

AVIATION WEEK & SPACE TECHNOLOGY

The Next-Generation of Coverage Across Global A&D Markets.

What's Next? Find out on the next page!

2015



Aviation Week & Space Technology is the brand and publication of record for the global aviation, aerospace and defense industry. Our journalists provide critical insight into emerging trends, operational best practices and continuous updates to policy, requirements and budgets. *AW&ST* is proven to be an essential resource for aerospace, defense and aviation professionals worldwide who build, buy, operate, maintain and set strategy, with a core technology focus across all sectors.

Delivering first-to-market global content with a richer, deeper reader experience integrated across print, digital and mobile platforms, **AW&ST has never been more powerful and essential to your information and communication needs.**



Coming in 2015 A NEW *Aviation Week & Space Technology*



Aviation Week & Space Technology will bring the aerospace media industry to the NEXT level with a breakthrough digital experience, subscriber-only benefits and exciting new ROI-driving digital formats for advertisers and marketers.

DAILY Features and WEEKLY Edition

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY (SAT/SUN)
CORE TOPIC	Technology	Commercial Aviation	Space	Defense	This Week
OPINION	Leading edge	Airline intel	In orbit	Commanders intent	Release weekly edition

The Next-Generation of Coverage Across Global A&D markets

A 52-Week Experience, 250+ Days of Engagement

TODAY

Standard subscription model:

- Every subscriber receives 46 weekly print editions replicated in a digital format via Zinio

NEXT // 2015

Enhanced subscription model:

- Enhanced print editions timed to coincide with key industry events and major topics
- Next generation digital edition every week
- Daily information via website and app:
 - Individual sector days each week
 - Pre-released articles
 - Daily forward-looking eNewsletters
 - Alerts
 - Email editors and comment on articles
 - Access to archives



PRINT

DAILY + WEEKLY DIGITAL EXPERIENCE

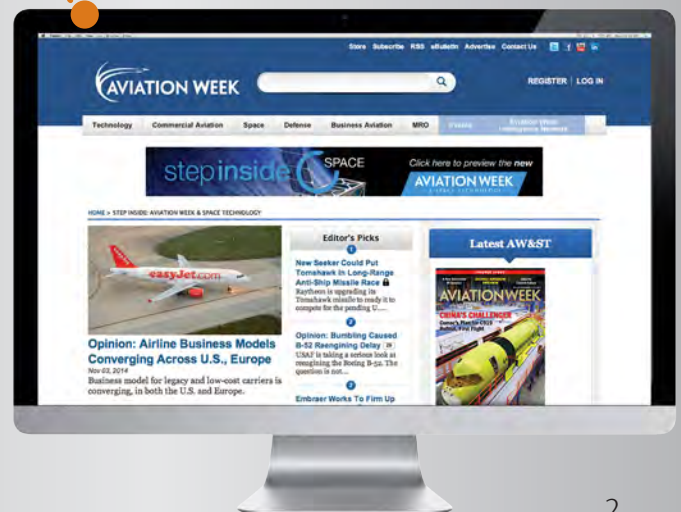
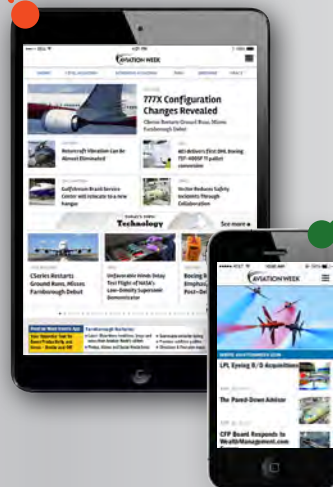
• Enhanced Print editions

• Mobile App iOS & Android

• Gated Website

• Tablet Smartphone

• Desktop



Advertiser Benefits

- Print + App — transforms advertisers into **ROI-generating** marketers, connecting with our global community through multiple touch points **52 weeks of the year**
- **Premium positioning** extends to the app
- Advertisers can **target by channel, geography or device**
- Sponsorship is available for **sector-specific topic days** – Technology, Commercial Aviation, Space, Defense
- Special treatments are available for rich media mobile ads: **interstitials, expandable banners, creative galleries**
- **Integrated marketing services** available for custom digital programs

Display Advertising

Full page print advertisers from each issue will receive guaranteed impressions in the app

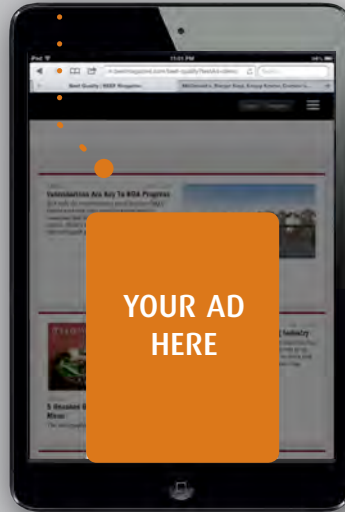


Specialty Ad Units and Rich Media

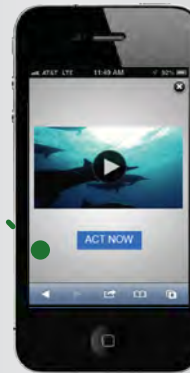
Interstitials



Expandable banners



Video gallery



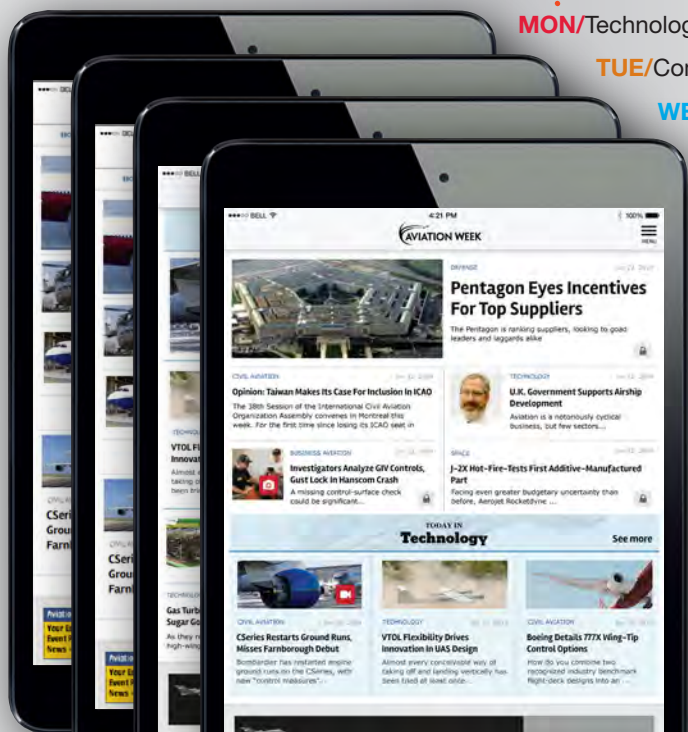
Swipe gallery



Sponsorship Opportunities

● Sponsor of Daily Topics & Weekly Editions:

- Sponsor acknowledgement and logo on home page for tablet, smart phone and eNewsletter
- Rotating 728x90 on home page tablet
- 728x90 ROS banner on website
- Banner choice of 468x60 or 180x150 with 30-40 words of advertising copy for the eNewsletter
- 320x50 smart phone leaderboard



