



Magazine Media Kit 2016

Introduction

Different, Fun, Engaging

In November of 2014, OneAero MRO released a new breed of aviation magazine that's unlike anything the industry had ever seen before. The publication is called 145 Magazine and it's less focused on the technical aspects of the aviation world, and more on the people that make it go around. Think of it as the People® magazine of aviation, but without all the drama and gossip. There are a lot of fascinating people in aviation, with rich life experiences that reach far beyond the confines of the office. Our objective at 145 Magazine is to reveal the personal side these extraordinary individuals, to peel back the onion a few layers so to speak, so that readers can get to know them better. We relish publishing stories about people who've sacrificed everything they have just to build their businesses, stories about adrenaline junkies, former college football players, entertainment personalities, fortune 500 CEOs, political refugees, and more.

Overview

Digital Publication

145 is currently a bi-monthly e-magazine, that's supported on all mobile and desktop devices. Each issue contains intriguing interviews with aviation professionals, ideas for business development, tips for improving sales and marketing endeavors, articles spotlighting at least one of the year's Top Shop Award™ winners, aviation trivia, a calendar of events, and more.



Analytics for Advertisers

The big advantage to a digital publication is the fact that advertisers can gain incredible insights into the behavior of their readers. When you advertise in 145, you'll know how many people read your ad, which pages they liked most, when and where they read, and what types of devices they used to read it. Such metrics help advertisers better understand the needs of their customers.

Superior Visibility

Our email distribution list is currently just over 32,000 people! Besides having a large email list, the magazine is also made visible on the OneAero MRO website, the industry's largest, and most popular, repair centric database. If you're not familiar OneAero MRO, visit www.oneaero-mro.com. Through the OneAero MRO website, users are exposed to images of the magazine's cover page, over 200,000 times a month. We've even gone so far as to include a link in OneAero MRO's navigation, as well as within high traffic areas of the Repair module.

IMPORTANT: WE WILL SWITCH FROM ONEAERO-MRO.COM TO THE145.COM ON JULY 4, 2016.

NEW Logged-Out Page View with link to magazine below:

The screenshot displays the homepage of 145 THE145.COM. The top navigation bar includes links for HOME, PRODUCTS, DIRECTORY, TOPSHOPS, CONTACT US, LOGIN, and JOIN NOW. The main hero banner features a large image of an airplane wing against a sunset sky, with the text "DISCOVER EFFECTIVE CO-OPERATION LASTING FOR YEARS" and a downward arrow icon.

Below the banner is a row of partner logos: GMA, Avionics & Instruments, A.I.R.S., FCAR, HARTER AEROSPACE, AERO ACCESSORIES, MTI, and DELTA TechOps.

The lower section is divided into three main areas:

- OUR SERVICES:** A large blue area with the text "The145 is the aviation industry's most comprehensive online database dedicated exclusively to the needs of the repair market." and navigation arrows.
- REPAIR:** A section with a background image of a technician working on an aircraft engine, labeled "REPAIR".
- TRACKING:** A section with a dark background and the text "Unlike other data service providers that focus on inventory data..." and a "KNOW MORE" button.

At the bottom, there are two smaller images: one labeled "AUDIT MANAGER" showing people reviewing documents, and another labeled "WHO?" showing a man and a woman in flight gear, with a small inset image of the 145 magazine cover from January 2015.

NEW Repair Search Page View with link to magazine below:

[HOME](#)
[PRODUCTS ▾](#)
[DIRECTORY ▾](#)
[TOPSHOPS ▾](#)
[CONTACT US ▾](#)

JUSTIN SPAULDING ▾

HOME > PRODUCTS > SEARCH

SEARCH

MEGA SEARCH

RESERVE PARTS

Enter the part number with open dash (-), or part number (*)

SEARCH

☒ Search by Part Description

CUSTOMER SERVICE & SALES:

NEWSLETTER

Statistics

Readership Demographics

The vast majority of 145 readers are MRO service providers, parts distributors and airlines. Many are executive management, purchasing and supply chain administrators within the aviation maintenance sector. Below is a breakdown of our readers' demographics:

Readership by Position	
C-Level	18%
VP, Director, Head	29%
Manager	32%
Supervisor	21%

Influence in Acquisition Cycle	
Buy / Approve	20%
Recommend / Specify	39%
Influence	30%
Not Involved in any way	11%

Location	
Asia	6%
Central & South America	2%
Europe	24%
North America	67%
Oceania	1%

Market Segment	
MRO	58%
Parts Suppliers	20%
Airlines	9%
OEMs	7%
Leasing & Others	6%

Distribution Channels

There are three primary channels of distribution: Email, Print, and the OneAero MRO website. All distribution channels combined result in over 300,000 exposures per month. Below is a graphical representation for each distribution channel and the number of readers exposed to the magazine via each channel each month.

Distribution Channels



OneAero MRO.com Affiliate Traffic

Having links to 145 Magazine, via OneAero MRO.com, is a big part of our overall marketing strategy. Below are the usage statistics on OneAero MRO as of May 25, 2016:

General Site Stats

• Monthly Page Views	230,000
• Toolbar Clicks	140,000
• Total Number of Airlines	700+
• Total Number of Parts Suppliers / OEMs	2000+
• Total Number of Repair Centers	5824+
• Total Number of Active Users	11,325

Repair Search Pages

• Number of Capabilities Listed	3,597,957
• Number of Capability Searches	70,000/mo.
• Number of RFQs Generated	13,000/mo.

Advertising Rates

2016 Advertising Rates

Ad Size	1 Issue	3 Issues	6 Issues
Full Page	\$1199	\$699 per issue	\$499 per issue
½ Page	\$899	\$499 per issue	\$399 per issue
¼ Page	\$650	\$399 per issue	\$250 per issue

Advertisement Dimensions

Full Page	8" x 10.5"
½ Page	8" x 5.1"
¼ Page	8" x 2.6

Note: Please provide all artwork in PDF format.

Contact Us

For more information please contact one of our sales representatives below:

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