



[ The Business of Aircraft Maintenance ]

# Keeping It Simple

## **A simple proposition.**

*If you need to reach the management of aircraft maintenance facilities, D.O.M. magazine is your best choice to reach this audience.*

## **What Makes D.O.M. magazine Different?**

*D.O.M. magazine is the only magazine written exclusively for aircraft maintenance managers, the men and women whose responsibility is to manage all aspects of the maintenance facility.*



## **The Many Faces of Aircraft Maintenance Management**

*Do you need to talk to the people who control the budgets for aircraft maintenance?  
No one talks to aircraft maintenance managers like D.O.M. does — you can be part of the conversation.*

*D.O.M. magazine has a circulation of more than 20,000 aircraft maintenance professionals and delivers the editorial content that they need and want to read.*

**D.O.M.'S EDITORIAL IS ALL ABOUT HELPING THE  
AIRCRAFT MAINTENANCE MANAGER WITH THE MULTI-LEVEL  
CHALLENGES OF AN AVIATION MAINTENANCE FACILITY**

**87 PERCENT OF D.O.M.'S CIRCULATION HOLDS A MANAGEMENT TITLE**

**Joe Escobar, Editorial Director**



Joe Escobar is the editorial director/owner of *D.O.M.* and *HeliMx* magazines. He is an FAA-certified A&P. He has more than 10 years of experience directing editorial for print and electronic magazines and 22 years of experience in the aviation maintenance industry.

Escobar has the rare ability to be both passionate and objective about the industry he loves.

**D.O.M. magazine's audience plans to purchase the following products/services within the next 12 months.**

Recip parts	25.0%
Turbine parts	31.3%
Airframe parts	68.7%
Software	33.7%
Maintenance training	52.0%
Wheels/brakes	44.4%
Tires	53.6%
Batteries	55.6%
Engine oil/grease/lubricants	56.7%
Filters	49.6%
Windshields	17.9%
Interior products	28.6%
Entertainment systems	12.7%
Avionics	42.5%
Personal safety equipment	29.4%
Personal lifts/ladders/platforms	18.3%
Fall-restraint systems	6.0%
Hangar doors	2.0%
Floor coatings	7.5%
Avionics servicing equipment	15.1%
Tools	65.9%
Shop equipment/sheet metal tools/compressors/etc.	39.3%
Reels and hoses	10.3%
Service carts — hydraulic/GPU/etc.	13.9%
Heating/cooling equipment	7.5%
NDT equipment	14.3%
Diagnostic equipment	23.0%
Borescopes	10.7%



**Greg Napert, Publisher**



Greg Napert is the publisher/owner of *D.O.M.* magazine. He has been in aviation maintenance publishing for more than 20 years. His accomplishments include award-winning editor, group publisher of an aviation publishing group, founding editor of a leading technical maintenance magazine and

founder of *AMTSociety*. Napert participates in numerous groups that contribute to aviation maintenance, and was instrumental in the successful launch of *D.O.M.* and *HeliMx* magazines. He is an Embry-Riddle Aeronautical University graduate and an FAA-certified A&P mechanic. He continues to be an advocate for the aviation maintenance industry.

# 2012 Editorial Calendar

## **JANUARY/FEBRUARY** » AD CLOSE DATE: DEC. 6, 2011

*Profile:* Helicopter operations director of maintenance

*Bonus distribution:* HAI HeliExpo, Feb. 11-14, Dallas

## **MARCH** » AD CLOSE DATE: JAN. 24, 2012

*Profile:* FBO director of maintenance

## **APRIL** » AD CLOSE DATE: FEB. 29, 2012

*Profile:* Avionics director of maintenance

*Bonus distribution:* Aircraft Electronics Association (AEA), April 3-6, Washington, D.C.  
NBAA Maintenance Management Conference (MMC), April 30-May 3, Nashville, Tenn.

## **MAY/JUNE** » AD CLOSE DATE: APRIL 10, 2012

*Profile:* Repair station director of maintenance

*Bonus distribution:* Regional Air Cargo Carriers Association (RACCA), May 8-10, Scottsdale, Ariz.