MON/Technology

TUE/Commercial Aviation

WED/Space

THU/Defense

FRI/ Weekly Edition

This Week

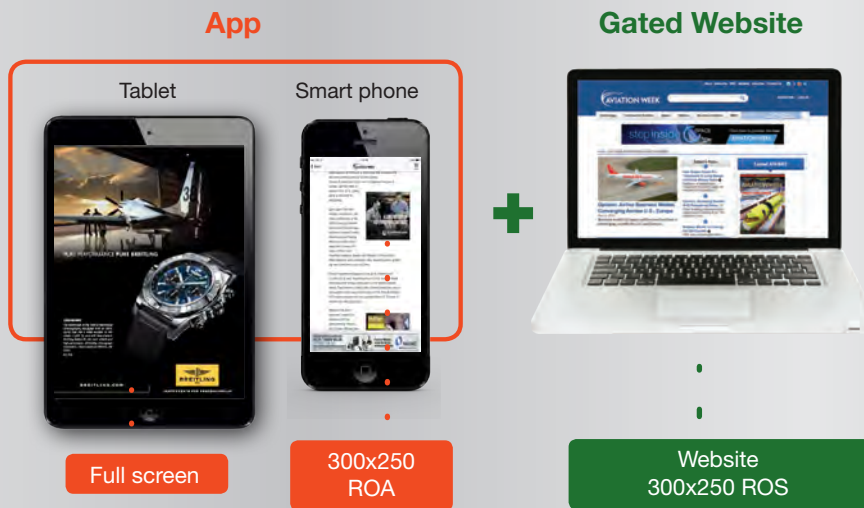
Release weekly edition

Advertising Packages

Print and Digital Week



Digital Week Only



Daily Topic & Weekly Edition Sponsorship/Two Sponsor Model, Sharing

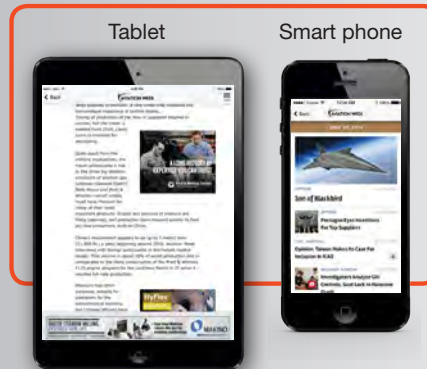
eNewsletters



- Banner choice of 468x60 or 180x150 with 30-40 words of advertiser copy. Positioning based on availability.
- Sponsor acknowledgement and logo included.
- Distribution = **50,000***

* Email counts are subject to change

App



- Sponsor acknowledgement and logo on home page for tablet and smart phone
- Rotating 728x90 banner on home page for tablet
- 320x50 smart phone leaderboard

Gated Website



- 728x90 ROS

AW&ST Leads the Market

- **STRONGEST** emerging market penetration both editorial and circulation
- **74,137** A&D Executives & Influencers
- Largest **PAID** circulation
- **100% 1st year** personal direct request rate
- More highly targeted industry reach - **90%** of AW&ST's circulation is quantifiable by industry
- **LOWEST CPM** across **EVERY** sector

Value Advantage:
 AW&ST's CPM is **41%** lower than *Flight International*.

Circulation Leadership

AW&ST reaches key decision-makers and influencers with **EVERY Issue in EVERY Industry and in EVERY Country**

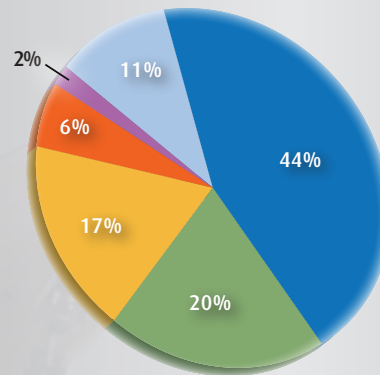
- **117,000** total subscribers – **3.5x** more than our nearest competitor
- **49,780** Defense Sector subscribers – **36%** more than the nearest defense-media competitor
- **45,804** Civil Sector subscribers – **33%** more than the nearest air transport-media competitor
- **34,000** subscribers outside the U.S. – The largest international subscriber base in the industry

Source: AW&ST Audience Development.

Reaching All Key Stakeholders with an Unmatched Circulation

All Key Stakeholder Groups:

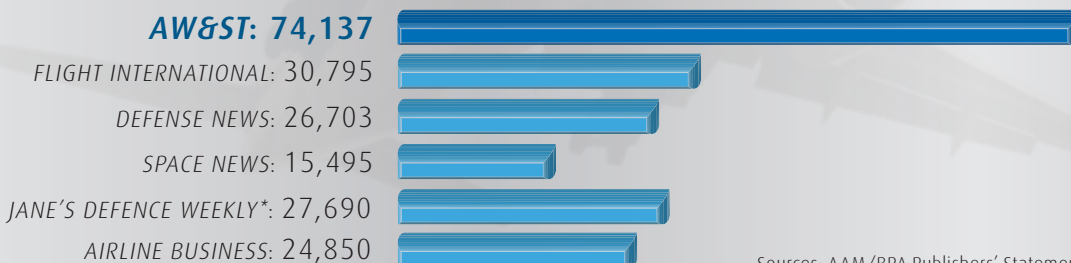
- Industry & Business: **28,191**
- Government/Military: **13,050**
- Air Transportation: **11,080**
- Financial Community: **3,681**
- Media: **1,125**
- Education: **6,816**



Source: AAM Publisher's Statement, Dec. '13

The Power of AW&ST's Global A&D Reach

AW&ST provides unparalleled reach to A&D decision-makers across the globe.



Sources: AAM/BPA Publishers' Statements, Dec. '13 and AW&ST Audience Development.
 *December 2013 Statement not published - June 2013.

Commercial Aviation Leadership

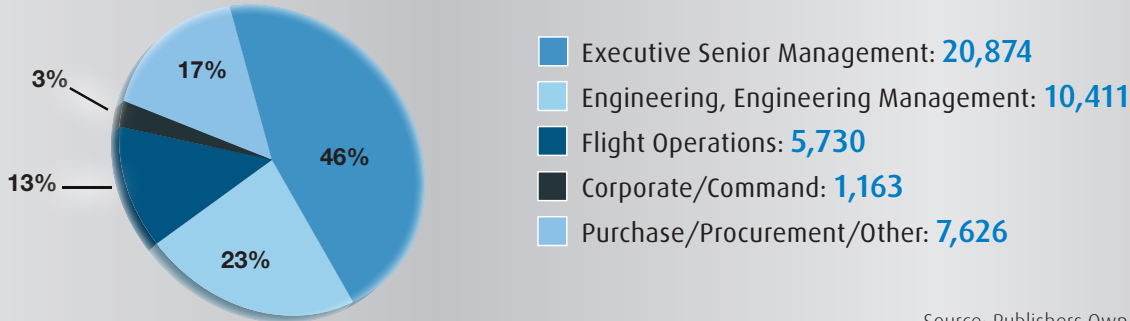
From engines and airframes to air traffic management and maintenance, **AW&ST** provides first-to-market intelligence on the commercial aviation industry.

Reaching Management

- The five highest-ranking managers at the top 100 commercial carriers
- The top three managers at the top 50 regional airlines

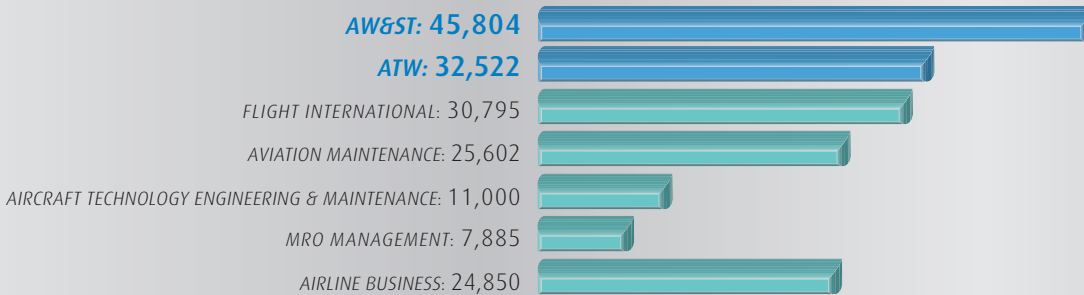
An Elite Audience of Commercial Air Transport Leaders

AW&ST delivers direct connections with commercial air transport leaders worldwide.



