

AERO

MAGAZINE

BRAZIL
MEDIA KIT 2017
AVIATION PLATFORM

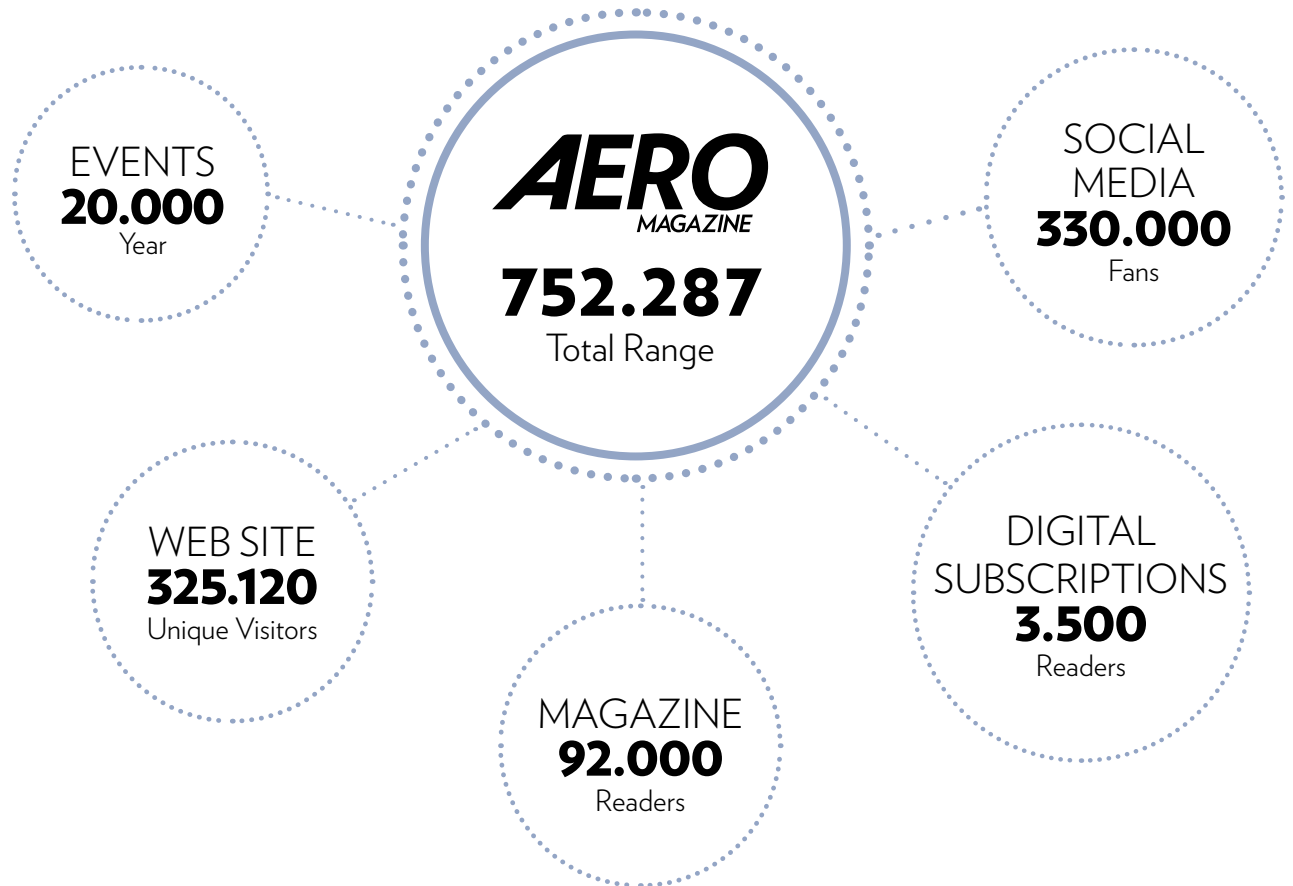
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AERO MEDIA - BRAZIL



Aero Magazine leads Brazilian aviation community for the last 21 years and is recognized as the most qualified and independent magazine in the industry. The magazine is the main vehicle for advertisers in the sector and the most important source of information for aircraft owners and pilots.

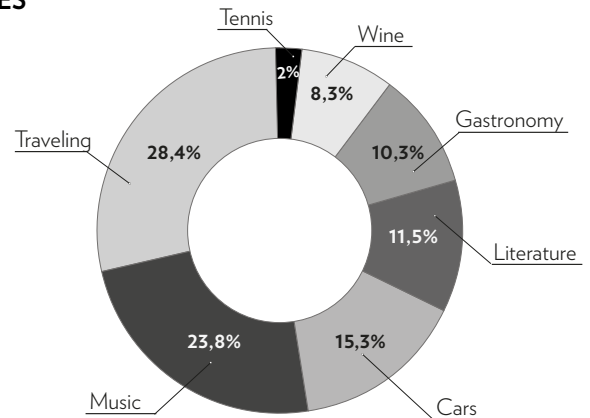
Aero Magazine brings to the reader releases and aeronautical market news, guidelines for the purchase and maintenance of aircraft, airport assessments and infrastructure, technical articles, historical reports and special coverage of major national and international fairs (NBAA Labace, Le Bourget, Fidae, Oshkosh, among others).

