

AERO

MAGAZINE

ENGLISH + PORTUGUESE + SPANISH

MEDIA KIT 2019
AVIATION PLATFORM

WWW.AEROMAGAZINE.COM.BR
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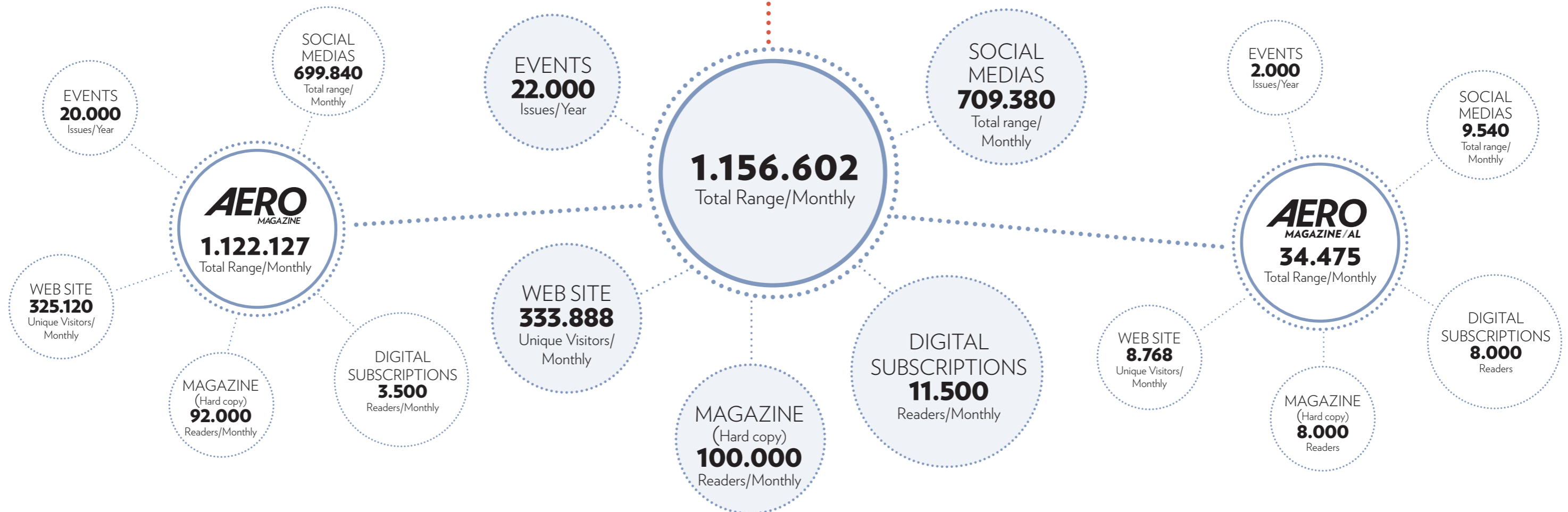
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AERO MEDIA - IN PORTUGUESE

NOW
AERO
MAGAZINE
IN ENGLISH

AERO MEDIA -IN SPANISH



Aero Magazine leads Brazilian aviation community for the last 24 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 Magazine AL is a publication in line with our times, making full use of the multimedia capabilities.

Elaborated in Spanish, it covers the most important subjects of aviation in the region and in the world, with the renown quality of it's sister publication AERO Magazine Brazil.

With it's unique and highly appreciated graphic design, AERO AL attends a wide range of readers (owners and pilots of airplanes and helicopters, employees and executives of airlines, airports and aviation companies) covering the major aviation events in the world, including NBAA, Farnborough, Le Bourget, Heli-Expo, FIDAE, Oshkosh, EBACE and LABACE. For 24 years AERO Magazine's team of pilots provide first hand flight tests of business jets, turboprops, piston airplanes and helicopters with spectacular images.

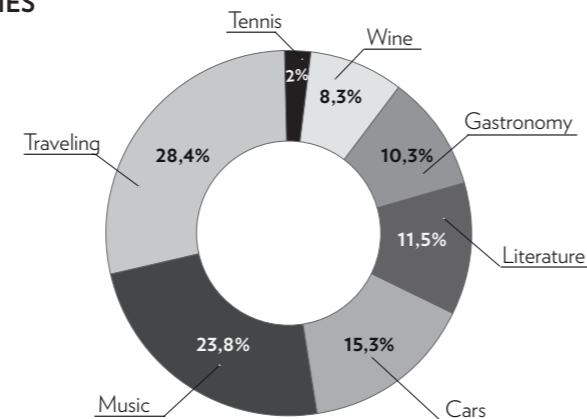
Articles and news on each area of the aeronautical industry (general aviation, business aviation, commercial aviation and military aviation), market, business information and analysis are also a prime in our editorial line.