Source: Publishers Own Data/Audience Dev. July, 2013.

AW&ST + ATW = Unrivaled Commercial Reach

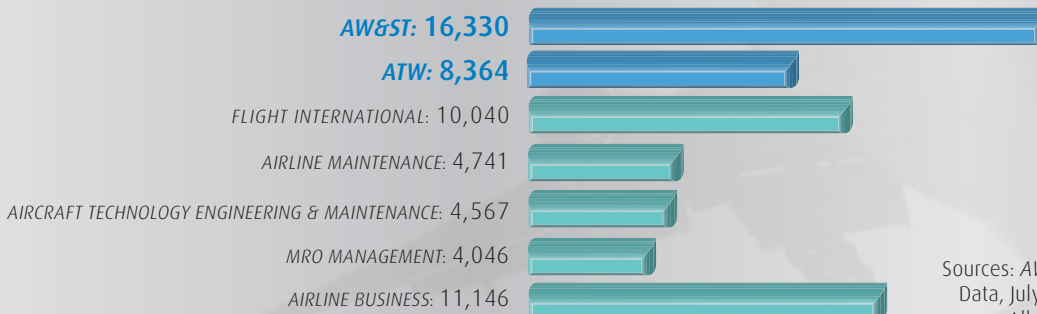


Sources: *AW&ST* Audience Development/Publishers Own Data, July 2013. *Aviation Maintenance*, BPA May 2013. All others from Dec. 2013 BPA Statements except *ATE&M* (has not filed since December 2012 Statement).

Finance/Leasing and Commercial Leadership

Finance/leasing companies worldwide rely on **Aviation Week & Space Technology** and **Air Transport World** to deliver a comprehensive reach of global aircraft purchasers and decision-makers.

Airline Finance/Leasing/Analysts; Commercial/Regional Airline Operators



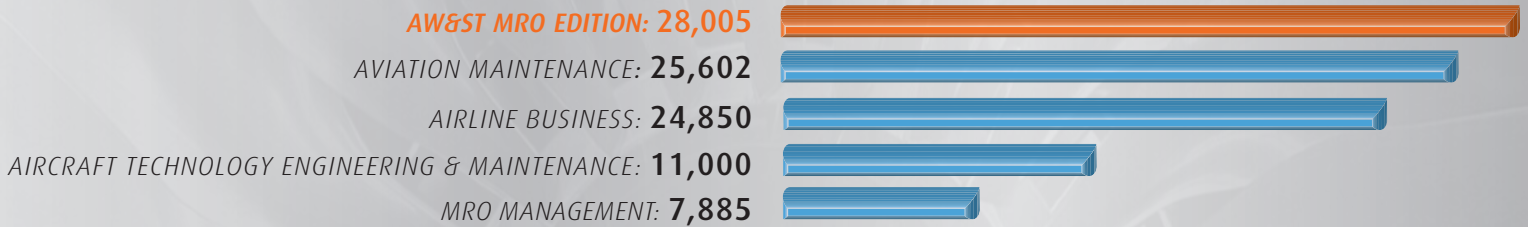
Sources: *AW&ST* Audience Development/Publishers Own Data, July 2013. *Aviation Maintenance*, BPA May 2013. All others from Dec. 2013 BPA Statements except *ATE&M* (has not filed since December 2012 Statement).

MRO Edition

Aviation Week & Space Technology's expert MRO journalists cover the complete scope of the global commercial MRO market with the most experienced insight and analysis. From editorial topics that span safety and workforce to supply chain and asset management, AW&ST's MRO Edition remains the leading authority for airline and MRO professionals around the globe.



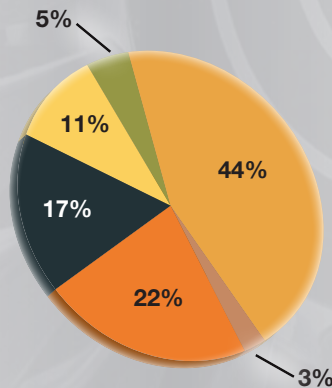
Greatest MRO Reach



Sources: AW&ST Audience Development, May '14. All others from Dec. 2013 BPA Statements except ATE&M (has not filed since December 2012 Statement).

Influential MRO Audience

AW&ST MRO Edition's subscribers are executives and managers at carriers/operators, third party maintenance centers, military/government aircraft operations, manufacturers and distributors/suppliers.



Key MRO Market Segments Include:

- Commercial Airline/ Cargo Operators: **11,733**
- Regional Airline/Commuter: **687**
- MRO/FBO/Parts/Aftermarket/Distributors: **5,794**
- Government/Regulatory Agencies: **4,441**
- Manufacturing: **2,841**
- Finance Leasing/Broker/Dealers: **1,227**

Sources: AW&ST Audience Development, May '14

Lowest CPM with the Greatest ROI



Sources: AW&ST Audience Development, May '14. All others from Dec. 2013 BPA Statements except ATE&M (has not filed since December 2012 Statement).

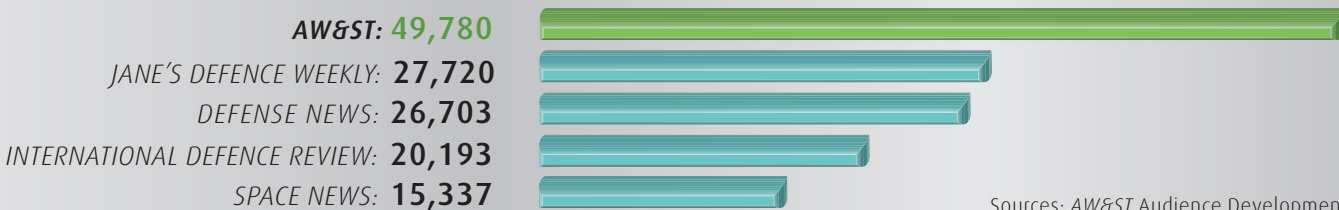
Defense, Space & Security Leadership

Aviation Week & Space Technology's global team of defense journalists provides an unmatched blend of subject and local knowledge of the complex interplay of defense, space and security market forces across land, sea and air. No other media company delivers a higher caliber of intelligence, in print and digital, on the topics that matter most to opinion leaders and decision-makers worldwide.

Value Advantage:
AW&ST's CPM is **21%** lower than *Defense News*.

Unrivaled Defense, Space & Security Reach

AW&ST has the greatest readership among key influencers and opinion leaders.



Sources: *AW&ST* Audience Development, July 2013. All others from Dec. 2013 BPA Publisher Statements.

Global Market Reach

AW&ST reaches key regions with top military expenditures:



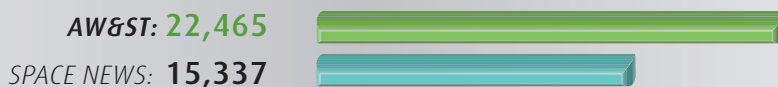
Source: *AW&ST* Audience Development, July 2013.

