

2006

Aviation Maintenance & Engineering

航空维修与工程

AVIATION MAINTENANCE & ENGINEERING

2005.3 No.225

维修能力调查

Capability Survey of Chinese MRO Facilities

ADVERTISING RATES

	Size	1X	3X	6X
Black & White	1 Pg.	\$1250	\$1150	\$1000
	1/2 Pg.	\$950	\$900	\$855
	1/3 Pg.	\$710	\$660	\$630
	1/4 Pg.	\$530	\$500	\$475
	1/6 Pg.	\$400	\$380	\$360
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
	1/2 Pg.	\$1500	\$1400	\$1300
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



Aviation 2006
Maintenance & Engineering

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

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AVIATION MAINTENANCE & ENGINEERING
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中国民航
维修能力调查
Capability Survey of Chinese MRO Facilities

Chinese MRO Market

航空维修与工程
MAINTENANCE & ENGINEERING
2005.4 No.226

航空维修
AVIATION MAINTENANCE & ENGINEERING

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充满吸引力的
中国维修市场
The Alluring
Chinese MRO Market

航空维修
AVIATION MAINTENANCE & ENGINEERING

**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**

■ 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.



**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
1/2Pg	\$500	\$470	\$430
1/4Pg	\$300	\$280	\$240

2006 Editorial Calendar

Issue Date	Editorial Feature	Bonus Distribution	AD Close
January	MRO of Military aeroplane	Asian Aerospace 2006	Dec.25,2005
March	Composite Structure & Repair Technology		Feb.25,2006
May	Engine maintenance		Apr.25,2006
July	IT technology	China Air Cargo Summit 2006	Jun.25,2006
September	Foresight of MRO ASIA	MRO ASIA 2006	Aug.25,2006
November	Aircraft overhaul		Oct.25,2006

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

