



# Providing our Advertisers with a direct conduit

to Aircraft Maintenance  
Management Professionals  
for 15 Years!.



# MORE PURCHASING POWER

## MORE DECISION MAKERS

On average, *D.O.M.* readers share their copy of *D.O.M.* magazine with an average of three other people! That means that our effective circulation is more than 80,000.

*D.O.M.* reaches MORE decision makers — your potential buyers!

## MORE FOCUS

*D.O.M.* magazine can help you grow your business. Our editorial focuses on the most important issues that our readers face as managers of aircraft maintenance facilities.

## MORE VALUE

*D.O.M.*'s content, coupled with a targeted management circulation, gives your company the best opportunity to reach current and potential customers.

## WHAT IS YOUR JOB TITLE?

DIRECTOR OF MAINTENANCE/ MAINTENANCE DIRECTOR/MANAGER	46.51%
IA/INSPECTOR	11.63%
OWNER/PARTNER/VP	9.3%
A&P MECHANIC	4.65%
SUPERVISOR/LEAD	4.65%
QUALITY MANAGER	2.33%
DIRECTOR OF PURCHASING/MANAGER	2.33%
OTHER (PLEASE SPECIFY)	16.28%

## WHAT TYPE OF AIRCRAFT DO YOU WORK ON?

HEAVY TURBINE	46.51%
LIGHT TURBINE	39.53%
PISTON	34.88%
LIGHT TURBOPROP	30.23%
HELICOPTERS	27.91%
HEAVY TURBOPROP	11.63%

## IN WHAT SEGMENT OF THE AVIATION INDUSTRY DO YOU PRIMARILY WORK?

*Total Circulation 20,000 plus*

CORPORATE/BUSINESS/FRACTIONAL/CHARTER	46.51%
GENERAL AVIATION/FBO/LIGHT AIRCRAFT STATION	18.6% REPAIR 16.28%
FEDERAL/STATE/MILITARY	9.3%
SCHOOLS: MAINTENANCE/TECHNICAL/STUDENT	4.65%

## WHAT TYPE OF PURCHASING INFLUENCE DO YOU HAVE?

I APPROVE PURCHASES.	56.10%
I RECOMMEND PURCHASES.	29.27%
I COLLABORATE WITH TEAM MEMBERS ON PURCHASES.	14.63%





# DOMMAGAZINE.COM

Focused on the people that buy your products and services!

Here's the traffic you can expect at [www.dommagazine.com](http://www.dommagazine.com) in 2022:

**7,590,143+ hits**

**1,126,081+ page views**

**397046+ visits**

**129,348+ unique visitors**

**From more than 155 countries!**

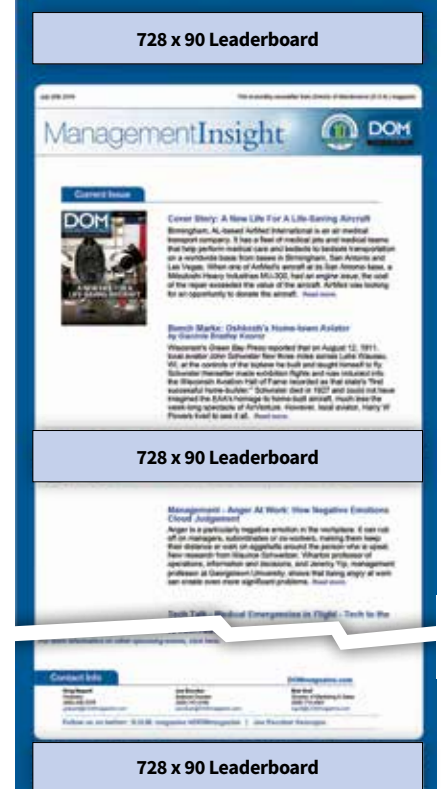
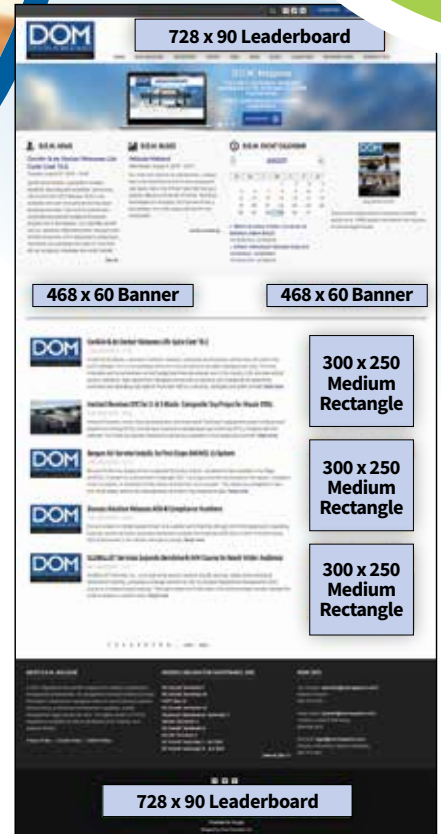
Unlike our competitors who are focused on numbers, *D.O.M.* magazine is focused on RESULTS!  
We drive targeted traffic to our site through social media, our Management Insight newsletter and our mobile apps.

