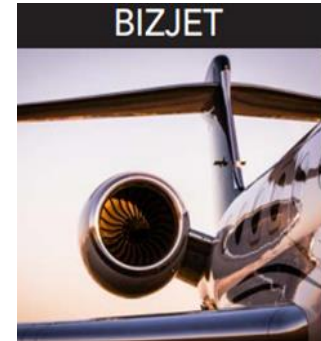




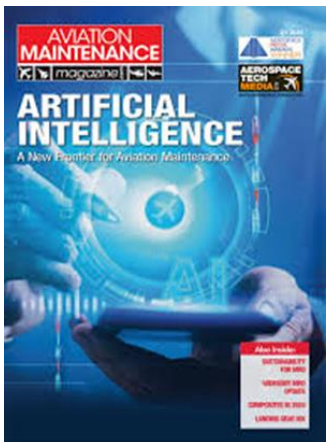
WITH OVER **68,172** MRO PROFESSIONALS RECEIVING THE MAGAZINE AND AN EXTENDED REACH OF OVER **144,828** – NO OTHER PLATFORM COMES CLOSE TO MATCHING AVIATION MAINTENANCE MAGAZINE'S REACH AMONG MRO PROFESSIONALS



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

MEDIA INFORMATION 2026

<https://avm-mag.com/advertise/enquiry-form>



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 213,000 followers.