Other recurring editorial content are airport infrastructure, air traffic control, piloting, avionics, flight safety, new technologies, aircraft buying tips, flight checks of commercial aviation, as well as complete articles about the history of aviation.

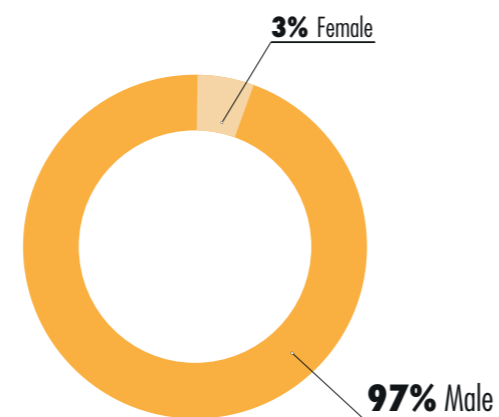
AERO MEDIA PROFILE - IN PORTUGUESE

- **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.

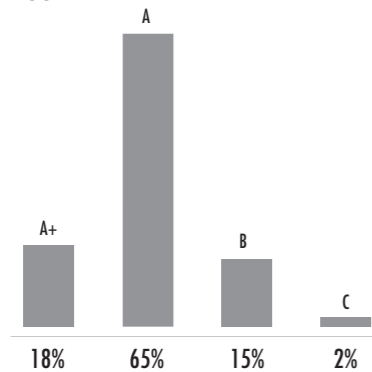
HOBBIES



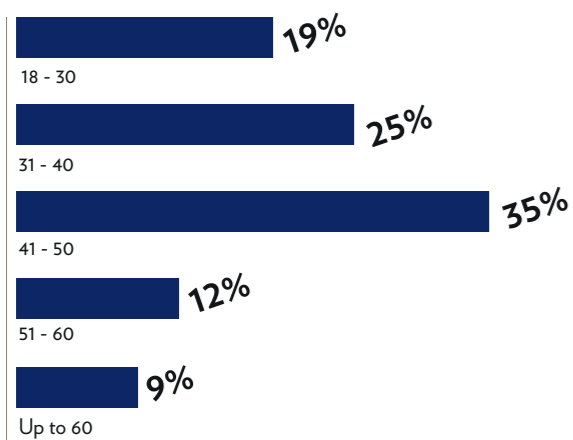
GENDER



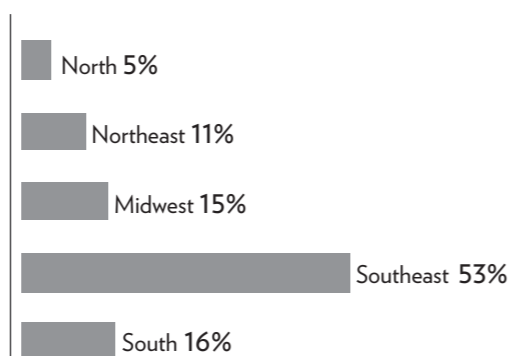
INCOME CLASS



AGE



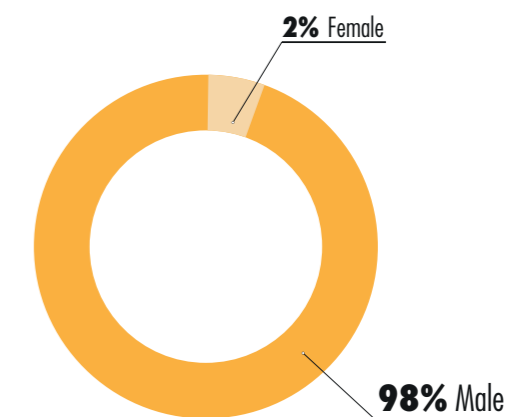
DISTRIBUTION



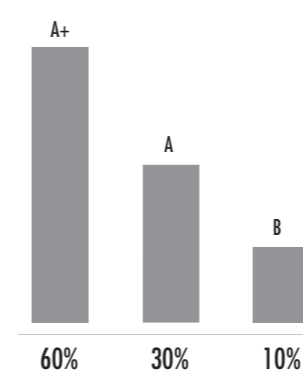
AERO MEDIA PROFILE - IN SPANISH

- **60%** are aircraft owners
- **40%** are air-taxi users in Brazil and abroad
- **32%** are pilots of airplanes and helicopters
- **40%** fly at least once a week.
- **80%** use aircraft for both business and leisure.
- **95%** Are decisionmakers in their business
- Have as other hobbies: travel, music, cars, boats and wine.