The publication draws deeply on matters of Executive, Commercial, Experimental and Military Aviation, as well as maintenance and cargo. The flagship of the Magazine are the FLIGHT TESTS, pages that bring a thorough technical evaluation of aircrafts, tested and photographed by a selected team of experts.

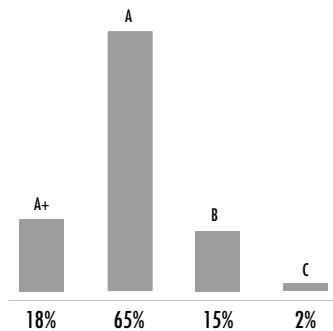
AERO MEDIA PROFILE - BRAZIL

- **39%** are aircraft owners
- **23%** are air-taxi users in Brazil and abroad
- **68%** are pilots of airplanes and helicopters
- **58%** fly at least once a week.
- **51%** use aircraft for both business and leisure.
- **86%** have a tablet and use it to read.
- Have as other hobbies: travel, music, cars,boats and wine.

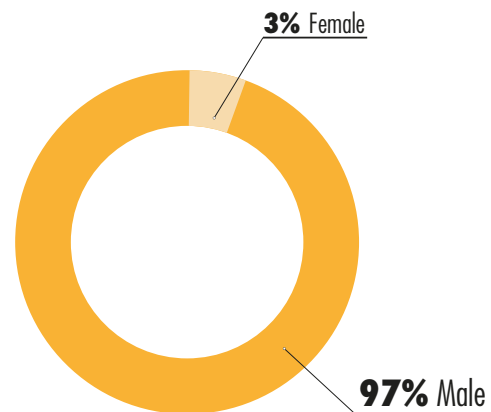
HOBBIES



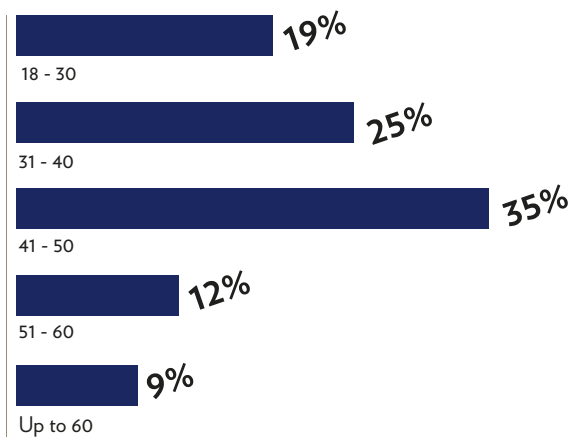
INCOME CLASS



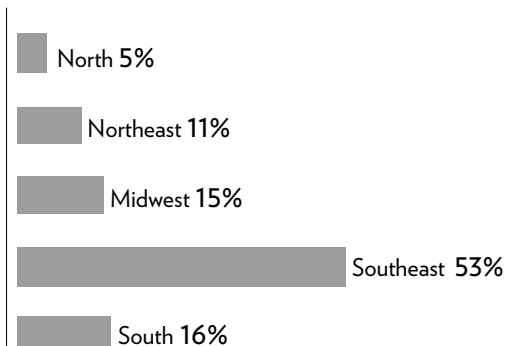
GENDER



AGE



DISTRIBUTION



AERO MAGAZINE - BRAZIL

UNDETERMINED

FORMAT	DIMENSIONS (WIDTH X HIGH)	RATE
Double Page Spread	41,0 cm X 27,5 cm	US\$ 40,600
Single Page	20,5 cm X 27,5 cm	US\$ 20,000
1/2 Page - horizontal	20,5 cm X 13,5 cm	US\$ 13,000
1/3 Page	6,8 cm X 27,5 cm	US\$ 9,900
COVERS		
Outside Back Cover	20,5 cm X 27,5 cm	US\$ 30,000
Inside Front Cover	20,5 cm X 27,5 cm	US\$ 28,000
Inside Back Cover	20,5 cm X 27,5 cm	US\$ 24,000
Inside Front Cover + Page 03	41,0 cm X 27,5 cm	US\$ 51,000

CLASSIFIED SECTION

FORMAT	DIMENSIONS (WIDTH X HIGH)	RATE
Single Page	18,5 cm X 24,5 cm	US\$ 4,600
1/2 Page - horizontal	18,5 cm X 12,0 cm	US\$ 2,800
1/4 Page	9,0 cm X 12,0 cm	US\$ 1,500

DISTRIBUTION - PORTUGUESE EDITION

- Newsstands throughout Brazil
- Newsstands in Portugal
- Subscriptions
- Digital versions for all tablets, computers, and mobile devices
- Qualified VIP Mailing
- VIP on board lounges of executive aircrafts
- Aviation and high qualified events

PERIODICITY:

Monthly

CIRCULATION:

Printed + Digital
23.000 copies

BINDING:

Perfect bound

TECHNICAL SPECIFICATIONS

Material advertisement : PDF or close files with resolution of 300 dpis.

