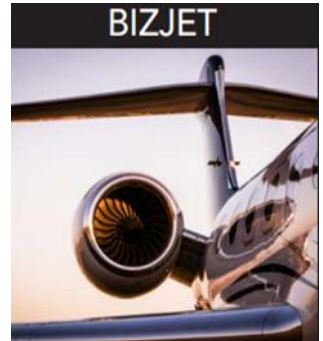
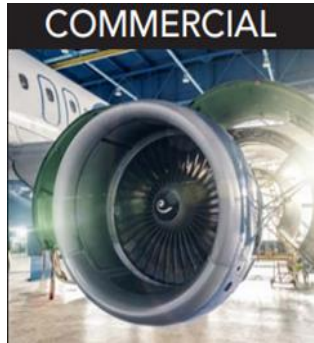




WITH OVER **68,172** MRO PROFESSIONALS RECEIVING THE PRINT OR DIGITAL MAGAZINE AND A TOTAL DIGITAL AUDIENCE OF OVER **274,828** – NO OTHER PLATFORM COMES CLOSE TO MATCHING AVIATION MAINTENANCE MAGAZINE'S REACH AMONG MRO PROFESSIONALS



The WORLD'S most read MRO publication. Helping you reach Global MRO professionals

MEDIA INFORMATION 2026

Contact: [Enquiry Form](#) | [Aviation Maintenance Magazine](#)



Aviation Maintenance Magazine (AVM) can mean more business for your company

AVM's mission is to enable MRO professional to reach their full potential, and drive change for the future. It's the trusted brand for MRO professionals across print and digital.

Aviation Maintenance Magazine (AVM) is a feature-based quarterly journal published in print and all digital formats. It is the leading MRO publication for commercial, military, biz jet, and heli aircraft. Our credibility is built on strong editorial integrity, and we share vital intelligence with our loyal base of over **343,000** followers (Google Analytics).

Moreover, our valuable audience consists of highly qualified individuals and purchasing decision-makers working in senior roles across a wide range of large-scale organizations.

These professionals possess genuine influence and spending power, holding senior positions in organizations responsible for overseeing substantial budgets across diverse MRO services