## WEBSITE

	Size Limit	Animation Length(s)
<b>728 x 90 IMU</b> (Leaderboard, rotating)	40k	:15
<b>300 x 250 IMU</b> (Medium Rectangle)	40k	:15
<b>468 x 60 IMU</b> (Full Banner Run of Site)	40k	:15

## MANAGEMENT INSIGHT NEWSLETTER

	Size Limit	Animation Length(s)
<b>728 x 90 Static Ad</b>	40k	NA



# OPPORTUNITIES IN D.O.M. MAGAZINE

IN ADDITION TO PRINT ADVERTISING, D.O.M. MAGAZINE HAS MANY OTHER PRINT AND ELECTRONIC OPPORTUNITIES TO REACH OUR AUDIENCE.



## D.O.M. CALENDAR

D.O.M.'s annual wall calendar has proven to be one of the best “bangs for your buck” — it’s a full month of exposure for your company in maintenance offices and hangars around the country.

*Reserve your calendar page today and have your company’s message on the wall for a whole month.*

The D.O.M. calendar mails with the December/January issue. Get your message on 20,000 plus calendars for only \$2,995.



## D.O.M. MAGAZINE’S PRODUCT AND SERVICE SOLUTIONS

D.O.M.’s September issue is our annual *Product and Service Solutions*. Our editorial team compiles the product and service listings that will be included in the issue. Don’t miss out on this opportunity to have your products and/or services included in this issue for FREE.

Our readers browse through this annual issue to find products and services that will make their jobs easier. Look for our emails as early as May for instructions on how to submit your FREE listings.

To receive e-mail promotions and updates for this issue, e-mail your contact information to us at [listupdate@DOMmagazine.com](mailto:listupdate@DOMmagazine.com).

## FOUR-PAGE BROCHURES

Are you considering printing new company brochures for 2023? Let us print your brochures and distribute them to our more than 21,000 readers — allowing you to save money on both printing and distribution! We offer high-quality, four-page brochures that are printed on 100# stock and mailed with our magazine. The price is \$10,400 which includes an additional 5,000 brochures for you. You can order additional brochures for a nominal fee.



## DIGITAL EDITION VIDEO UPGRADE!

Add your video to your ad in any digital version of *D.O.M.* magazine. Cost is only \$500



## RIDE-ALONGS

Several times a year, *D.O.M.* offers your company an opportunity to insert promotional pieces (brochure, CD, flyer, etc.) shrink-wrapped with a *D.O.M.* issue that will be distributed at a trade show.

2023 shows are:

- HAI Heli-Expo
- NBAA Maintenance Conference
- NBAA BACE



## STICKERS

Your message will stick around for a long time!

### Sticker Stats:

Issue: October (NBAA-BACE)

How many?: 21,000+ printed — 20,000+ in the magazine and 1,000 for your use.

Deadline: We will need your sticker artwork by Aug. 26, 2023.

Your total cost per sticker is \$3,900.



## BONUS DIGITAL-ONLY ISSUES

Once again, *D.O.M.* magazine will offer readers two bonus digital-only issues.

Our August Digital issue will feature Safety and Environmental issues, and our November Digital issue will be our Annual Facilities issue.

Both issues will offer all of the editorial content *D.O.M.* readers have come to expect. Because we don't need to print and mail this edition, we are passing the savings on to you! A full-page ad is only \$1,000 and a 1/2 page ad is \$500 (only full- and 1/2-page ads are available in this digital-only issue). For an additional price, you can embed a video within your ad. Contact us for more information!

## COMPANY SPOTLIGHT

Available as a two-page spread in the magazine, our Company Spotlight gives you the opportunity to tell your story to our readers. Company Spotlights are printed within the pages of the magazine. Price is \$7,000.



## D.O.M. MANAGEMENT INSIGHT NEWSLETTER (WEEKLY)

*D.O.M.* magazine's e-newsletter, Management Insight, reaches more than 11,000 opted-in subscribers 4 times each month. Readers receive links to the latest blogs, articles, news and upcoming events. Cost for a newsletter ad (728 x 90) is \$300 per insertion, or \$1000 for 4 weekly newsletters in a month.



# AD GUIDELINES

## PDF

The PDF format is the preferred format for file submission. Careful attention must be paid to the proper creation of PDF files to ensure that they will reproduce correctly.