#1 Inside the Beltway

AW&ST's coverage includes analysis of national security and policy implications in the regularly featured weekly Washington Outlook. **Plus, advanced weekly hand-delivery to top government and military VIPs guarantees reach to key officials in the Pentagon, the U.S. Executive Branch and the U.S. Congress.**

Space Audience Advantage

Reach highest ranking space leaders worldwide with *AW&ST's* Space Demo Edition.



NASA Reach!
AW&ST has more than **DOUBLE** the number of NASA paid subscribers as *Space News*!

AW&ST is ranked best read and most influential, objective and credible industry trade magazine among space policy influencers.†

Sources: *AW&ST* June 2013 Statement. Space News, Dec. '13 BPA Statement. †Erdos & Morgan

Defense Technology International

Driving Global Strategy, Innovation and Expenditures

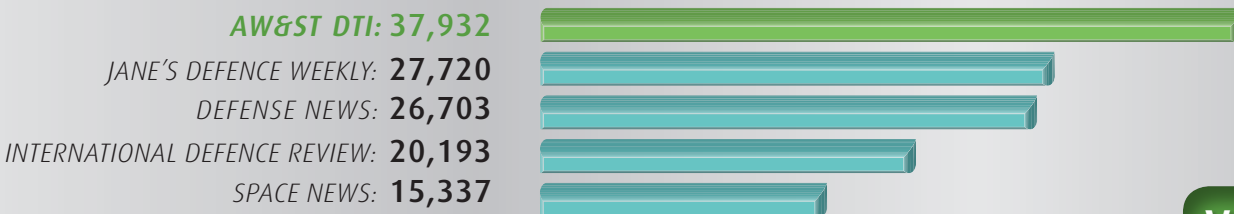
AW&ST features the monthly *Defense Technology International* edition for integrated air, land and sea coverage. The edition focuses on high-growth, critical technologies and technology innovation while providing a consistent flow of news-analysis and market intelligence in both print and digital formats.



Unprecedented Advertiser Advantages

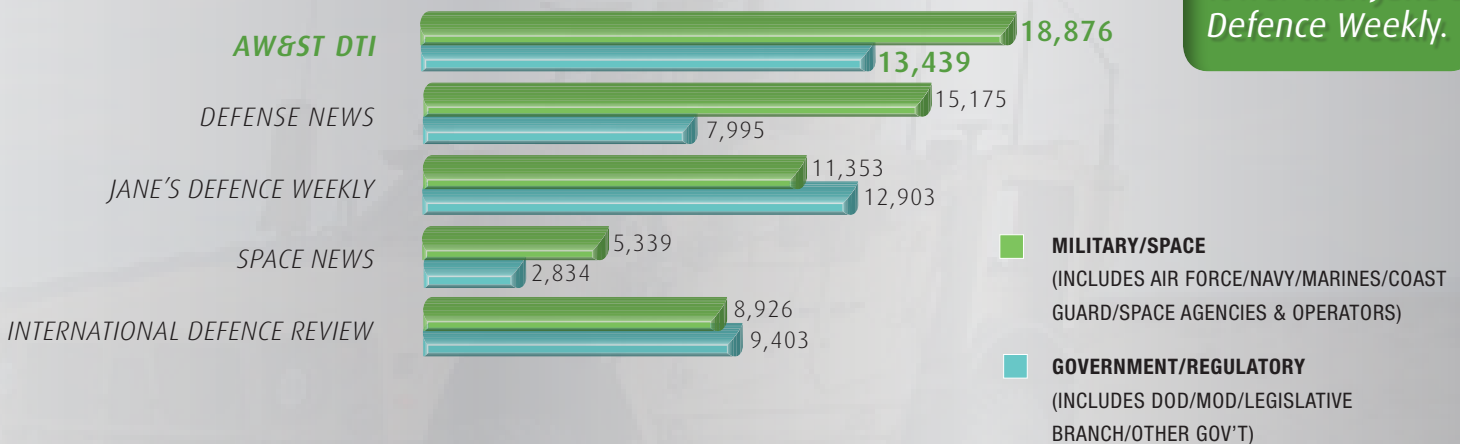
- **Unparalleled reach** of land, air, sea and government/military leaders
- Reaches **MORE Industry "Primes"** than the nearest competitors
- **Greatest CPM value** with the most return

Unmatched Military, Government and Industry Reach



Most Influential Industry Subscriber Base

Connect with all major decision-makers and influencers in the global defense, space & security industry – from end-users, military/space customers and top-tier A&D company buying teams to legislators and financiers:



Value Advantage:
 AW&ST's *Defense Technology International* CPM is **31%** lower than *Jane's Defence Weekly*.

Sources: AW&ST Audience Development. All others from Dec. 2013 BPA Publisher Statements.

AviationWeek.com: Digital Impact & Engagement

Like *AW&ST*, AviationWeek.com covers the breadth and scope of the industry with breaking news, analysis and online exclusive across all A&D sectors. AviationWeek.com is the leading website for aerospace and defense professionals with over 400,000 unique visitors and 2.2 million page views per month. Together with Aviation Week's other digital properties, including mobile apps, multimedia and video offerings, and social media channels, AviationWeek.com offers a multitude of ways for A&D industry professionals to stay current and connect with each other.



Market Focus Channels

Commercial, MRO, Business Aviation, Defense and Space

- News
- Blogs & Opinions – sector related on each channel
- Video sponsorship, including on-site, editorial and sponsor supplied
- Special Topic Pages
- Knowledge Center – links to whitepapers

Digital Event Coverage

From Event Coverage on AviationWeek.com to Aviation Week's award winning Event App, Aviation Week provides real-time insight to the essential global A&D community.

During A&D industry events, AviationWeek.com's experiences higher engagement and peak points in traffic.

Additional High-Profile Placements

- Podcasts
- Galleries
- Mobile/Tablet Rich Media
- Custom eNewsletters
- Market Briefings
- Special Topic Pages
- Webinars
- Aviation Week Events App
- Daily eBulletin

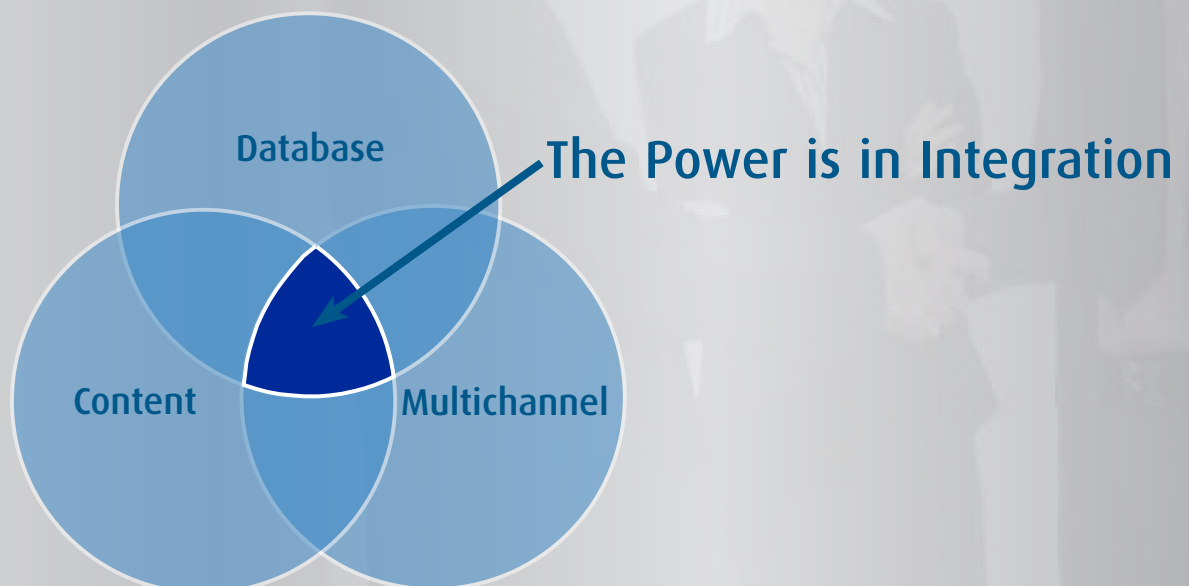
Marketing Services: Multi-Channel Solutions that Drive Results

Aviation Week's marketing programs deliver the impact, engagement and ROI that today's competitive landscape demands.