See the latest Editorial Schedule: <https://avm-mag.com/ed-sched>

READERSHIP KEY STATS



71%

of readers are involved in budgeting decisions



32 mins

Is the average reading time. Each issue is read for over 16,000 hours

Main Job Title

Director/Manager/Supervisor Maintenance

39%

Owner/Executive/C-Level

23%

Engineer

19%

Other

9%

A&P Mechanic

6%

Pilot

4%



65%

of readers have been working in the MRO sector of over 20 years

*statistics sourced from most recent readership survey



53%

of subscribers read every issue of AVM



62%

of readers are in a managerial position or higher

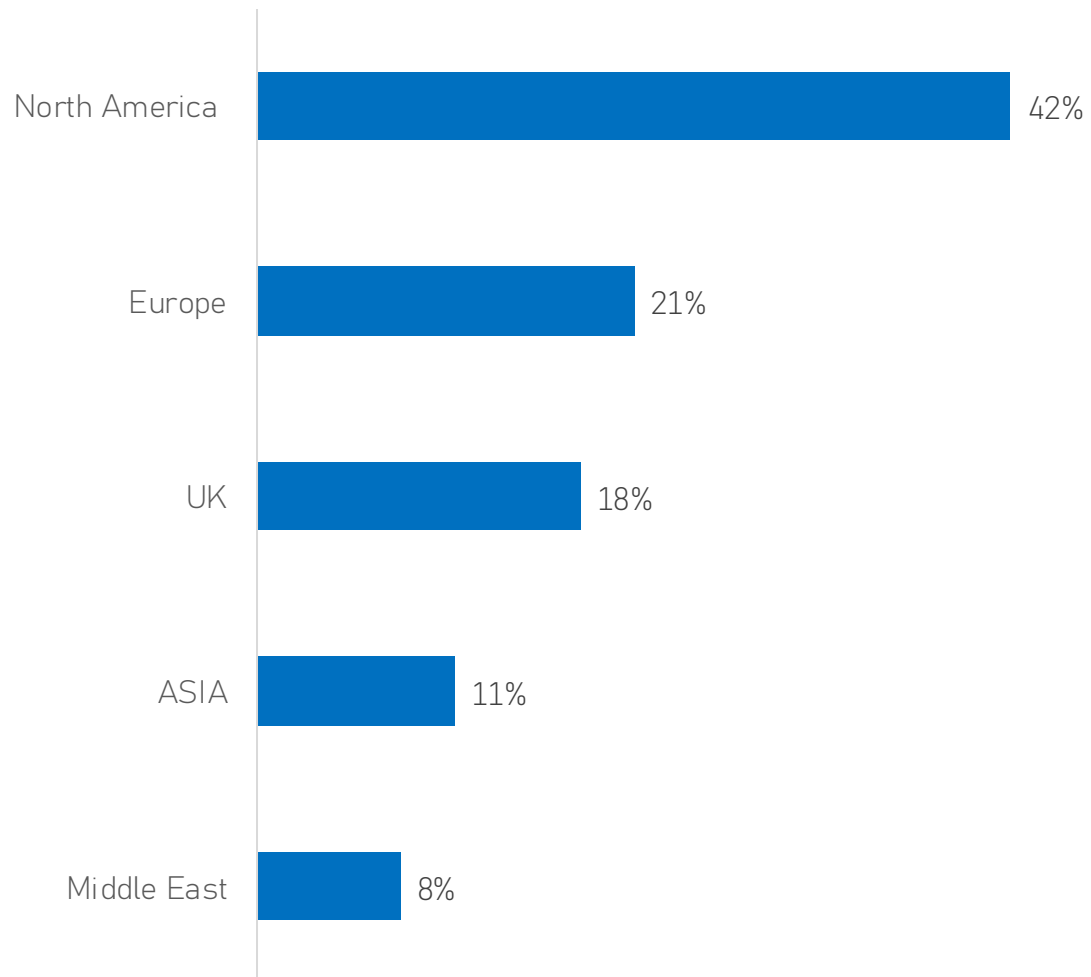


84%

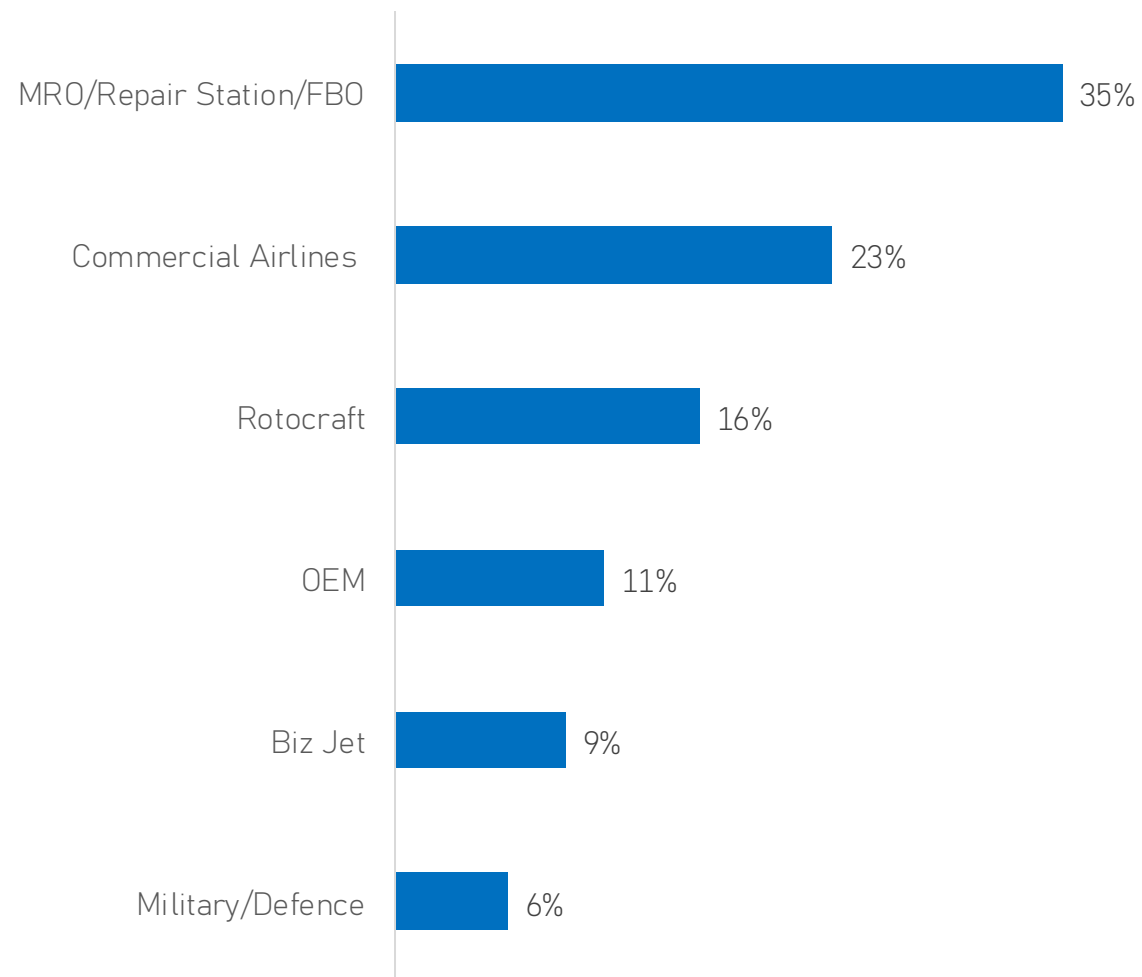
of readers find AVM the most authoritative industry magazine

