast-growing China MRO Market

Your Connection to Chinese MRO Market

The magazine is dedicated to reporting worldwide news and trends in advanced aviation engineering and maintenance. It covers all vital sectors including technology, equipment, MRO techniques and market news, airport and group equipment, Information Technology (IT), and the development and application of manufacturing and repair technology.

Over Ten Thousand Target Readers

Aviation Maintenance & Engineering is targeted at over 10,000 MRO managers and professional technicians, airline managers and decision makers, government policy makers, inspectors and regulators, and instructors and students in MRO-related disciplines ranging from management studies to aircraft maintenance.

Reader Distribution

Civil Air Transport	
MRO Providers	3218
Airlines,Airport/ATM	2572
Aviation Supplies/Oils	528
Aerospace Industry	
Institutes	530
Mfrs. of Aircraft,Engines,weapons	867
Mfrs.of Avionics	840
Universities	571
Government Sectors	1008
Military	881
Total	11015