- **Content-Based Marketing** — Aviation Week leverages your existing content assets (whitepapers, video, capabilities/positioning collateral) across our leading media channels to reach your target audience. Aviation Week has decades of experience creating content that engages your target audiences.
- **Database Marketing** — Aviation Week has the largest, most powerful database of A&D decision-makers.
- **ROI** — Lead generation, digital, print and overall program metrics (open rates, engagement).
- **Continuity** — Program sustained over time for optimal impact.
- **Efficiency, value, simplification** for your multichannel marketing needs.
- **Consultative, iterative process** — Unique combination of multi-channel marketing best practices (measurement, digital, social, database, content/themes matched to audience & market) and program execution worked through a proven process that delivers results against your objectives.

Capabilities & Tools

- Research
- Database Marketing
- Lead Generation
- Custom Writing
- Custom Web/Digital/Social (landing pages, mobile/app solutions)
- Webinars
- Event Expertise
- Sales Presentations/Powerpoints



The Aviation Week Network: Authoritative Content, Highest Caliber Audience, Versatile Industry Tools

The Aviation Week Network includes the combined portfolio of Aviation Week and Penton.

Editorial Leadership

- *Aviation Week & Space Technology (AW&ST)*
- *Air Transport World (ATW)*
- *Business & Commercial Aviation (B&CA)*
- *SpeedNews*
- *Aviation Week ShowNews*
- *Market Briefings (Aviation Daily, Aerospace Daily & Defense Report, Weekly of Business Aviation)*

Business Aviation Tools

- AC-U-KWIK
- Aircraft Bluebook
- Air Charter Guide

Business Development/Data/Lead-Generation

- Aviation Week Intelligence Network (AWIN)
- MRO Prospector
- Fleet & MRO Forecasting Tools
- Airportdata.com
- MRO Links

Face-to-face Networking

- Aviation Week Events Portfolio
- MRO Events Series
- *SpeedNews* Events & Conferences
- *ATW's* Airline Industry Achievement Awards

International Partnerships

- *International Aviation* (China)
- *Cannews.com.cn* (China)
- *Business & General Aviation* (China)
- *Aviation Maintenance & Engineering* (China)
- *Air Transport Observer* (Russia)

Multimedia Engagement

- *AW&ST* App & Website
- *AviationWeek.com*
- *Aviation Week Daily eBulletin*
- *Aviation Week Events App*
- *ATWonline.com*
- *ATW* Mobile App
- *ATW* Newsletters
- Digital Edition Magazines
- *SpeedNews* Newsletters
- Webinars

Marketing Services

- Industry-leading A&D database across all markets, titles and job functions
- Lead-generation programs
- Integrated programs for streamlined, efficient media buys
- Research and analysis offerings

Turn to www.aviationweek.com/mediakits for 2015:

- Editorial Calendars
- Rates
- Material Specifications

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2015 EDITORIAL PLANNER :: Q1

WEEK OF	DIGITAL	PRINT	CONTENT FOCUS	BONUS DISTRIBUTION	Ad close	Materials close	
					(AW)	(DTI)	(MRO)
12/29-1/5	D	P	AW Aerospace & Defense 2015 Includes DTI and MRO E content	+ MRO Latin America, Jan 13-14, Buenos Aires	11/3		
1/12	D		AW ATM: NextGen, Sesar Next Steps • Person of the Year		12/22 12/29		
1/19	D	P	AW Defense Export Trends		12/29 1/5		
1/26	D		AW Overhead Surveillance: Satellites vs. UAVs		1/5 1/12		
2/2	D	P	AW Long-Haul LCCs: Airlines in Asia & Europe MRO Risky Business for Spares • Special Focus: Survey on Developing Technical Talent in the Middle East • Supply Chain • Aircraft Analysis: Airbus A380	+ MRO Middle East, Feb 2-3, Dubai	1/12 1/19		1/5 1/12
2/9	D		AW Pilot Supply/Airline Demand (China, India, U.S. regionals, etc.) • U.S. Defense Budget Coverage		1/19 1/26		
2/16	D	P	AW Indian Airlines • Asia-Pacific Defense • U.S. Defense Budget Coverage DTI WMD Control Future	+ Aero India, Feb 18-22, Bangalore + IDEX, Feb 22-26, UAE + DTAR, TBD + Avalon Airshow, Feb 24-Mar 1, Victoria (AZ)	1/26 2/2	1/19 1/26	
2/23	D		AW Decreased Oil Prices Affect on Airline Financial Health & Fleet Planning	+ Heli-Expo, Mar 2-5, Orlando + SpeedNews Commercial Aviation Suppliers Conference, Mar 2-4, Beverly Hills	2/2 2/9		
3/2	D	P	AW Heli-Expo Preview • MH370: One Year After	+ Laureates, Mar 5, Washington, D.C. + ISTAT, Mar 8-10, Scottsdale + World ATM Congress, Mar 10-12, Madrid + JEC Europe, Mar 10-12, Paris	2/9 2/16		
3/9	D		AW New Solutions for Runway Incursions • Space Telecom		2/16 2/23		
3/16	D	P	AW Counterstealth/Electronic Warfare • Airline Mergers and Alliances Scorecard MRO Underscoring Safety • MRO IT • Engine Analysis: PW4000	+ Satellite 2015, Mar 16-19, Washington, D.C. + ARSA, Mar 18-20, Washington, D.C.	2/23 3/2		2/16 2/23
3/23	D		AW Army Aviation in the 2030s • Laureates: The Best of Aerospace		3/2 3/9		
3/30	D	P	AW Civil Rotorcraft Advances • Close Air Support: Survival Strategies DTI Sensor Fusion for ISR	+ QUAD A (Army Aviation), Mar 29-31, Nashville + AUSA Winter, Mar 31-April 2, Huntsville + LAAD, April 14-17, Rio De Janeiro + Navy League, April 13-15, Washington, D.C. + SpeedNews Aerospace Manufacturing Conference, April 8-9, Los Angeles	3/9 3/16	3/2 3/9	