READERSHIP DEMOGRAPHICS

Location

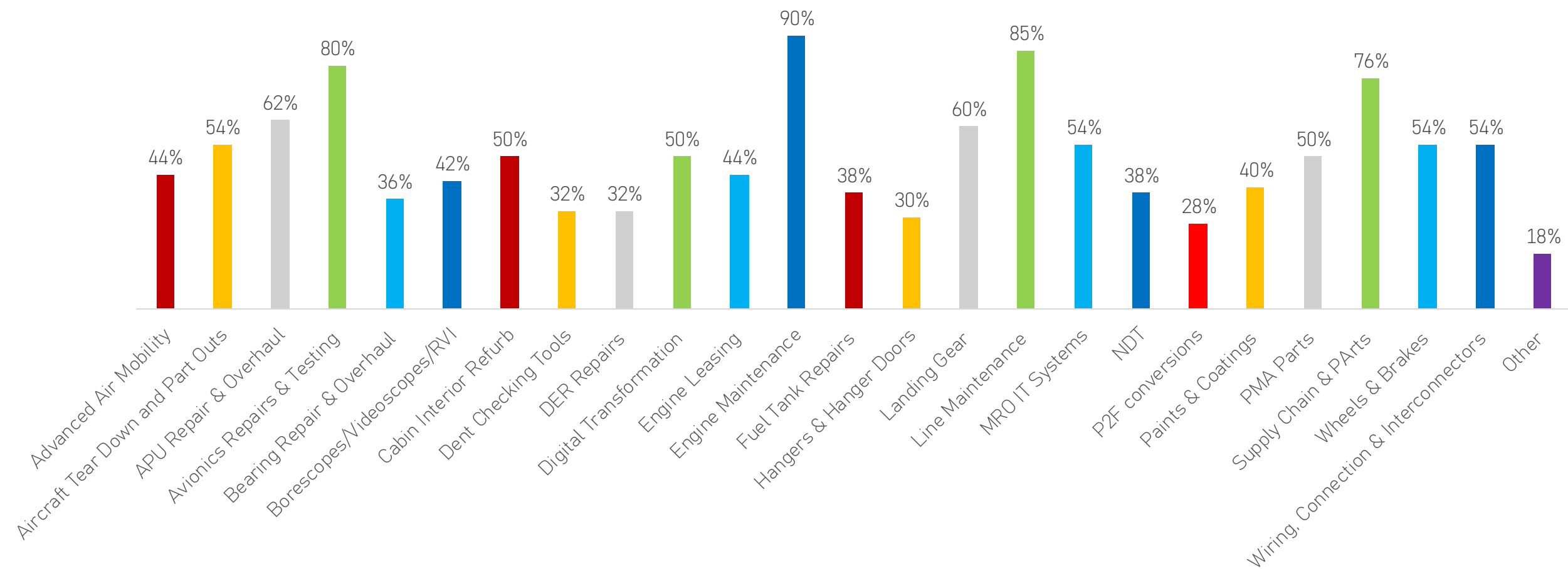


Principle Activity



READERSHIP INTEREST

What are AVM readers interested in?



PRINT ADVERTISING OPPORTUNITIES

You'll find it pays to align your brand with the market-leading media brand in the MRO sector.

A trusted source of information and advice that inspires action and response.

Advertising rates

| Size | Investment |
|----------------------------|------------|
| Double Page Spread | \$10,746 |
| Full page advertisement | \$6,652 |
| Half page advertisement | \$3,582 |
| Third page advertisement | \$2,917 |
| Quarter page advertisement | \$2,405 |
| Classified | Investment |
| Large | \$972 |
| Medium | \$711 |
| Small | \$507 |

Aviation Maintenance Magazine l is published quarterly and is the essential read for MRO professionals.

This means that your partnership with us will land in the hands of those with purchasing power.

Advertising within these pages will ensure that your brand and proposition is recognised and understood by the MRO community.

It's the sure-fire media partner to get your organisation noticed by the movers and shakers.

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You'll attract the attention of a highly targeted audience that can truly make a difference.