To better use the digital magazine just send the pdf file closed and not convert the links in curves, using the link from your company or services in art as editable text.

Safety: All live content intended to print must be kept at least .05cm inside trim size

DIGITAL - BRAZIL



AERO WEBSITE - LANGUAGE: PORTUGUESE

www.AeroMagazine.com.br

The website of AERO magazine was selected as a UOL partner, the largest internet portal in Brazil and brings aviation daily news.

MONTHLY AUDIENCE PROFILE:

INTERNET DATA :

Audited by
Google Analytics

More than
562.541
monthly
pageviews

Monthly
386.032
audience
profile

More than
325.120
monthly unique
visitors

peaks up to
370.080
unique visitors

AERO WEBSITE

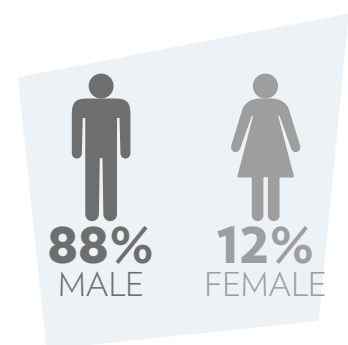
AD PRODUCT	DIMENSIONS	FILE SIZE	RATE	FORMAT
Banner	728 X 90	40 kb	US\$ 45 cpm	.swf and .gif
LRG rectangle	300 X 250	40 kb	US\$ 24 cpm	.swf and .gif

E-MAIL MARKETING

AD PRODUCT	BASE (data names)	RATE	FORMAT
Full Banner in Newsletter	25.000	US\$ 500	.html / .jpg
Single shooting (mailing)	25.000	US\$ 1,300	.html / .jpg

SOCIAL MEDIAS

SOCIAL MEDIA		NUMBERS
Facebook	Likes	(+ than) 330,000
Facebook	Interactions	(+ than) 355.000 (monthly)
Facebook	Range	(+ than) 2.100.000 (monthly)
Facebook	Impressions	(+ than) 5.300.000 (monthly)
Twitter	Followers	4.900
Twitter	Tweets	871
Instagram	Followers	Newly activated



SOCIAL MEDIA	AD PRODUCT	RATE (UNIT)	FORMAT
Facebook	Publipost with video	US\$ 750	.mp4 / .avi / .wmv / .mkv
Facebook	Publipost with text and image	US\$ 500	.jpg
Twitter	Post	US\$ 400	-
Instagram	Post	US\$ 200	-

AERO MEDIA BRAZIL

2017 EDITORIAL CALENDAR

MONTH	ISSUE NUMBER	EDITORIAL CALENDAR	SALES DATE	RESERVATION DEADLINE	MATERIAL DEADLINE
January	272	- Shopping Guide	Jan	06 / Jan	08 / Jan
February	273	- Special General Aviation - LSA	Feb	08 / Feb	11 / Feb
March	274	- Heli-Expo – HAI Coverage (6-9 de Mar – Dallas – USA) - Special Helicopters - IBAS Preview	Mar	02 / Mar	09 / Mar
April	275	-IBAS Coverage (29/ March a 01/April – Rio de Janeiro – Brazil) - Sun ´n Fun Coverage (4-9 April– Lakeland – USA) - LAAD Coverage (4-7 April – Rio de Janeiro - Brazil)	Apr	01 / Apr	08 / Apr
May	276	23th Anniversary Special Issue	May	29 / Apr	06 / May
June	277	- Aviashow Coverage (19-21 May – Regente Feijó – Brazil) - Special Agrobusiness - Highlights Ebace (22-24 May – Geneve – Switzerland)	Jun	30 / May	03 / Jun
July	278	- Special Industry and Technology - Le Bourget Coverage (19-25 June – Paris – France)	Jul	20 / Jun	24 / Jun
August	279	- Labace Preview (August – São Paulo – Brazil)	Aug	25 / Jul	29 / Jul
September	280	- Labace Coverage (August – São Paulo – Brazil) Oshkosh Coverage(24-30 July – Oshkosh – USA)	Sept	22 / Aug	26 / Aug
October	281	- Special Flight Training - EAB Coverage (September – Maringá – Brazil)	Oct	21 / Sep	26 / Sep
November	282	- NBAA Coverage (10-12 October – Las Vegas – USA)	Nov	24 / Oct	28 / Oct
December	283	-Special Airports and Aerodromes in Brazil for Business Aviation	Dec	21 / Nov	25 / Nov