2015 EDITORIAL PLANNER :: Q2

WEEK OF	DIGITAL	PRINT	CONTENT FOCUS	BONUS DISTRIBUTION	Ad close		
					AW	DTI	MRO
4/6	D		AW Business Aviation Technology		3/16 3/23		
4/13	D	P	AW Military Space MRO Integrated Structures and the Aftermarket • 10-Year MRO Forecast • Special Focus: Central America and Mexico MRO • Aircraft Analysis: 737-800	+ Navy League, April 13-15, Washington, D.C + Nat. Space Symp., April 13-16, Colorado Springs + LAAD, April 14-17, Rio De Janeiro + ABACE, April 14-16, Shanghai + Aircraft Interiors, April 14-16, Hamburg, Germany + MRO Americas, April 14-16, Miami + MRO BEER (Baltics, Eastern Europe, Russia), May 5-6, Budapest	3/23 3/30		3/16 3/23
4/20	D		AW Advanced Manufacturing with supply base focus		3/30 4/6		
4/27	D	P	AW Top-Performing Companies DTI Unmanned Technology For The Battlefield	+ IDEF, May 5-8, Istanbul + SOFIC Special Operations Forces Industry Conference, May 19-21, Tampa	4/6 4/13	3/3 4/6	
5/4	D		AW Avionics for Business Aviation and Regional Airlines		4/13 4/20		
5/11	D	P	AW UAVs DTI 5 Defense Programs That Deliver	+ AUVSI, May 4-7, Atlanta + RAA, May 13-15, St. Louis + EBACE, May 19-21, Geneva	4/20 4/27	4/13 4/20	
5/18	D		AW Airlines: Foreign Ownership Limits		4/27 5/4		
5/25	D	P	AW Paris Preview • Top-Performing Airlines MRO Top 10 Airframe MROs • Special Focus: Baltics, Eastern Europe and Russian MRO • Supply Chain • Engine Analysis: Trent 700	+ IATA AGM, June 7-9, Miami + ASA, June 7-9, Scottsdale,	5/4 5/11		4/27 5/4
6/1	D		AW Defense in Turkey and Central Asia		5/11 5/18		
6/8	D	P	AW Paris Air Show Issue	+ Paris Air Show, June 15-21, Le Bourget	5/18 5/25		
6/15	D		AW New Airport Technologies • Paris Air Show Real-time Reports		5/25 6/1		
6/22	D	P	AW Paris Analysis MRO Cost of Capital • Engine Analysis: CRJ		6/1 6/8		5/25 6/1

2015 EDITORIAL PLANNER :: Q3

WEEK OF	DIGITAL	PRINT	CONTENT FOCUS	BONUS DISTRIBUTION	Ad close	Materials close	
					AW	DTI	MRO
6/29	D		AW Aviation and Airlines in Africa		6/8 6/15		
7/6	D	P	AW Innovation DTI Littoral Surveillance & Control		6/15 6/22	6/8 6/15	
7/13	D		AW Military Flight Training		6/22 6/29		
7/20	D	P	AW Light Aircraft Trends & Technologies MRO Aircraft Reliability (digital-only issue)	+ EAA Oshkosh, July 20-26, Oshkosh	6/29 7/6		6/22 6/29
7/27	D		AW Transformational Space Technologies		7/6 7/13		
8/3	D	P	AW Business Aviation		7/13 7/20		
8/10	D		AW Ground-Based Air Defense		7/20 7/27		
8/17	D	P	AW Defense in the Arctic • Russian Airlines	+ MAKS Air Show, Aug 25-30, Moscow	7/27 8/3		
8/24	D		AW Avionics - Cockpits of the Future		8/3 8/10		
8/31	D	P	AW In-Flight Entertainment & Broadband MRO Testing, Tools and Technology Component Pooling • Engine Analysis: V2500-A5 • Supply Chain	+ ACPC, Aug 29 - Sept 1, New York + SpeedNews European Suppliers Conference, Sept 15-17, Toulouse	8/10 8/17		8/3 8/10
9/7	D		AW A320neo Debut		8/17 8/24		
9/14	D	P	AW Air Combat in the 2020s DTI IS - Managing Big Data CEN Special Centennial Section: Defense: Stealth & Counterstealth – The Art Of Deception	+ + AFA Air & Space, Sept 15-17, National Harbor, MD + DSEI, Sept 15-17, London	8/24 8/31	8/17 8/24	
9/21	D		AW Safety: Avoiding Turbulence		8/31 9/7		
9/28	D	P	AW Airlines in Mexico MRO Airlines, Scorecards & Vendor Performance • Supply Chain • Special Focus: European MROs in Europe • Engine Analysis: CF34	+ ISTAT Europe, Oct 4-6, Prague + SpeedNews Regional & Business Aviation Industry Suppliers Conference, Oct 6-7, Scottsdale + MRO Europe, Oct 13-15, London	9/7 9/14		8/31 9/7

2015 EDITORIAL PLANNER :: Q4

WEEK OF	DIGITAL	PRINT	CONTENT FOCUS	BONUS DISTRIBUTION	Ad close Materials close		
					AW	DTI	MRO
10/5	D		AW Cutting-Edge Planetary Science Missions		9/14 9/21		
10/12	D	P	AW Small Satellites DTI Global Weapons Support	+ IAC, TBD, Oct 12-16, Jerusalem ++ AUSA, Oct 12-14, Washington, D.C	9/21 9/28	9/14 9/21	
10/19	D		AW Japan's Low-Cost Carriers		9/28 10/5		
10/26	D	P	AW 787 Operations MRO New Engine Nuances • Aircraft Analysis: Boeing 787 • Special Focus: MRO in Asia-Pacific CEN Special Centennial Section: Wings Around The World – The Moving Story Of Air Transport	+ MRO Asia, Nov 3-5, Singapore + SpeedNews A&D Industry Suppliers Conference, Nov 3-5, Litchfield Park (AZ) + Dubai Airshow, Nov 8-12, UAE	10/5 10/12		9/28 10/5
11/2	D		AW Conventional Theater Missile Threats • African Military Procurement		10/12 10/19		
11/9	D	P	AW Dubai Air Show Issue • NBAA Preview • Middle East Airlines DTI Antisubmarine Warfare CEN Special Centennial Section: Quest For Speed/Supersonics	++ Dubai Air Show, Nov 8-12, UAE + NBAA, Nov 17-19, Las Vegas	10/19 10/26	10/12 10/19	
11/16	D		AW Human Spaceflight		10/26 11/2		
11/23	D	P	AW Advances in Training and Simulation	+ ITSEC, Nov 30-Dec 4, Orlando	11/2 11/9		
11/30	D		AW Aircraft Fire Safety		11/9 11/16		
12/7	D	P	AW Global Military Satellite Communications MRO New Repair Technologies • MRO IT CEN Special Centennial Section: Propulsion		11/16 11/23		11/9 11/16
12/14	D		AW A&D Movers & Shakers • Photo Contest Finalists		11/23 11/30		
12/21	D	P	AW Photo Issue • Person of the Year		11/30 12/7		
12/28-1/4	D	P	AW Aerospace & Defense 2016 Includes DTI and MRO E content		11/2		

D Digital issue

P Print issue

Bonus distribution: + AW&ST + DTI + MRO

Stand-alone book: ■ DTI ■ MRO

Special Centennial Section: CEN

For the digital weeks, content will appear in the digital environment the Friday prior.

Dated: 05/14/2015

2015 EDITORIAL PLANNER :: ADDENDUM

Issue Date	Analyzed Issue	US Harvey Study	International Harvey Study	Demo Editions			Close Date
				Space.	Wash DC	Intl.	
January 19		✓			✓		12/29
February 2							1/12
February 16						✓	1/26
March 2			✓	✓			2/9
March 16				✓	✓		2/23
March 30		✓					3/9
April 13				✓			3/23
April 27						✓	4/6
May 11				✓			4/20
May 25						✓	5/4
June 8	✓						5/18
June 22					✓		6/1
July 6							6/15
July 20							6/29
August 17			✓		✓	✓	7/27
August 31							8/10
September 14		✓			✓	✓	8/24
September 28							9/7
October 12				✓	✓		9/21
October 26							10/5
November 9						✓	10/19
November 23	✓						11/2
December 7				✓			11/16
December 21							11/30