See the latest Editorial Schedule: <https://avm-mag.com/ed-sched>

Advertising dates

| 2026 | Q1 | Q2 | Q3 | Q4 |
|------------------|------------|-----------|--------------|---------------|
| Booking Deadline | 20th March | 19th June | 9th October | 11th December |
| Publication Date | 27th March | 26th June | 16th October | 18th December |

ADDITIONAL PRINT OPPORTUNITIES

FEATURE SPONSOR

Sponsoring a feature with AVM you will be seen as a thought leader in a certain topic whilst also generating brand awareness.

| Type | Investment |
|-----------------|------------|
| Feature Sponsor | \$9,750 |

CLIENTS WE WORK WITH:



TPAerospace



PACKAGE INCLUDES:

- 'Sponsored by' on the feature page in the magazine
- 'Sponsored by' on the online feature
- Contribution to the feature from a senior member of staff
- Featured posted and company tagged in our LinkedIn channel, reaching over 5,000 members
- Company URL at the bottom of every page containing the feature
- Banner advert in the feature alert newsletter sent to 54,000 subscribers
- Banner advert position on the website feature version for three months
- Full page advert to run within the feature

SPONSORED BY

AJW

By Jim Romeo

New-Age Avionics Maintenance

Avionics Testing and Repair Advances with New Tools and Technology

Avionics testing and repair are undergoing a rapid transformation as new technologies redefine how maintenance crews diagnose, service, and upgrade aircraft systems. From AI-assisted diagnostics to portable test cells and augmented reality training, today's avionics maintenance is more precise, predictive, and efficient than ever before. As aircraft become increasingly software-defined, staying ahead in the larger, now remote, working tools are needed for the job.

A longstanding theme in avionics testing and repair seems to be the rise of new technology and advances in avionics and engineering alike. For it, without intelligent software control solutions, more effective equipment, or new digital tools, AI are contributing to advancements in avionics testing and repair.

Michael Wilbur is an avionics manager with Standard Aero in Springfield, Illinois.

"Customer service has evolved so much to advance modernizing avionics repair methodology. It allows us to give way to software and more and more systems from avionics manufacturers must be downloaded and sent to a repair center for each manufacturer," says Wilbur. "The days of an avionics technician being able to modify or replace small parts on instrument and computer systems are long gone. Most avionics test equipment has gone by the wayside for bus readers and laptop connections. However, this one constant has been the alternative. The technician has advanced from analog to digital over the years, but the basics never change. Troubleshooting wiring and components still comes down to power, ground, and continuity checks. If a component or system fails, it gives an error message, the test manufacturer directs step by step to check the wiring to the system to ensure proper connection. While we have moved away from simpler diagnostic tools to the digital and software-based work, the technician is the one constant. A baseline of trouble-shooting and problem-solving with the confidence in the source of issues to make the decision to repair or replace the failed system. However, with today's modernization in avionics, every advancement in component complexity has been offset by user-friendly systems and much better training for technicians."

Advancements in Test and Repair Are Incrementally Integrated

Louis Philippe Malenfant is the president of Alfa Techniparc in Montreal, Canada, a maintenance, repair and overhaul (MRO) facility for business and commercial aircraft and the global repair hub for Airbus Group. Malenfant says that precise testing of avionics components is performed using automated test equipment, which is full functional test of the equipment is performed. The generally highlights any failure in specific areas of the component requiring attention. But there's an evolution to more sophisticated tools, technology, and techniques.

"Avionics components have evolved significantly over the years, progressing from analog avionics systems in the 1960s to the latest digital avionics technology, however, an end of equipment embedded in avionics," says Malenfant. "The testing of avionics components has become significantly more intricate, driven by new testing standards from the aircraft manufacturers and equipment OEMs to allow increased reliability and enhance safety on modern platforms. As an example, the number of test points performed during a typical avionics unit test is now easily 10 to 100 times what it would be 20 years ago. The performance of the automated test equipment has clearly improved over the years and this is consistent with new OEM test software, but been accomplished without breaking the world test time."

Malenfant explains that once component failure is narrowed down to a specific circuit card, manual testing using an oscilloscope, for example, is used to verify the integrity of the circuit card assembly and to test individual devices on the card to identify the cause of failure.

"It goes without saying that the workshop environment in which we are testing is more stable than the actual environment on the aircraft, so, if necessary, we also adopt more testing techniques," he says. "In these instances, we have another card the component after testing, and adjust it to its voltage. This helps identify failure before as simple as cold solder joints, which do not show up in regular testing."

Advancements in practice are not taking place at all, but are increasingly finding their way into shops and depots. To ensure the value placed on operators in making equipment and procedures, Malenfant states as an accountable manager at Alfa Techniparc and Avionics, a Borealis Aviation Services Group Company, located in Florida.