## **JULY/AUGUST** » AD CLOSE DATE: MAY 29, 2012

*Profile:* General aviation director of maintenance

*Bonus distribution:* Airborne Law Enforcement Association, July 11-14, Reno, Nev.  
EAA Airventure, July 23-29, Oshkosh, Wis.

## **SEPTEMBER** » AD CLOSE DATE: JULY 31, 2012

Third annual products and services issue

## **OCTOBER** » AD CLOSE DATE: SEPT. 5, 2012

*Profile:* Business aviation director of maintenance

*Bonus distribution:* Air Medical Transport Conference, Oct. 22-24, Seattle  
NBAA, Oct. 30-Nov. 1, Orlando, Fla.

## **NOVEMBER/DECEMBER** » AD CLOSE DATE: OCT. 9, 2012

*Profile:* Quality assurance manager

**D.O.M.'S FOCUS IS MANAGEMENT OF AVIATION  
MAINTENANCE — FROM HEAVY JETS TO LIGHT AIRCRAFT**

## THE CONTENT BUILDERS



### Professional Development

J.D. McHenry is the president of Global Jet Services. He has been involved in numerous aviation maintenance and flight operation programs for more than 32 years. His background includes aircraft manufacturer, corporate flight operations, FAR 91 & 135 operations, aircraft management, repair stations and fixed-base operation. He holds an A&P, IA and doctorate of business management.



### Bench Marks — Management in Aviation History

Giacinta Bradley Koontz is an aviation historian and author and hold a bachelor of arts degree in anthropology from San Diego State University. Her background includes field work in historic archaeology as well as museum curation. Between 1995 and 2002, she was the director of California's the Portal of the Folded Wings Shrine to Aviation and Museum where Charles Taylor is buried.

She is the author of "Pioneer Mechanics in Aviation," the first book featuring aircraft maintenance professionals and their contributions to aviation history.



### Just Plane Culture

Patrick Kinane joined the Air Force after high school and has worked in aviation since 1964. Kinane is a certified A&P and IA and also holds an FAA license and commercial pilot certificate with instrument rating. He earned a B.S. in aviation maintenance management, MBA in quantitative methods, M.S. in education and Ph.D. in organizational psychology. The majority of his aviation career has been involved with 121 carriers where he has held positions from aircraft mechanic to director of maintenance. Kinane currently works as senior quality systems auditor for AAR Corp. and adjunct professor for DeVry University, instructing in organizational behavior, total quality management (TQM) and critical thinking. PlaneQA is his consulting company that specializes in quality and safety system audits and training. Speaking engagements are available with subjects in critical thinking, quality systems and organizational behavior.



### Legal Corner

Greg Reigel is an aviation attorney, author and pilot. He holds a commercial pilot certificate (single-engine land and sea and multi-engine land) with instrument rating. His practice concentrates on aviation litigation, including aviation insurance matters, FAA certificate actions and aviation transactional matters. He is admitted to practice law in Minnesota and Wisconsin and advises clients throughout the country on aviation law matters. A cum laude graduate of William Mitchell College of Law, Reigel is the founder and president of the law firm Reigel & Associates Ltd./Aero Legal Services, based in Hopkins, Minn. He is an adjunct professor for the Business Law Clinic and an instructor for the "Lawyering Skills" courses at William Mitchell.