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

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%



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

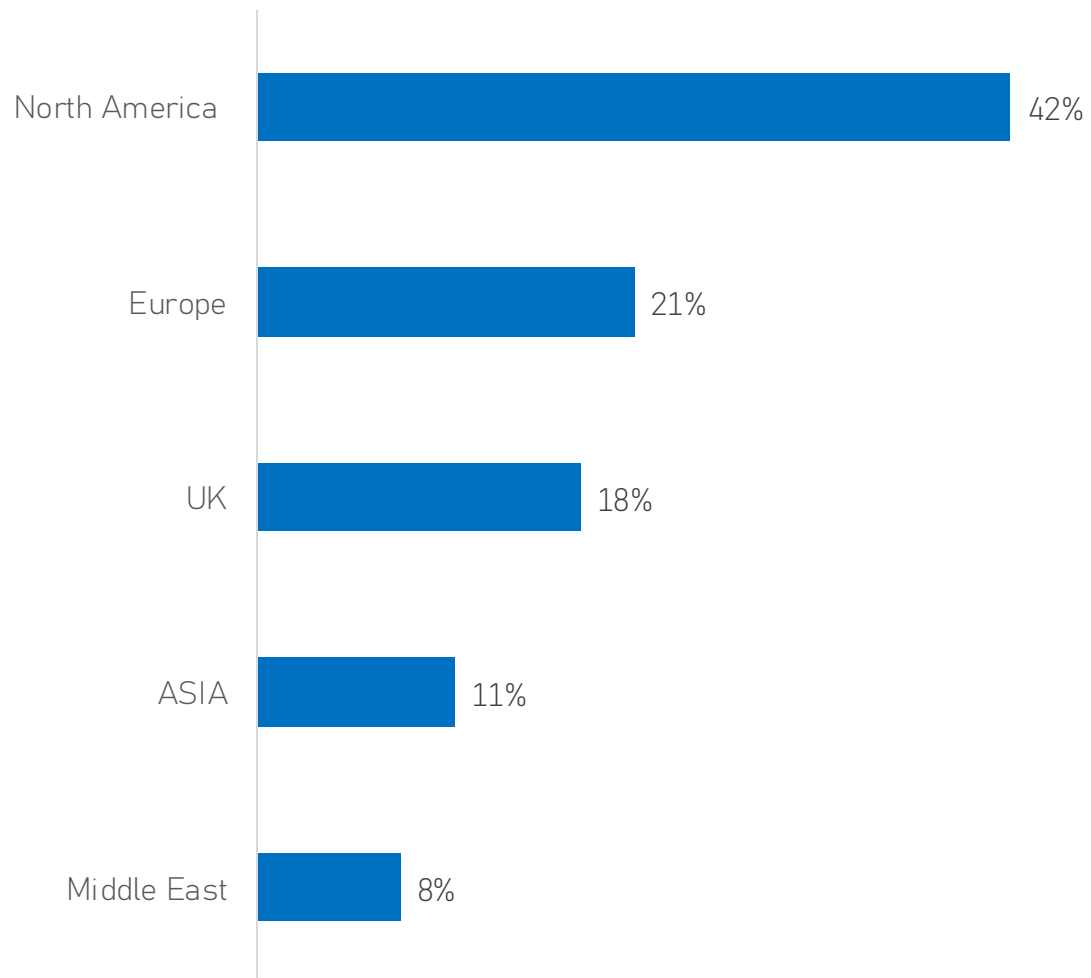
65%

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

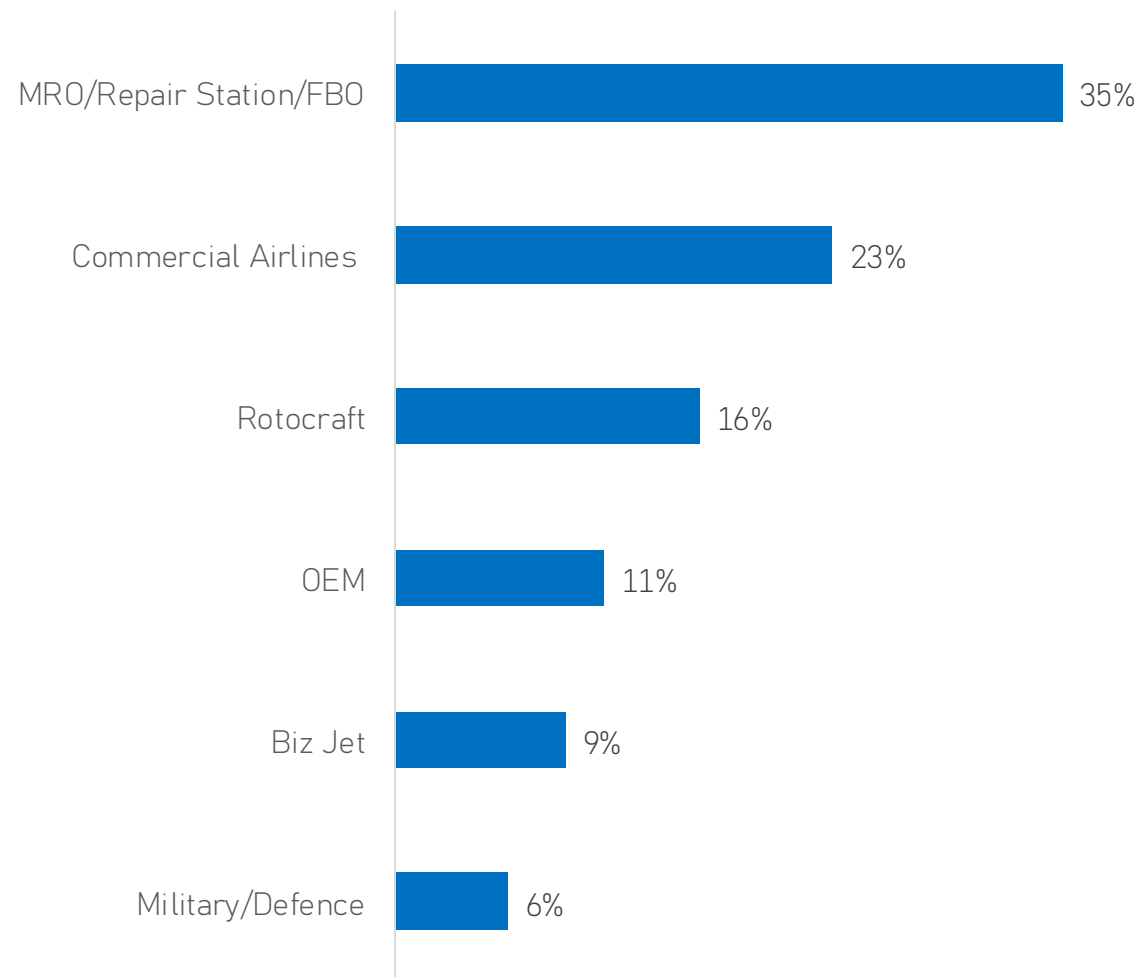
*statistics sourced from most recent readership survey

READERSHIP DEMOGRAPHICS

Location



Principle Activity



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.