Malenfant says that the fundamental methodologies used to ensure quality consistent over time. "More component maintenance manuals (CMPs) continue to specify the use of established test equipment," says Malenfant. "However, at Alfa Techniparc and Avionics we do observe incremental advancements. This evolution is partly driven by the fact that certain older test equipment models are no longer manufactured or supported for repair, necessitating updates to our capabilities."

Concerning obsolescence or changes in how avionics are maintained, his observation is that many avionics components are typically not removed from the aircraft unless a failure has occurred. "Unlike mechanical systems, avionics components generally last some 20 years or more and are not subject to wear and tear," says Malenfant. "As long as they receive the correct repair power and are adequately protected, their longevity is not self-evident. However, it's important to note that the repair and modernization of individual avionics boards within these components is generally not feasible due to the numerous information provided in the CMPs. The detailed knowledge is proprietary to the original board manufacturer. Consequently, in approximately 95% of cases, complete failure results in component replacement rather than repair."

DIGITAL ADVERTISING OPPORTUNITIES


DEDICATED EMAILS

A dedicated branded email sent on your behalf to our database of over 34,000 highly engaged MRO professionals. The perfect platform to make your brand or product stand out and drive results.

Average open rate: 18%

Average number of clicks per email: 1,407

| Type | Investment |
|--------------------|-------------|
| 1 Dedicated email | \$3,852 |
| 2 Dedicated emails | \$6,741 |
| 4 Dedicate emails | \$10,785.60 |



Discover the Power of the First Next-Gen MRO Software

Legacy systems are slowing down the aviation industry. With high implementation costs, long training cycles, and outdated tools, maintenance teams are under pressure.

AirNxt is changing that. Our platform is built for modern aviation: AI-powered, intuitive, and ready to go. No fluff. No delays. Just seamless performance from the first login.

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Track aircraft status, upcoming tasks, and maintenance schedules all in one intuitive dashboard.

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What's Next: Upcoming Features That Raise the Bar




We're currently rolling out an expanded feature set that tackles even more operational bottlenecks. Engineering & Airworthiness Management will bring deeper visibility into compliance records and approvals. Stocks & Inventory Management is being designed to help reduce excess inventory while avoiding shortages through real-time tracking.

Meanwhile, Workflow Automation will give you the power to customise maintenance flows and create logic-based task triggers for consistency across teams. We're also introducing Paperless Work Cards with Digital Signatures to streamline validation and approval processes; all built with safety, traceability, and ease-of-use at the core.

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Let's Redefine Aviation Maintenance - Together



At AirNxt, we're not just building software - we're building the future of aviation maintenance. With every new rollout, our goal remains the same: to deliver intuitive, powerful tools that help aviation teams stay ahead. If you're ready to modernise your operations with the first next-gen MRO platform, we're ready to help.

PRODUCT SPOTLIGHT

Sent out once a month on a Tuesday this newsletter allows up to 8 advertisers to supply details of their product including

1. title,
2. Image (300x250)
3. Text: (One Paragraph, 100 words)
4. link.

Advertisers will get the full contacts of everyone who clicks on their entry.

Average open rate: 24%

Average number of leads sent: 522

| Type | Investment |
|------------|--------------------|
| 1 entry | \$985 per entry |
| 4 entries | \$837.25 per entry |
| 12 entries | \$640.25 per entry |



PRODUCTS & SERVICES SPOTLIGHT

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Economy Series 4mm Borescope



The USA/SL-4-1500 is an Economy Series borescope that provides surprisingly clear image quality, and the joystick allows for 360 degrees of articulation. The portable video scope weighs less than 1 pound (450g) and offers image capture and video recording with the push of a button. The clip 4.5 inch (11.4 CM) large screen allows you to view your inspection area with ease. The 4.9-foot (1.5 meter) borescope insertion tube is long enough to support most business jet engine inspections including many other aviation engine inspection requirements. The slim 3.6mm diameter easily negotiates Pratt & Whitney, borescope guide tubes and is ideal for many other borescope aviation engines. Some may refer to this system as a Cheap Borescope, but when you get the opportunity to see and test the quality of this borescope you will be pleasantly surprised.

USA Borescopes

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Bearing Reconditioning: Good for Your Bottom Line and Our Planet



No power tools. Sustainability is our mission.

SCHAEFFLER

Schaeffler Aerospace customers often choose bearing reconditioning because it can extend the operating life of their existing bearings and reduce total lifecycle costs. It's good for business. But did you know that reconditioning on aircraft gearbox bearing, for example, can lower CO2 emissions by up to 81% vs. manufacturing a new one? Bearing reconditioning also significantly reduces natural resource consumption. That's good for our planet.