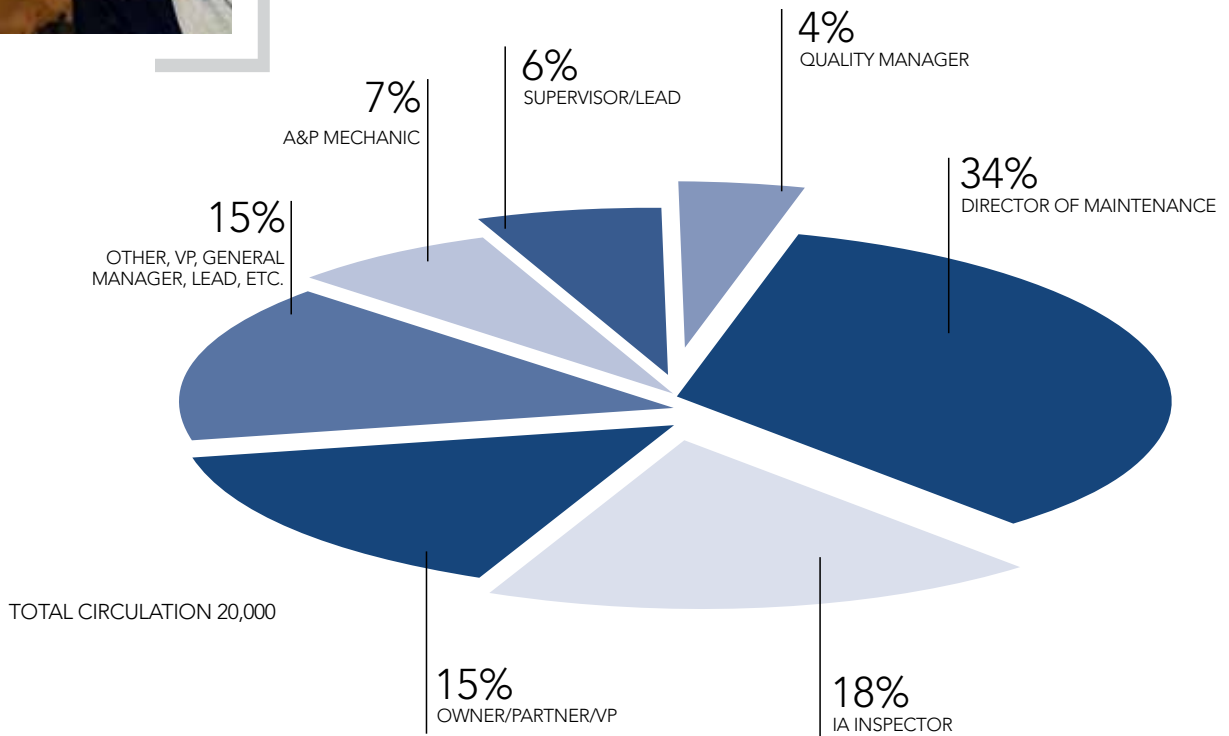
**Thomas Sheckler** is president and senior consultant of Expert Aerospace Solutions LLC. His background includes all aspects of flight/ground operations of fixed/rotary-winged aircraft, having worked within several operational environments (i.e., Parts 91, 135, 145 and military). Serving as an airworthiness technical trainer (including instructional curriculum design) and performance consultant, he has undergraduate degrees in aircraft maintenance and aviation management, with graduate degrees in system safety and human factors. A former FAA aviation safety counselor (airworthiness), he continues to volunteer as a FAASTeam representative.



**John Pawlicki** is CEO and principal of OPM Research. He also works with Virtual Security International (VSI), where he consults to the DOT's Volpe Center, handling various technology and cyber security projects. He managed and deployed various products over the years, including the launch of CertiPath (with world's first commercial PKI bridge). Pawlicki has also been part of industry efforts at the ATA and other related groups, notably involved in the effort to define and allow the use of electronic FAA 8130-3 forms. He recently completed his writing of the "Aerospace Marketplaces Report," to analyze third-party sites that support the aircraft parts trading.



# Circulation by Job Title



## Our readers work on the following kinds of aircraft and engines.

BUSINESS JET	23%
PISTON	22%
LIGHT TURBOPROP	17%
HEAVY TURBOPROP	10%
HELICOPTER	14%
COMMERCIAL	10%
OTHER	3%

Please note that our readers may work on more than one category, so the totals equal more than 100%.\*

\*These numbers are based on a readership study conducted by the staff of D.O.M.