AVIATION WEEK

& SPACE TECHNOLOGY

2015 Rates

2015 AW&ST Advertising Rates - Print, Tablet, Smart Phone, Website, eNewsletter

	Price	Print	Tablet	Smart Phone	Website	eNewsletter Week Priced for x4	eNewsletter Day Priced for x4
Digital Week Only:	\$13,500						
Full Screen		-	✓	-	-	-	-
300x250 Run-of-App (ROA)		-	-	✓	-	-	-
300x250 Run-of-Site (ROS)		-	-	-	✓	-	-
Print/Digital Week:	\$22,870						
Full page		✓	-	-	-	-	-
Full Screen		-	✓	-	-	-	-
300x250 ROA		-	-	✓	-	-	-
300x250 ROS		-	-	-	✓	-	-
* Package pricing, please talk to your sales representative.							
Daily Topic/Weekly Edition Sponsorships							
Daily Sponsor Price per day (minimum x4):	\$6,500						
Weekly Edition Price per day (minimum x4):	\$10,000						
Sponsor acknowledgement & logo on home page		-	✓	✓	-	✓	✓
728x90 banner on home page		-	✓	-	-	-	-
320x50 smart phone leaderboard		-	-	✓	-	-	-
728x90 ROS		-	-	-	✓	-	-
468x60 OR 180x150 banners with 30-40 words of advertiser copy		-	-	-	-	✓	✓
Special Treatments & Enhancements							
Interstitial		-	-	-	\$3,000	-	-
Expandable Banner		-	\$4,500	\$4,500	\$2,500	-	-
Galleries		-	\$5,500	\$4,000	-	-	-
Individual Ad Units							
300x250 (Full unit in content)		-	\$4,000	\$4,000	\$1,500	-	-
468x60 (eNewsletter leaderboard)		-	-	-	-	\$6,400	\$4,000
180x160 (eNewsletter)		-	-	-	-	\$5,600	\$3,500

Notes:

Series applies to all print, app and website ad units. Prices refer to bookings for a week duration. Individual prices, upgrades differ.

All ads must comply with and meet Penton advertising policies and guidelines. This technology is rapidly changing, therefore ad specifications may be updated when necessary.

Updated 11/21/2014

AVIATION WEEK

& SPACE TECHNOLOGY

2015 Rates

2015 AW&ST Digital Advertising Rates - Upgrade Opportunities

Full Screen	For 1st swipe, add 15% to the rate
Launch Ad	Add 15% to the rate card for launch ad
Interstitial	If upgrading from 300x250, add 25% to the rate
Expandable	If upgrading from 300x250, add 12.5% to the rate
Galleries	This is specially created customer material
Marketing Services	Custom opportunities available for all print/digital options
Special Print Inserts	Can be packaged with a digital compliment

2015 AW&ST Digital Advertising Rates - Demos

Demo Reach*	
International	50% of earned rate
Domestic	50% of earned rate
DC Metro	50% of earned rate
Space	50% of earned rate
Defense	50% of earned rate
Civil	50% of earned rate

* Advertising/targeting is available in the MRO and DTI editions, as well as the demos for print, tablet, smart phone and the website.

Notes:

Series applies to all print, app and website ad units. Prices refer to bookings for a week duration. Individual prices, upgrades differ.

All ads must comply with and meet Penton advertising policies and guidelines. This technology is rapidly changing, therefore ad specifications may be updated when necessary.

Updated 11/21/2014

AVIATION WEEK

& SPACE TECHNOLOGY

2015 Rates

2015 AW&ST Full Run Display Advertising Rates

	1x	4x	8x	12x	16x	20x	24x
FOUR COLOR							
1 Page	\$22,790	\$21,880	\$21,420	\$20,970	\$20,510	\$20,060	\$19,370
2/3 Page	\$18,040	\$17,320	\$16,960	\$16,600	\$16,240	\$15,880	\$15,330
1/2 Page	\$15,080	\$14,480	\$14,180	\$13,870	\$13,570	\$13,270	\$12,820
1/3 Page	\$11,120	\$10,680	\$10,450	\$10,230	\$10,010	\$9,790	\$9,450
1/4 Page	\$9,660	\$9,270	\$9,080	\$8,890	\$8,690	\$8,500	\$8,210
1/6 Page	\$8,180	\$7,850	\$7,690	\$7,530	\$7,360	\$7,200	\$6,950
2 COLOR							
1 Page	\$20,670	\$19,840	\$19,430	\$19,020	\$18,600	\$18,190	\$17,570
2/3 Page	\$15,750	\$15,120	\$14,810	\$14,490	\$14,180	\$13,860	\$13,390
1/2 Page	\$12,780	\$12,270	\$12,010	\$11,760	\$11,500	\$11,250	\$10,860
1/3 Page	\$8,850	\$8,500	\$8,320	\$8,140	\$7,970	\$7,790	\$7,520
1/4 Page	\$7,390	\$7,090	\$6,950	\$6,800	\$6,650	\$6,500	\$6,280
1/6 Page	\$5,900	\$5,660	\$5,550	\$5,430	\$5,310	\$5,190	\$5,020
BLACK & WHITE							
1 Page	\$19,540	\$18,760	\$18,370	\$17,980	\$17,590	\$17,200	\$16,610
2/3 Page	\$14,780	\$14,190	\$13,890	\$13,600	\$13,300	\$13,010	\$12,560
1/2 Page	\$11,820	\$11,350	\$11,110	\$10,870	\$10,640	\$10,400	\$10,050
1/3 Page	\$7,890	\$7,570	\$7,420	\$7,260	\$7,100	\$6,940	\$6,710
1/4 Page	\$6,410	\$6,150	\$6,030	\$5,900	\$5,770	\$5,640	\$5,450
1/6 Page	\$4,960	\$4,760	\$4,660	\$4,560	\$4,460	\$4,360	\$4,220

2015 Full Run Cover Rates

	1x	4x	8x	12x	16x	20x	24x
FOUR COLOR							
Inside Front	\$26,550	\$25,490	\$24,960	\$24,430	\$23,900	\$23,360	\$22,570
Inside Back	\$25,440	\$24,420	\$23,910	\$23,400	\$22,900	\$22,390	\$21,620
Back Cover	\$28,460	\$27,320	\$26,750	\$26,180	\$25,610	\$25,040	\$24,190

Inserts and Market Supplement -
non-commissionable/non-discountable carriage production surcharge: \$820

2015 Split Run Option

	1/2 Horizontal & One Page	Spread
Black & White	\$1,660	\$2,790
Two Color	\$2,050	\$3,540
Four Color	\$2,820	\$4,870

Updated 11/21/2014

AVIATION WEEK

& SPACE TECHNOLOGY

2015 Rates

2015 Domestic Only Rates

	1x	4x	8x	12x	16x	20x	24x
FOUR COLOR							
1 Page	\$20,280	\$19,470	\$19,060	\$18,660	\$18,250	\$17,850	\$17,240
1/2 Page HZ	\$13,420	\$12,880	\$12,610	\$12,350	\$12,080	\$11,810	\$11,410
2 COLOR							
1 Page	\$18,400	\$17,660	\$17,300	\$16,930	\$16,560	\$16,190	\$15,640
1/2 Page HZ	\$11,370	\$10,920	\$10,690	\$10,460	\$10,230	\$10,010	\$9,660
BLACK & WHITE							
1 Page	\$17,390	\$16,690	\$16,350	\$16,000	\$15,650	\$15,300	\$14,780
1/2 Page HZ	\$10,520	\$10,100	\$9,890	\$9,680	\$9,470	\$9,260	\$8,940

2015 Domestic Only Split Run Option

	1/2 Horizontal & One Page	Spread
Black & White	\$1,660	\$2,790
Two Color	\$2,050	\$3,540
Four Color	\$2,820	\$4,870