Schaeffler Aerospace is an FAA- and EASA-licensed repair station in the USA and a TCCA- EASA- and CAAC- approved maintenance organization in Canada. Our global RepRap includes repair stations in Germany, Singapore and China.

Schaeffler Aerospace

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Safer, faster, better: modern MRO and performance excellence at China Airlines



The role of modern MRO in performance excellence at China Airlines

IFS

Safety first, always.

With a proven implementation plan and the support of a committed vendor in IFS along with an internal team of champions, China Airlines is achieving and exceeding its business performance objectives, helping it remain agile and top of mind in today's highly competitive aviation market. For China Airlines, the promise of safety is the fundamental factor in delivering the best possible customer service. As Taiwan's largest air carrier operating in the highly dynamic and competitive Asia Pacific market,

Advanced Composite Repair Challenger 300/ 350



Integrity Aero Service has been busy developing composite repair specifications for all acoustic mesh screened inlets on corporate aircraft. Our repair station has grown in capabilities dramatically in the last few years from a structural and electro mechanical shop to implementing a state of the art paint and refinish shop and most recently, our advanced composites shop clean room and process controlled 27x27' structure. Add to that, technicians receiving their Master Composites repair technician training thru AIAA in Reno NV. Integrity Aero Service is bringing more "in house" and gaining from an already well rounded structural repair shop performing fabrication and repair, certified TIG welding, DFR support, Machining services and HDT - to a one stop shop covering all disciplines of the structural repair market.

Integrity Aero Service

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Discover Our Services Hub



Pratt & Whitney Canada's new Services Hub transforms your digital experience by seamlessly guiding you to the right engine maintenance solutions for your aircraft, engine model and life cycle stage. It's a guided digital experience for engine maintenance.

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AVIATION MAINTENANCE



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DIGITAL ADVERTISING OPPORTUNITIES

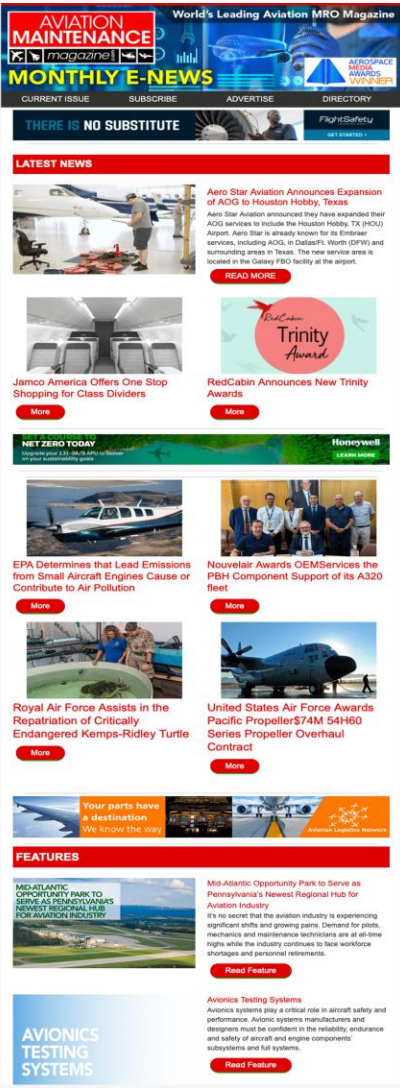
E-NEWSLETTER

Sent out weekly on a Monday, the e-newsletter is sent to more than 47,000 subscribers. The newsletter includes the latest industry news across the sector.