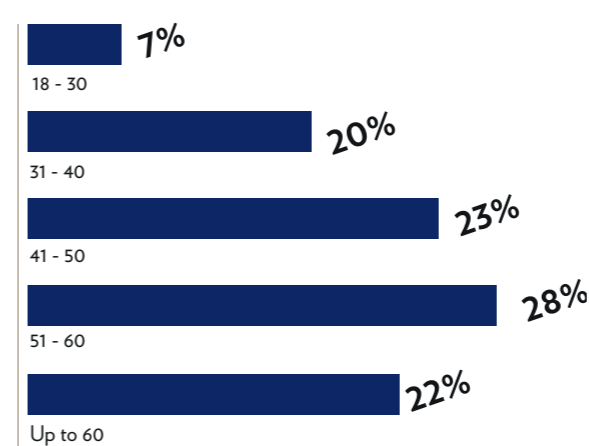
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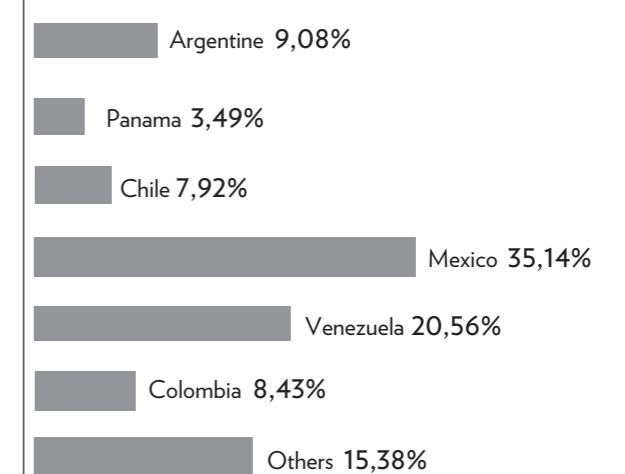
INCOME CLASS



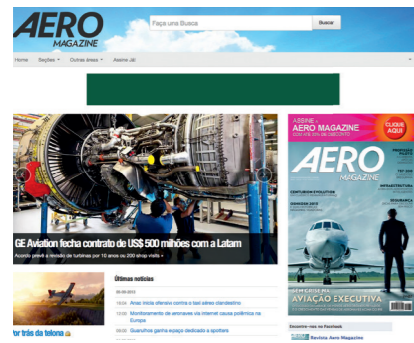
AGE



DISTRIBUTION



DIGITAL - IN PORTUGUESE



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:

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

INTERNET DATA :
Audited by
Google Analytics

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

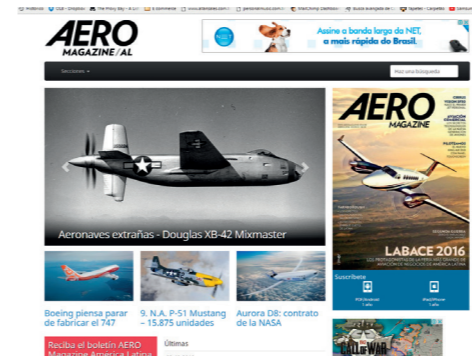
SOCIAL MEDIAS

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	-

88% MALE
12% FEMALE

DIGITAL - IN SPANISH



AERO WEBSITE - LANGUAGE: SPANISH

www.AeroMagazine.net

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:

More than **1.032** monthly pageviews
 Monthly **341** audience profile
 More than **6.576** monthly unique visitors
 peaks up to **12.240** unique visitors

INTERNET DATA :
Audited by
Google Analytics

AERO WEBSITE

AD PRODUCT	DIMENSIONS	FILE SIZE	RATE	FORMAT
Banner	728 X 90	40 kb	US\$ 35 cpm	.swf and .gif
LRG rectangle	300 X 250	40 kb	US\$ 16 cpm	.swf and .gif

E-MAIL MARKETING

AD PRODUCT	BASE (data names)	RATE	FORMAT
Full Banner in Newsletter	10.000	US\$ 300	.html / .jpg
Single shooting (mailing)	10.000	US\$ 1,000	.html / .jpg

SOCIAL MEDIAS

SOCIAL MEDIA		NUMBERS
Facebook	Likes	(+ than) 1700
Facebook	Interactions	(+ than) 5.000 (monthly)
Facebook	Range	(+ than) 35.000 (monthly)
Facebook	Impressions	(+ than) 100.000 (monthly)

SOCIAL MEDIA	AD PRODUCT	RATE (UNIT)	FORMAT
Facebook	Publipost with video	US\$ 550	.mp4 / .avi / .wmv / .mkv
Facebook	Publipost with text	US\$ 300	.jpg