*Please contact your sales representative for specifications on creating proper PDF files.*

## ACCEPTED NATIVE PAGE FILE FORMATS

**Page Layout Application** – InDesignCS, QuarkXPress, D.O.M. accepts current versions of InDesign and QuarkXPress files. Ads should be created to correct ad size dimensions. If you are unsure of the ad size, please contact us.

**Vector Art Programs** – Adobe IllustratorCS, Macromedia Freehand. D.O.M. accepts current versions of Adobe Illustrator files, and Macromedia Freehand

9. Files should be saved as an “Illustrator EPS” or as an “editable EPS” in Freehand. Supply all final vector EPS files that are used within the page layout application.

**Photo Imaging Programs** – Adobe Photoshop CS. D.O.M. accepts current versions of Adobe Photoshop files. We prefer four-color images be saved as composite TIFF files or, if a clipping path is being used, as an EPS file. Supply all images as either CMYK or grayscale high-res (300 dpi) images. Black-and-white line art should be in bitmap TIFF (1,200 dpi) format.

## FONTS

Use Postscript Type 1 fonts and include both the appropriate screen and printer fonts that are used in the page file. Avoid using TrueType fonts. Do not apply style attributes to fonts from within page layout application. LaserWriter “City” fonts (i.e., NewYork, Geneva, Chicago, etc.) cannot

be used in production. There are no matching printer fonts. If any customized fonts are used in page files or fonts are used in vector EPS files, both the screen and printer fonts must be supplied.

## PAGE FILE PRINT OUTS

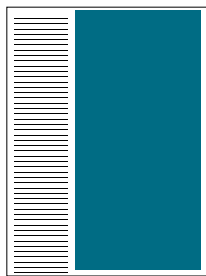
Supply final color or B&W laser printouts at actual size (100 percent) with no corrections noted. If the image area in the page file exceeds the size of a laser, the customer should maintain 100-percent output. Tiled proofs can be submitted. If a reduced-size laser is provided, it should be clearly noted.

If possible, it's beneficial to output final printouts with “registration marks.” This places crop marks on the edges of the file, and also prints the name of the file at the top of the page. Note any special instructions directly on your provided laser proofs. If fifth or spot colors (actual PMS color) are to be used, they should be indicated clearly.

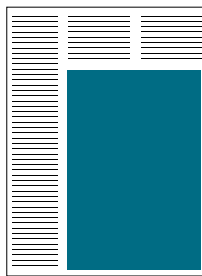
## AD SIZES



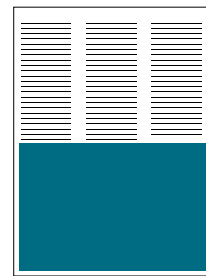
**FULL PAGE**  
Live: 7" x 9.5"  
Trim: 8" x 10.5"  
Bleed: 8.25" x 10.75"



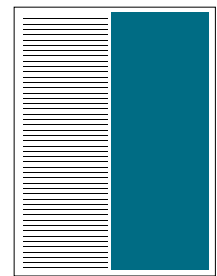
**TWO-THIRDS PAGE STANDARD**  
4.5625" x 10"



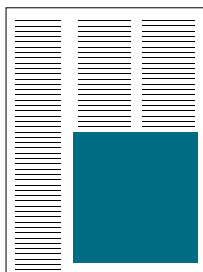
**ONE-HALF PAGE STANDARD**  
4.5625" x 7.375"



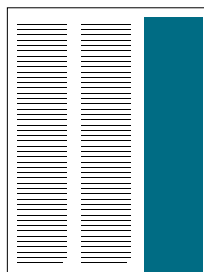
**ONE-HALF PAGE HORIZONTAL**  
7" x 4.875"



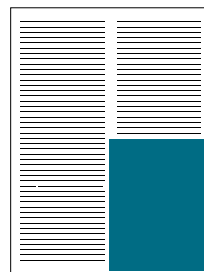
**ONE-HALF PAGE VERTICAL**  
3.375" x 10"



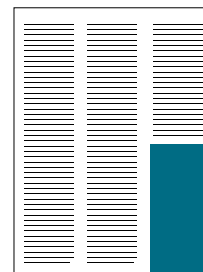
**ONE-THIRD PAGE STANDARD**  
4.5625" x 4.875"



**ONE-THIRD PAGE VERTICAL**  
2.1875" x 10"



**ONE-QUARTER PAGE**  
3.375" x 4.875"



**ONE-SIXTH PAGE**  
2.1875" x 4.5625"

# D.O.M. 2023 RATES

FREQUENCY IS THE KEY TO A SUCCESSFUL ADVERTISING CAMPAIGN!