Average newsletter open rate: 21%

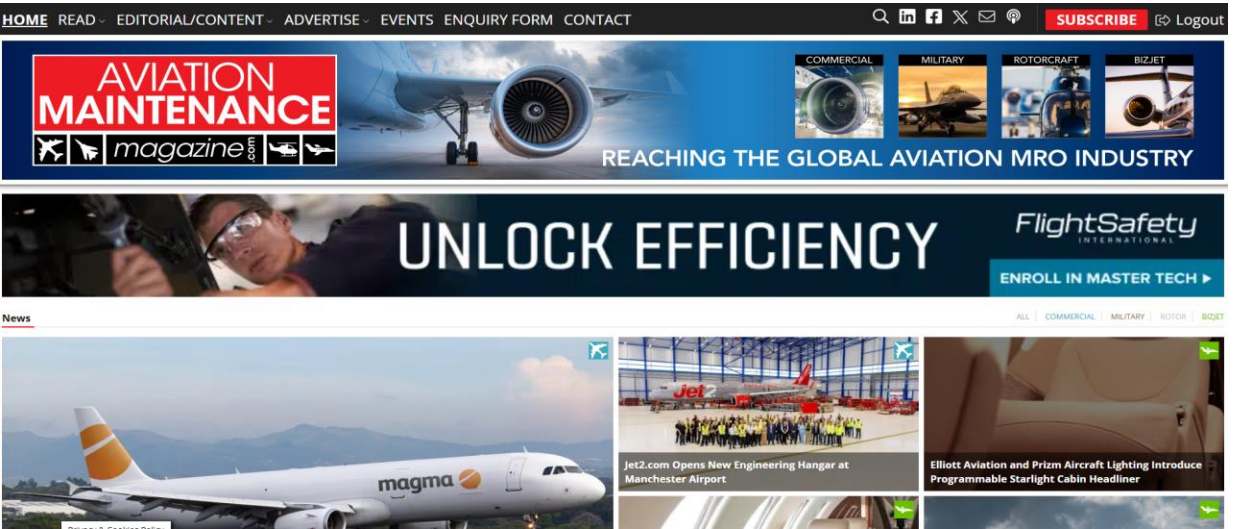
Average banner clicks: 305

| Type | Investment |
|----------------|--------------------------------------|
| Sponsored Post | \$1,950 per week |
| Top Banner | \$3,019 per week / \$9,057 per month |
| Middle Banner | \$2,303 per week / \$6,909 per month |
| Bottom Banner | \$1,962 per week / \$5,886 per month |



RUN OF SITE BANNERS

Banner advertisements on avm-mag.com, helping you to reach 28,583 unique visitors every month. Option to place ads in high traffic areas, or targeted options within our specialist pages.



Average page impressions: 39,010
Average pages visited: 2.30
Average page engagement time: 1m45s
Average banner clicks: 177

| Type | Investment |
|---------------|-------------------|
| Top Banner | \$3,019 per month |
| Middle Banner | \$2,303 per month |
| Bottom Banner | \$1,962 per month |

ISSUE ALERT

| Type | Investment |
|--------|------------------------|
| Banner | \$3,019 per newsletter |

Average
newsletter
open rate:
30%

Average banner clicks: 192



FEATURE ALERT

| Type | Investment |
|--------|------------------------|
| Banner | \$3,019 per newsletter |

Average
newsletter
open rate:
23%

Average banner clicks: 169



NEWSLETTER DATES

Issue Alert newsletter

| Print issue | Date | Print issue | Date | Print issue | Date | Print issue | Date |
|-------------|------------|-------------|-----------|-------------|----------------|-------------|---------------|
| Q1 | 31st March | Q2 | 30th June | Q3 | 29th September | Q4 | 22nd December |

Feature Alert

| Q1 | Date | Q2 | Date | Q3 | Date | Q4 | Date |
|-----------|------------|-----------|---------------|-----------|---------------|-----------|--------------------|
| Feature 1 | 14th April | Feature 1 | 14th July | Feature 1 | 13th October | Feature 1 | 5th January 2027 |
| Feature 2 | 28th April | Feature 2 | 28th July | Feature 2 | 27th October | Feature 2 | 19th January 2027 |
| Feature 3 | 12th May | Feature 3 | 11th August | Feature 3 | 10th November | Feature 3 | 2nd February 2027 |
| Feature 4 | 26th May | Feature 4 | 25th August | Feature 4 | 24th November | Feature 4 | 16th February 2027 |
| Feature 5 | 9th June | Feature 5 | 8th September | Feature 5 | 8th December | Feature 5 | 2nd March 2027 |

Product Spotlight

| Month | January | February | March | April | May | June | July | August | September | October | November | December |
|---------------|-----------------|---------------|------------|--------------|----------|-----------|-----------|-------------|----------------|--------------|---------------|---------------|
| Date | 27th January | 17th February | 17th March | 7th April | 19th May | 23rd June | 21st July | 18th August | 15th September | 13th October | 17th November | 15th December |
| Pre show send | MRO Middle East | | | MRO Americas | | | | | MRO Asia | MRO Europe | | |

Weekly newsletter

| | Month | Monday | Monday | Monday | Monday | Monday |
|--|-----------|---------------|----------------|----------------|----------------|---------------|
| | January | 5th January | 12th January | 19th January | 26th January | |
| | February | 2nd February | 9th February | 16th February | 23rd February | |
| | March | 2nd March | 9th March | 16th March | 23rd March | 30th March |
| | April | 6th April | 13th April | 20th April | 27th April | |
| | May | 4th May | 11th May | 18th May | 25th May | |
| | June | 1st June | 8th June | 22nd June | 29th June | |
| | July | 6th July | 13th July | 20th July | 27th July | |
| | August | 3rd August | 10th August | 17th August | 24th August | 31st August |
| | September | 7th September | 14th September | 21st September | 28th September | |
| | October | 5th October | 12th October | 19th October | 26th October | |
| | November | 2nd November | 9th November | 16th November | 23rd November | 30th November |
| | December | 7th December | 14th December | 21st December | | |