92% MALE
8% FEMALE

AERO MAGAZINE - IN PORTUGUESE

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

AERO MAGAZINE - IN SPANISH/ IN ENGLISH

UNDETERMINED

FORMAT	DIMENSIONS (WIDTH X HIGH)	RATE
Double Page Spread	41,0 cm X 27,5 cm	US\$ 12,000
Single Page	20,5 cm X 27,5 cm	US\$ 6,000
1/2 Page - horizontal	20,5 cm X 13,5 cm	US\$ 3,500
1/3 Page	6,8 cm X 27,5 cm	US\$ 2,400
COVERS		
Outside Back Cover	20,5 cm X 27,5 cm	US\$ 8,000
Inside Front Cover	20,5 cm X 27,5 cm	US\$ 7,500
Inside Back Cover	20,5 cm X 27,5 cm	US\$ 7,000
Inside Front Cover + Page 03	41,0 cm X 27,5 cm	US\$ 14,000

CLASSIFIED SECTION

FORMAT	DIMENSIONS (WIDTH X HIGH)	RATE
Single Page	18,5 cm X 24,5 cm	US\$ 3,000
1/2 Page - horizontal	18,5 cm X 12,0 cm	US\$ 1,700
1/4 Page	9,0 cm X 12,0 cm	US\$ 1,000

DISTRIBUTION - SPANISH AND ENGLISH EDITIONS

- Subscriptions
- Digital version for all tablets, computers and mobile devices at Zinio (leading worldwide digital newstand)
- Qualified VIP Mailing – Aircraft owners, fleet managers and pilots in Latin America (more than 6.000)
- Qualified Mailing – Aviation trade, military authorities, government staff (2.000)
- Aviation and high qualified events

PERIODICITY:
Bi-Monthly

CIRCULATION:

SPANISH	ENGLISH
Printed + Digital	Digital
10.000 copies	10.000 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

In more than 30 countries: Digital distribution by zinio.com

2019 EDITORIAL CALENDAR

MONTH	ISSUE NUMBER	EDITORIAL CALENDAR	SALES DATE	RESERVATION DEADLINE	MATERIAL DEADLINE
January	296	- Shopping Guide 2019	18 / Jan	07 / Jan	11 / Jan
February	297	-	15 / Feb	04 / Feb	08 / Feb
March	298	- Heli-Expo – HAI (04-07 Mar – Atlanta – USA) - Special Helicopters	18 / Mar	04 / Mar	11 / Mar
April	299	- Sun´n Fun Coverage (02-07 April – Lakeland – USA	15 / Apr	01 / Apr	08 / Apr
May	300	- 25 th Anniversary Special Issue - Aviashow Coverage (3-5 may – Regente Feijó – Brazil) - General Aviation - LSA	13 / May	29 / Apr	06 / May
June	301	- IBAS (08-12 May – Rio de Janeiro – Brazil) - Ebace Coverage (21-23 May – Geneve – Switzerland) - Expomarte (06-08 jun – Sao Paulo - Brazil)	10 / Jun	27 / May	03 / Jun
July	302	- Le bourget (17-23 June - Le Bourget - FR)	08 / Jul	24 / Jun	01 / Jul
August	303	- Labace Preview (13-15 Aug – Sao Paulo – Brazil)	02 / Aug	22 / Jul	26 / Jul
September	304	- Labace Coverage (Sao Paulo – Brazil) - Oshkosh Coverage (22-28 July – Oshkosh – USA)	06 / Sept	23 / Aug	30 / Aug
October	305	- Special Training and Career	07 / Oct	23 / Sept	30 / Sept
November	306	- NBAA Coverage (22-24 October – Las vegas – USA)	04 / Nov	21 / Oct	28 / Oct
December	307	- Aeronautical Tourism	09 / Dec	25 / Nov	02 / Dez

2019 EDITORIAL CALENDAR

MONTH	ISSUE NUMBER	EDITORIAL CALENDAR	SALES DATE	RESERVATION DEADLINE	MATERIAL DEADLINE
January	 19  7	- Shopping Guide 2019	Feb	11 / Feb	15 / Feb
March	 20  8	- Heli-Expo – HAI (04-07 Mar – Atlanta – USA) - Sun´n Fun Coverage (02-07 April – Lakeland – USA)	Apr	15 / Apr	22 / Apr
May	 21  9	- IBAS (08-12 May – Rio de Janeiro – Brazil) - Ebace Coverage (21-23 May – Geneve – Switzerland)	Jun	17 / Jun	24 / Jun
July	 22  10	- Le bourget (17-23 June - Le Bourget - FR) - Oshkosh Coverage (22-28 July – Oshkosh – USA)	Aug	12 / Aug	15 / Aug
September	 23  11	- Labace Coverage (13-15 Ago – Sao Paulo – Brazil)	Oct	08 / Oct	14 / Oct
November	 24  12	- NBAA Coverage (22-24 Outubro – Las Vegas – USA)	Dec	02 / Dec	06 / Dec