## DISPLAY ADVERTISING (11 ISSUES TOTAL)

SIZE	1x (Print Issues)	6x (Print Issues)	9x (Print Issues)	August and November Digital Editions
<b>Full Page</b>	\$6,590	\$5,940	\$5,640	\$1,000
<b>Two-Thirds Page</b>	\$4,940	\$4,460	\$4,240	
<b>One-Half Page</b>	\$3,800	\$3,430	\$3,260	\$500
<b>One-Third Page</b>	\$2,590	\$2,340	\$2,220	
<b>One-Quarter Page</b>	\$2,040	\$1,840	\$1,750	
<b>One-Sixth Page</b>	\$1,080	\$970	\$930	

## CLASSIFIED

SIZE	1x	6x	9x
<b>Rate Per Column Inch</b>	\$220	\$200	\$180

## D.O.M. 2023 CALENDAR

One page \$2,800

## WEB (DOMMAGAZINE.COM)

Standard Ad Units	Size Limit	Animation Length (s)	1x	6x	12x
<b>728 x 90 IMU</b> (Leaderboard, rotating)	40k	:15	\$600	\$421	\$360
<b>300 x 250 IMU</b> (Medium Rectangle)	40k	:15	\$480	\$360	\$300
<b>468 x 60 IMU</b> (Full Banner Run of Site)	40k	:15	\$300	\$180	\$119

All above rates are net. Rates include four color. Design services are available for a modest fee.

## OTHER PROGRAM PRICING

<b>Management Insight Newsletter</b>	728 x 90 static ad	1x	\$400
	728 x 90 static ad	4x	\$1200
<b>Flipbook Leading Ad</b>	Where Available		\$1,000
<b>Video Upgrade on Digital Edition</b>			\$500
<b>Stickers in September issue</b>			\$3,900
<b>Trade Show Polybag Insert</b>		Varies per show	
<b>Two-page company spotlight</b>			\$7,000
<b>FOUR-PAGE 8.5" x 10.5" insert with overruns</b> (based on quantity)		starting at	\$10,400



# EDITORIAL CALENDAR

## FEBRUARY

AD SPACE CLOSING: 1/16/23

*Profile:* Helicopter Operation Director of Maintenance

**Bonus Distribution:** HAI Heli-Expo, March 6 - 9, Atlanta, GA

## MARCH

AD SPACE CLOSING: 2/6/23

*Profile:* MRO Maintenance Manager

**Bonus Distribution:** MRO Americas, April 18 - 20, Atlanta, GA

## APRIL

AD SPACE CLOSING: 2/24/23

*Profile:* Avionics Maintenance Manager

**Bonus Distribution:** AEA International Convention & Trade Show, April 24 - 27, Orlando, FL

## MAY

AD SPACE CLOSING: 3/29/23

International Issue

*Will cover topics related to maintaining and managing aircraft in other countries.*

*Profile:* International Repair Station Director of Maintenance

**Bonus Distribution:** NBAA Maintenance Conference, May 2 - 4, Hartford, CT

## JUNE

AD SPACE CLOSING: 4/28/23

*Profile:* FBO Director of Maintenance

## JULY

AD SPACE CLOSING: 6/2/23

*Profile:* General Aviation Director of Maintenance

**Bonus Distribution:** EAA Airventure, July 24 - 30, Oshkosh, WI

## AUGUST (EXCLUSIVE DIGITAL EDITION)

AD SPACE CLOSING: 7/11/23

Safety and Environmental Issue. All of our regular *D.O.M.* columnists plus additional bonus coverage on Safety and Environmental topics

**Full- and half-page ad spaces available. See page 7 for pricing information.**

## SEPTEMBER

AD SPACE CLOSING: 8/2/23

Annual *Product and Service Solutions* issue. Look for an email solicitation for a FREE listing opportunity in June 2023.

Ensure you are notified of this listing opportunity by emailing your contact information to [listupdate@DOMmagazine.com](mailto:listupdate@DOMmagazine.com).

## OCTOBER

AD SPACE CLOSING: 8/23/23

*Profile:* Business Aviation Director of Maintenance

**Bonus Distribution:** NBAA-BACE, October 17 - 19, Las Vegas

**Bonus Opportunity:** Stickers

## NOVEMBER (EXCLUSIVE DIGITAL EDITION)

AD SPACE CLOSING: 10/3/23

Facilities issue: Our annual roundup of topics related to work space in the hangar (lighting, flooring, fall protection, compressed air sources, hangar doors and heating/cooling are examples).

**Full- and half-page ad spaces available. See page 7 for pricing information.**

## DECEMBER/JANUARY

AD SPACE CLOSING: 10/27/23

*Profile:* Quality Assurance Manager

**Bonus Opportunity:** *D.O.M.* 2024 Calendar

## CONTACT US

**DOMMAGAZINE.COM**

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