The influencers and decision-makers who control how and with whom budgets are spent.

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

Advertising dates

2025	Q1	Q2	Q3	Q4
Booking Deadline	20th February	22nd May	18th September	11th December
Publication Date	27th February	29th May	25th September	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:



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

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AJW



By Jim Romeo

New-Age Avionics Maintenance

Avionics Testing and Repair Advances with New Tools and Technology

Avonics 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 platforms and augmented reality overlays, today's avionics maintenance is more precise, predictive, and efficient than ever before. As aircraft become increasingly software-defined, staying ahead in the hangar now means embracing tools once reserved for the lab.

A predominant theme in avionics testing and repair seems to be the role that technology and advances in science and engineering play — be it artificial intelligence, software-centric solutions, more effective equipment, or new digital tools. All are contributing to advancements in avionics testing and repair.

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

"Computer-based troubleshooting continues to advance, modernizing avionics repair methodology. Hardware has given way to software and more and more systems from avionics manufacturers must be downloaded and sent to a repair center for each manufacturer," says Miles. "The days of an avionics mechanic being able to overhaul or replace small parts in instrument and computer systems are long gone. Most analog test equipment has gone by the wayside for bus readers and logic connectors. However, for one constant has been the multimeter. The multimeter has advanced from analog to digital over the years, but the basics remain the same. Troubleshooting wiring and components still comes down to power, ground, and continuity checks. If a component or system fails or gives an error message, the first manufacturer-directed step is to always to check the wiring in the system to ensure proper connection. While we have moved away from simpler diagnostic tools to the digital and software-based world, the multimeter is the one constant backbone of troubleshooting and provides us 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, many advancements in component complexity have been offset by user-friendly systems and much better training for technicians."

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Artificial Intelligence (AI) Offers New and Advanced Maintenance Methods

Artificial intelligence is also playing a role in new and more effective approaches to avionics testing and repair. Dror Yehav is the CEO at Universal Avionics in Tucson, Arizona.

"Avionics testing and repair have always been based on proven methods with strict standards that ensure reliability, such as bench testing and built-in diagnostics," says Yehav. "These essential practices are critical, but with the rise of AI and access to deeper operational insights, we're seeking our processes. We're now able to move from reactive maintenance to predictive, using AI data-driven strategies. AI helps us identify trends, streamline repair techniques, and optimize inventory, reducing both downtime and cost."

Yehav adds that they are feeding all their insights back into our AI models to train new design processes. Lessons learned in the field are directly shaping the next-generation product development and improvements we introduce to existing products.

Advancements in Test and Repair Are Incrementally Integrated

Louis Philippe Muller is the president of AJW Technique in Montreal, Canada, a maintenance, repair and overhaul (MRO) facility for business and commercial aircraft and the global repair hub for AJW Group. Muller says that primary testing of avionics components is performed using automated test equipment where a full functional test of the equipment is performed. This generally highlights any failures 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 primarily analog electronics in the 1970s to the latest digital technologies today with increased use of microprocessors embedded in avionics," says Muller. "The testing of avionics components has become significantly more intensive, driven by new testing standards from the aircraft manufacturers and equipment OEMs to drive 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 have been 20 years ago. The performance of the automated test equipment has clearly improved over the years and this, in conjunction with more efficient test software, has been accomplished without increasing the overall test time."

Muller explains that once component failure is narrowed down to a specific circuit card, manual testing using an oscilloscope. For example, it 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 stress testing techniques," he says. "In these instances, we heat and/or cool the component whilst testing, and subject it to vibration. This helps identify latent failures as simple as cold solder joints, which do not show up in regular testing."