* PLEASE BE ADVISED ALL ADVERTISERS RUNNING DOMESTIC ONLY ARE SUBJECT TO A SPLIT RUN CHARGE ABOVE

2015 DC Regional Rates

	1x	4x	8x	12x	16x	20x	24x
FOUR COLOR							
1 Page	\$11,100	\$10,660	\$10,430	\$10,210	\$9,990	\$9,770	\$9,440
1/2 Page HZ	\$7,340	\$7,050	\$6,900	\$6,750	\$6,610	\$6,460	\$6,240
2 COLOR							
1 Page	\$10,070	\$9,670	\$9,470	\$9,260	\$9,060	\$8,860	\$8,560
1/2 Page HZ	\$6,240	\$5,990	\$5,870	\$5,740	\$5,620	\$5,490	\$5,300
BLACK & WHITE							
1 Page	\$9,530	\$9,150	\$8,960	\$8,770	\$8,580	\$8,390	\$8,100
1/2 Page HZ	\$5,750	\$5,520	\$5,410	\$5,290	\$5,180	\$5,060	\$4,890

NOTE: HZ = Horizontal ONLY

Updated 11/21/2014

AVIATION WEEK

& SPACE TECHNOLOGY

2015 Rates

2015 Space Demo Rates

	1x	4x	8x	12x	16x	20x	24x
FOUR COLOR							
1 Page	\$12,270	\$11,780	\$11,530	\$11,290	\$11,040	\$10,800	\$10,430
1/2 Page HZ	\$8,110	\$7,790	\$7,620	\$7,460	\$7,300	\$7,140	\$6,890
2 COLOR							
1 Page	\$11,130	\$10,680	\$10,460	\$10,240	\$10,020	\$9,790	\$9,460
1/2 Page HZ	\$6,900	\$6,620	\$6,490	\$6,350	\$6,210	\$6,070	\$5,870
BLACK & WHITE							
1 Page	\$10,550	\$10,130	\$9,920	\$9,710	\$9,500	\$9,280	\$8,970
1/2 Page HZ	\$6,360	\$6,110	\$5,980	\$5,850	\$5,720	\$5,600	\$5,410

2015 International Demo Rates

	1x	4x	8x	12x	16x	20x	24x
FOUR COLOR							
1 Page	\$12,510	\$12,010	\$11,760	\$11,510	\$11,260	\$11,010	\$10,630
1/2 Page HZ	\$8,290	\$7,960	\$7,790	\$7,630	\$7,460	\$7,300	\$7,050
2 COLOR							
1 Page	\$11,370	\$10,920	\$10,690	\$10,460	\$10,230	\$10,010	\$9,660
1/2 Page HZ	\$7,030	\$6,750	\$6,610	\$6,470	\$6,330	\$6,190	\$5,980
BLACK & WHITE							
1 Page	\$10,730	\$10,300	\$10,090	\$9,870	\$9,660	\$9,440	\$9,120
1/2 Page HZ	\$6,510	\$6,250	\$6,120	\$5,990	\$5,860	\$5,730	\$5,530

2015 International Only Split Run Option

	1/2 Horizontal & One Page	Spread
Black & White	\$1,660	\$2,790
Two Color	\$2,050	\$3,540
Four Color	\$2,820	\$4,870

* PLEASE BE ADVISED ALL ADVERTISERS RUNNING INTERNATIONAL ONLY ARE SUBJECT TO A SPLIT RUN CHARGE ABOVE

NOTE: HZ = Horizontal ONLY

Updated 11/21/2014

General Terms & Conditions

- a. All contents of advertisements are subject to the Publisher's approval. The Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment (collectively, an "advertisement") at any time, if for any reason the Publisher deems it to be unacceptable. As used in these General Terms and Conditions, the term "advertiser" includes any advertiser's advertising agency, if there is one.
- b. All advertisements must be clearly identifiable as such with a trademark or signature of the advertiser. If in Publisher's judgment any advertisement creates the illusion of editorial matter, Publisher reserves the right to decline such advertisement and/or to place the word "Advertisement" in it.
- c. It is the advertiser's responsibility to ensure that all inserts and other advertising comply with U.S. postal regulations and other applicable Federal and State laws and regulations.
- d. Positioning of advertisements is at the Publisher's discretion, except when the advertiser requests a guaranteed advertisement placement, to which premium charges may apply.
- e. The advertiser and its agency, if there is one, each acknowledge that it is fully authorized and/or licensed to publish and assumes all liability for the entire contents of its advertisements, including without limitation: text; testimonials; representations; illustrations; maps; labels; trademark and other copyrighted or proprietary matter; and the use of the name or likeness of persons, living or dead. The agency and the advertiser, jointly and severally, will indemnify and save harmless the Publisher against all loss, liability, damage and expenses of any nature (including reasonable attorney's fees) resulting from any actions, claims or suits ("claims") resulting from advertising purchased pursuant to this rate card, including, without limitation, claims for libel, violation of rights of privacy or publicity, infliction of emotional distress, unfair competition, or copyright, trademark or other proprietary rights infringement.
- f. Advertisements not received by Publisher's production department by the production materials closing date will not be entitled to the privilege of O.K. or revision by the advertiser.
- g. Cancellations or changes in orders may not be made by the advertiser after the closing date. Contracts may be cancelled by the advertiser or Publisher on written notice not less than (i) 30 days in advance of the closing date or (ii) for covers, 90 days in advance of the closing date.
- h. All insertion orders are accepted subject to the provisions of the current rate card. Conditions, including rates, are subject to change upon notice from the Publisher. Should a rate change be made, the advertiser may cancel space reserved at the time the change becomes effective without incurring short-rate charges, provided the contract rate has been earned up to the date of cancellation. Cancellation of space reservations for any other reason (in whole or part) by the advertiser will result in an adjustment of the rate (short-rate) based on the number and type of insertions placed to the cancellation date, to reflect actual space used at the earned frequency or volume rate, as of cancellation.
- i. Advertisers will be short rated, if within a 12-month (52-week) period from the date of the first insertion, they do not use the amount of space upon which their billings have been based. Advertisers will be rebated if, within a 12-month (52-week) period from the date of the first insertion, they have used sufficient space to earn a lower rate than that at which they have been billed.
- j. The Publisher will not be liable under any circumstance for any costs or damages (including consequential damages) resulting from either the failure to print any advertisement or the appearance of any errors in any advertisement as published. In such case, the advertiser's sole remedy will be the right to place a "make-good" advertisement.
- k. Failure to make any insertion order correspond in price or otherwise with the rate schedule shall be deemed a clerical error only; publication thereof shall be made and charged without further notice according to the terms of the rate schedule in force at the time.
- l. The Publisher or its sales agency shall have the right to hold the advertiser and/or its agency jointly and severally liable for such monies as are due and payable to the Publisher for published advertising.
- m. No conditions other than those set forth in this rate card shall be binding on the Publisher unless the Publisher specifically so agrees in writing, in advance. Specifically, the Publisher will not be bound by conditions or terms printed or appearing on order blanks or copy instructions submitted by or on behalf of the advertiser.
- n. The Publisher will not be liable for any delays affecting the timing or cancellation of any advertisement scheduled to be published in the event of an act of God, action by any governmental or quasi-governmental entity, fire flood, accidents, insurrection, act of terrorism or war, embargo, strikes (whether legal or illegal), labor or materials shortages, transportation interruption of any kind, work slowdown, or any other condition beyond the control of the Publisher affecting production or delivery in any manner.
- o. As used in this section entitled "General Terms and Conditions" the term "Publisher" shall refer to AVIATION WEEK's AVIATION WEEK & SPACE TECHNOLOGY, a Penton Business.

Updated 11/21/2014