## D.O.M. 2012 RATES

Frequency is the key to a successful advertising campaign

### Display Advertising

SIZE	1X	3X	6X	8X
<b>FULL PAGE</b>	\$6,025	\$5,724	\$5,438	\$5,166
<b>TWO-THIRDS PAGE</b>	\$4,520	\$4,294	\$4,079	\$3,875
<b>ONE-HALF PAGE</b>	\$3,479	\$3,305	\$3,140	\$2,983
<b>ONE-THIRD PAGE</b>	\$2,367	\$2,249	\$2,136	\$2,029
<b>ONE-QUARTER PAGE</b>	\$1,869	\$1,776	\$1,687	\$1,602
<b>ONE-SIXTH PAGE</b>	\$986	\$937	\$890	\$845

### Classified

SIZE	1X	3X	6X	8X
<b>RATE PER COLUMN INCH</b>	\$195	\$185	\$176	\$167

### D.O.M. 2013 Calendar

ONE PAGE \$2,000

### Web (DOMmagazine.com)

STANDARD AD UNITS	SIZE LIMIT	ANIMATION LENGTH (S)	1X			
			3X	6X	12X	
728 X 90 IMU (LEADERBOARD, ROTATING)	40K	:15	\$515	\$464	\$361	\$309
300 X 250 IMU (MEDIUM RECTANGLE)	40K	:15	\$412	\$361	\$309	\$258
468 X 60 IMU (FULL BANNER RUN OF SITE)	40K	:15	\$258	\$206	\$155	\$103
120 X 120 IMU (SQUARE BUTTON)	30K	:15	\$103	\$77	\$52	\$36

All above rates are net. Rates include four color. Design services are available at a modest fee. RATE CARD #5 DEC. 4, 2011

### Ad Guidelines

#### CLIENT GUIDELINES FOR PREPARING ELECTRONIC AD MATERIALS FOR PRODUCTION

##### 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.

##### PDF

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

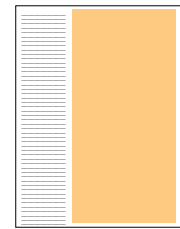
Supply final color or B&W laser printouts at actual size (100 percent) with no corrections noted. If the image area in the page file exceeds the size of a laser, the customer should maintain 100-percent output. Tiled proofs can be submitted. If a reduced-size laser is provided, it should be clearly noted.

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 3/8" x 9 7/8"  
Trim: 8 3/8" x 10 7/8"  
Bleed: 8 3/8" x 11 1/8"



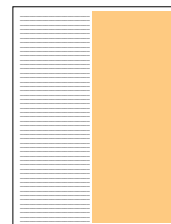
**Two-thirds Page Standard**  
4 9/16" x 10"



**One-half Page Standard**  
4 9/16" x 7 3/8"



**One-half Page Horizontal**  
7" x 4 7/8"



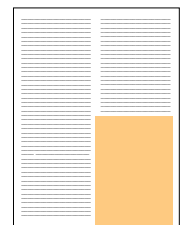
**One-third Page Vertical**  
3 3/8" x 10"



**One-third Page Standard**  
4 9/16" x 4 7/8"



**One-third Page Vertical**  
2 3/16" x 10"



**One-fourth Page**  
3 3/8" x 4 7/8"



## Contact Info

**Greg Napert** PUBLISHER

(608) 436-3376 | [gnapert@DOMmagazine.com](mailto:gnapert@DOMmagazine.com)

**Joe Escobar** EDITORIAL DIRECTOR

(920) 747-0195 | [jescobar@DOMmagazine.com](mailto:jescobar@DOMmagazine.com)

**Danny Faupel** DIRECTOR OF MARKETING & SALES

(920) 988-6633 | [dfaupel@DOMmagazine.com](mailto:dfaupel@DOMmagazine.com)

**Bob Graf** DIRECTOR OF MARKETING & SALES

(608) 774-4901 | [bgraf@DOMmagazine.com](mailto:bgraf@DOMmagazine.com)

[DOMmagazine.com](http://DOMmagazine.com)