Advancements in avionics are not taking place all at once but are incrementally finding their way into shops and depots. Sometimes this takes place as upgrades to existing equipment and procedures. Marlon Butts is an accountable manager at Air Accessories and Avionics, a Broward Aviation Service Group Company, located in Florida.

Butts says that the fundamental methodologies tend to remain quite consistent over time. "Most component maintenance manuals (CMMs) continue to specify the use of established test equipment," says Butts. "However, at Air Accessories and Avionics we do observe incremental advancements. This often involves the integration of supplementary equipment, or the adoption of upgraded versions of existing testers. This evolution is partly driven by the fact that certain older test equipment models are no longer manufactured or supported for repairs, necessitating updates to our capabilities."

"Concerning advancements 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 lack parts susceptible to wear and tear," says Butts. "As long as they receive the correct input power and are adequately cooled, their longevity is typically excellent. However, it's important to note that the repair and troubleshooting of individual processor boards within these components is generally not feasible due to the knowledge is proprietary to the original board manufacturer. Consequently, in approximately 98% of cases, board-level failures result in component replacement rather than repair."

Read the latest issue online via www.avmag.com/current or www.avmag.com/back-issues

Aviation Maintenance | Avmag | Quarter Two 2025

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.

What AirNxt Delivers Today

Data Reporting

AI-Assisted Data Import

Electronic Logbook

Offline Sync

Real-Time Fleet Oversight


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

READ LATEST ISSUE | ONLINE NEWS | SUBSCRIBE | REQUEST FORM

Your move sets us up. Featured company simply lists on their link to be directed to their website, and they may also contact you direct place if you click on their entry. If you don't want to receive this on a regular basis, please email us and we will stop it.

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 borescope 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 inspect 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 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

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 AIB 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 NDT - to a one stop shop covering all disciplines of the structural repair market.

Integrity Aero Service

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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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Pratt & Whitney Canada

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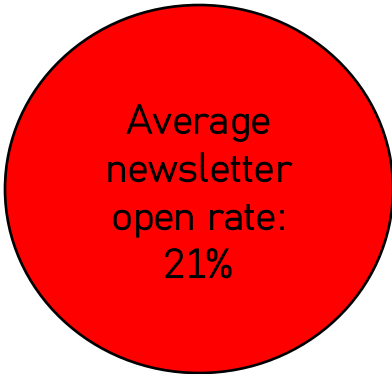
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TEL: +1 920 214 0070 Email: dgoodwin@aerospace-media.com

