



# Magazine Media Kit 2017

# Introduction

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## 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

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## 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.

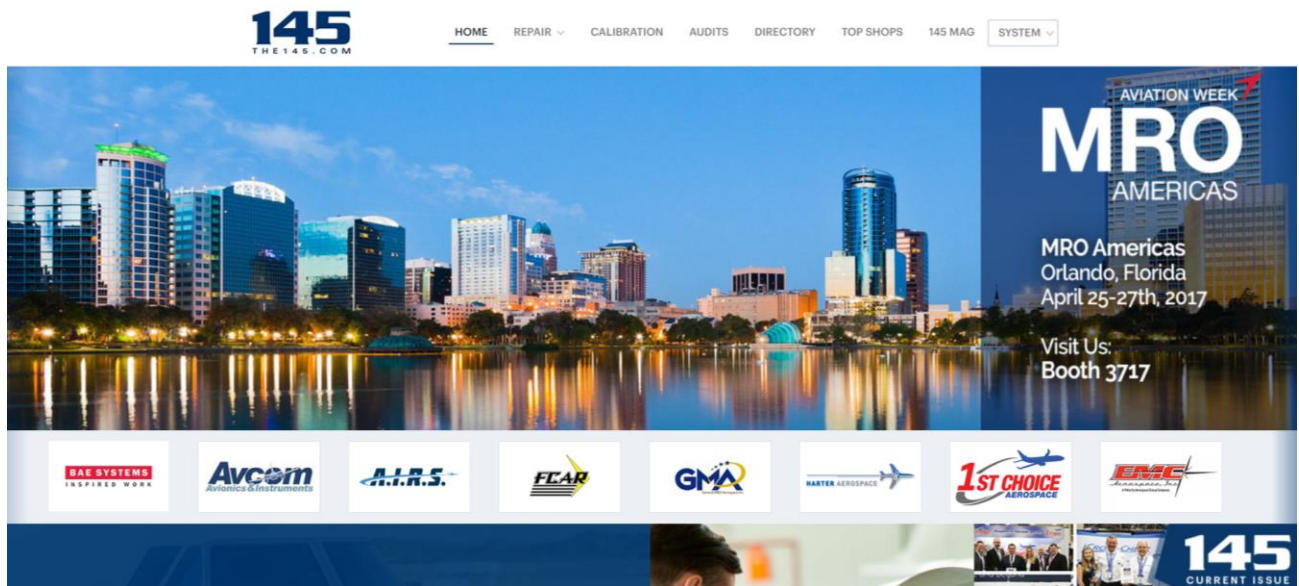
## Analytics for Advertisers

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

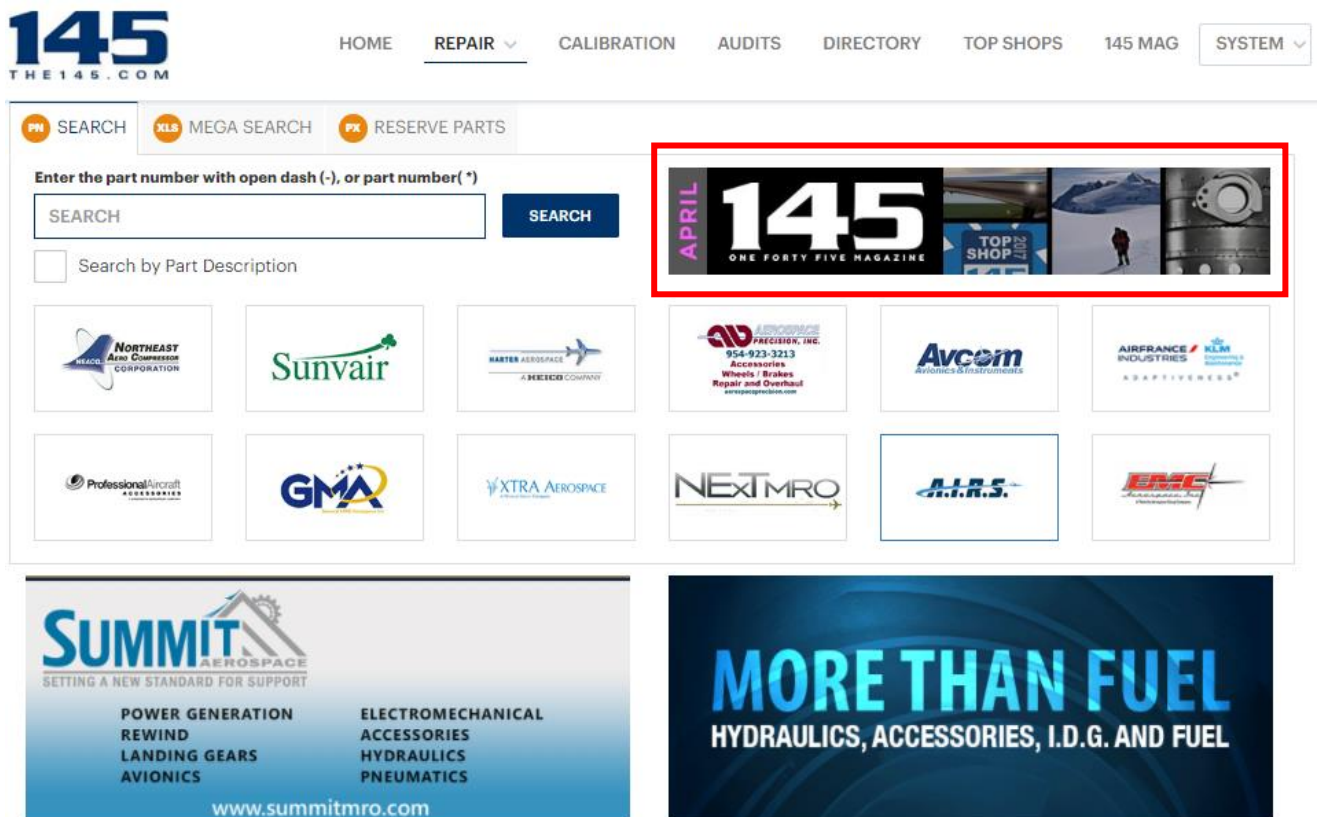
Our email distribution list is currently just over 20,000 people! Besides having a large email list, the magazine is also made visible on The 145 website, the industry's largest, and most popular, repair centric database. If you're not familiar with The 145, visit [www.the145.com](http://www.the145.com). Through The 145 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 The 145's navigation, as well as within high traffic areas of the Repair module.