WEBINARS

Partnering on a webinar with Aviation Maintenance magazine provides

- Wide-ranging brand exposure
- In-depth thought leadership
- High-volume lead generation

Each of our webinar packages can be tailored to your specific requirements. Key benefits will include:

- Promotion via an Aviation Maintenance magazine email magazine email campaign, carrying your branding to the full database of MRO professionals
- Use of all data captured from registered and opted-in viewers

Price includes the following promotional campaign:

- Co-branded promotional banners designed
- Dedicated email to our audience
- Banners on newsletters and avm-mag.com

The webinar itself:

- A one-hour, live audio webinar with slides presented in a co-branded console
- Presentation format, with up to four speakers and hosted by a member of the AVM team
- Live questions posed by the audience with questions and details passed to the sponsor after the event for follow-up

Campaign after the webinar:

- Recording of webinar alongside banner linking to on demand webinar hosted on avm-mag.com
- Mention on e-newsletter

PACKAGE
PRICE

POA

AVERAGE REGISTRATIONS PER
WEBINAR: 300+



SURVEYS AND CONTENT HOSTING

CONTENT HOSTING

Get your content the exposure it deserves.

Our online knowledge Hub is designed to host your existing or latest research, reports and any other content types to ensure they reach the widest, most relevant audience possible. We're equipped to host content in any format, including:

- Whitepapers, reports, e-books
- Podcast, presentation, video
- Surveys, infographics

Your content can be open access to reach the widest possible audience or locked for data capture, enabling you to generate valuable qualified new business leads, and an effective ROI.

To maximise exposure, we will promote all content via our e-newsletter



£POA

SPONSORED SURVEYS

Capture exclusive insight and create market leading intelligence from MRO professionals.

Surveys and research are a fantastic way to engage with Aviation Maintenance Magazine's unrivalled audience and generate data and knowledge for future campaigns through engagement with key decision makers. This includes:

- Survey promoted via AVM's digital and social media channels
- A summary of findings published in Aviation Maintenance Magazine
- AVM content team will work closely with you to collate survey findings and produce a white paper – hosted for 3 months and locked for data capture
- Promotion of white paper through the AVM advertising channels



£POA

SPECIFICATIONS

| DISPLAY | INCHES height x width | MILLIMETRES height x width |
|--|---|--|
| Magazine Overall Size Standard International A4 ISO 216 | 11.69 x 8.27 trim 11.93 x 8.50 bleed | 297 x 210 trim 303 x 216 bleed |
| Double Page Spread | 11.69 x 16.54 trim 11.93 x 16.77 bleed 11.30 x 16.14 type area | 297 x 420 trim 303 x 426 bleed 287 x 400 type area |
| Full Page | 11.69 x 8.27 trim 11.93 x 8.50 bleed 11.30 x 7.87 type area | 297 x 210 trim 303 x 216 bleed 287 x 190 type area |
| Half Page Landscape | 5.24 x 7.48 | 133 x 190 |
| Third Page Landscape | 3.54 x 7.48 | 90 x 190 |
| Quarter page Landscape | 2.56 x 7.48 | 65 x 190 |
| Classified Small | 1.18 x 2.56 | 30 x 65 |
| Classified Medium | 2.56 x 2.56 | 65 x 65 |
| Classified Large | 3.66 x 2.56 | 93 x 65 |

SUPPLYING ARTWORK

Aviation Maintenance Magazine operates a digital workflow system and so prefers to receive artwork as a PDF via email to bduarte@aerospace-media.com

High res-PDF files required (300 DPI / CMYK formatted) with crop marks as well as bleed marks indicated on your artwork. Convert fonts to outlines and no transparency effects. Max. PDF file sizes: 10MB.
Word or PowerPoint files are NOT acceptable as artwork.

Digital data
File Types Accepted
Digital display/images: JPEG, PNG, GIF
Sponsored email: HTML (to be replicated), Word Doc
Digital copy contact: bduarte@aerospace-media.com

Advertising dates

| 2026 | Booking Deadline | Publication Date |
|------|------------------|------------------|
| Q1 | 20th March | 27th March |
| Q2 | 19th June | 26th June |
| Q3 | 9th October | 16th October |
| Q4 | 11th December | 18th December |