### The 145 Home Page



Link to magazine via the tool bar and further down the home page.

### Repair Search Screen



## Toolbar Navigation Link

The screenshot shows the 145 website interface. The navigation bar includes HOME, REPAIR (highlighted), CALIBRATION, AUDITS, DIRECTORY, TOP SHOPS, 145 MAG, and SYSTEM. A dropdown menu for REPAIR is open, listing: Search, Mega Search, RFQ, Quote Inbox, Part Xperts, Who Searched, Your Top 100, and Administration. Below the menu is a search bar with '59500000-1' entered. The 'PART SUMMARY' section for '59500000-1 DUAL DME INDICATOR' is shown, sponsored by BARFIELD. A table lists service prices for OVERHAUL, REPAIR, and TEST. Below is a table of repair stations.

No.	RFQ	Repair Station	Quote Speed	Phone	Repair Cert.	Quote Date	Overhaul		Repair		Test	
							Price	TAT	Price	TAT	Price	TAT
1	<input type="checkbox"/>	<b>Xtra Aerospace</b> Part Xpert Miramar FL United States		+1 (954) 318-5073	ANAC Brazil EASA FAA Thailand		20		15			7
2	<input type="checkbox"/>	<b>Summit Aerospace</b> Miami FL United States		+1 (305) 267-6400	CAAV EASA FAA ISO 9001 / AS9100 OTHERS		18		15			5
3	<input type="checkbox"/>	<b>Cross-Check Aviation</b> Reno NV United States		+1 (775)	AS EASA FAA ISO 9001 / AS9100		7		7			5
4	<input type="checkbox"/>	<b>Aero Instruments &amp; Avionics (2017 TOP SHOP)</b> North Tonawanda NY United States		+1 (716) 694-7060	ARSA ASA EASA FAA		14		10			6
5	<input type="checkbox"/>	<b>Precision Aero Technology</b>		+1 (562) 595-6055	ASA DCAT DGCA EASA FAA		14		14			14

Repair is hands down the most active tab on the website, so you're guaranteed to get great exposure via our link in the pull-down menu.

## 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%

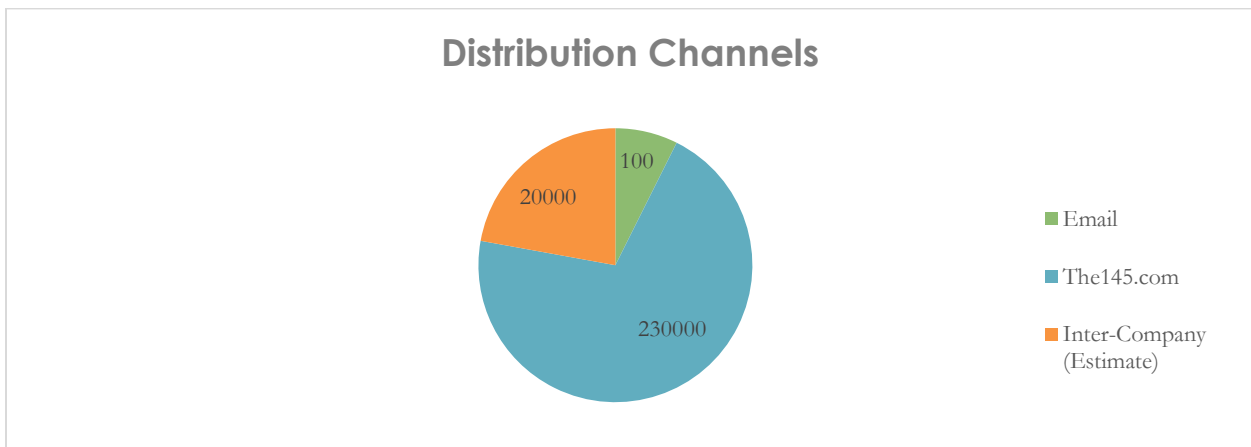
Influence in Acquisition Cycle	
Buy / Approve	20%
Recommend / Specify	39%
Influence	30%
Not Involved in any way	11%

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 145 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.



### The145.com Affiliate Traffic

Having links to 145 Magazine, via The145.com, is a big part of our overall marketing strategy. Below are the usage statistics on The 145 as of May 25, 2017:

#### General Site Stats



#### Repair Search Pages

# Advertising Rates

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## 2016 Advertising Rates

Ad Size	1 Issue	6 Issues	12 Issues
Full Page	<b>\$1199</b>	<b>\$699 per issue</b>	<b>\$499 per issue</b>
½ Page	<b>\$899</b>	<b>\$499 per issue</b>	<b>\$399 per issue</b>
¼ Page	<b>\$650</b>	<b>\$399 per issue</b>	<b>\$250 per issue</b>

## Advertisement Dimensions

<b>Full Page</b>	8" x 10.5"
<b>½ Page</b>	8" x 5.1"
<b>¼ Page</b>	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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