DIGITAL ADVERTISING OPPORTUNITIES

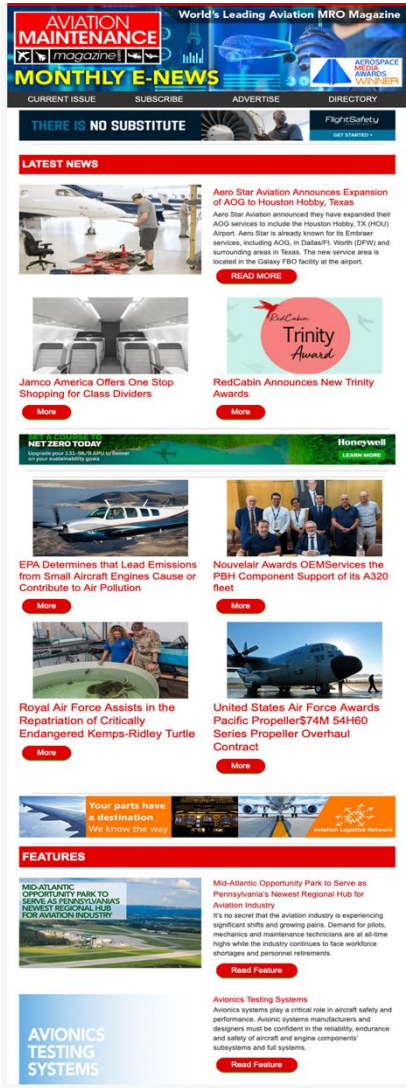
E-NEWSLETTER

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



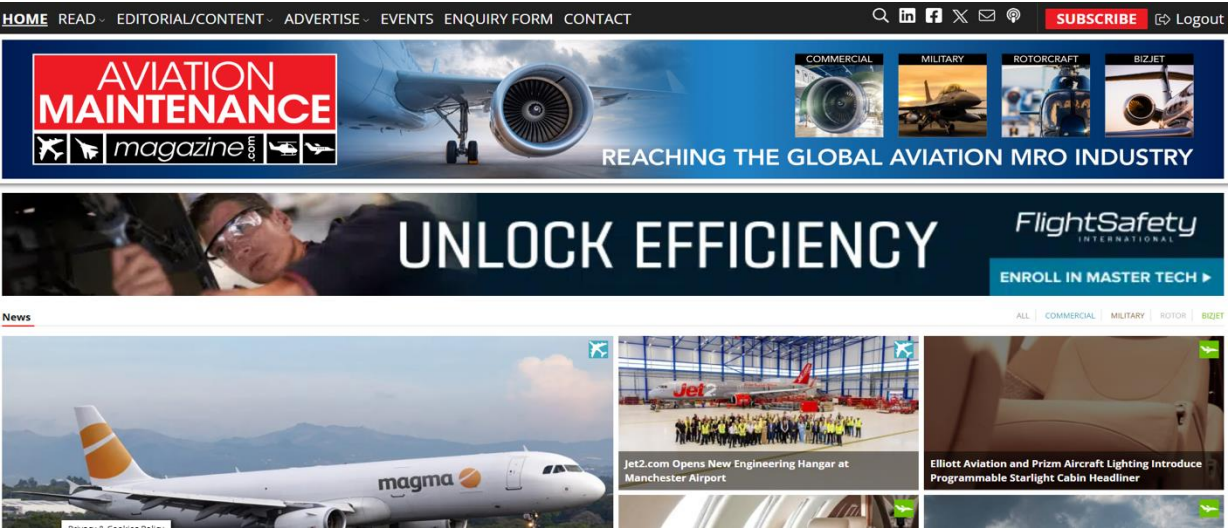
Average banner clicks: 305

Type	Investment
Sponsored Post	\$1,950 per month
Top Banner	\$3,019 per month
Middle Banner	\$2,303 per month
Bottom Banner	\$1,962 per month



RUN OF SITE BANNERS

Banner advertisements on avm-mag.com, helping you to reach 17,830 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

DIGITAL ADVERTISING OPPORTUNITIES

ISSUE ALERT

Sent out once a quarter, the issue alert is sent to more than 55,386 subscribers to announce the publication of the latest issue.

Type	Investment
Banner	\$3,019 per month

Average
newsletter
open rate:
30%

Average banner clicks: 192

The screenshot displays the homepage of the Aviation Maintenance magazine website. At the top, there's a navigation bar with 'ONLINE', 'SUBSCRIBE', and 'ADVERTISE' links. Below this, a large banner features the magazine's cover with the headline 'BIG BUSINESS Aircraft Turnarounds'. To the right of the banner, there are several smaller promotional tiles: 'LAUNCH YOUR SKILLS TO NEW HEIGHTS' with a FlightSafety logo, 'The latest Innovation in Cabin Air Monitoring' with a Teledyne logo, 'PMA PARTS', 'CONNECTING BIZJET TAXI WITH WIFI INSTALLATIONS', 'AVIONICS TESTING SYSTEMS', 'AIRCRAFT VALUES THROUGH THE PANDEMIC A MARKET OVERVIEW', and 'A LOOSE BOLT AND LIVES LOST: THE CRASH OF EMERY FLIGHT 17'. At the bottom, there are three red buttons: 'READ NOW', 'WHITE PAPERS', and 'ADVERTISE'.

FEATURE ALERT

Sent out fortnightly in between each quarterly issue to more the 54,710 subscribers. The newsletter contains the core message form one of the in-depth features with a link to the full story

Type	Investment
Banner	\$3,019 per month

Average
newsletter
open rate:
23%

Average banner clicks: 169

The screenshot shows a feature highlight on the Aviation Maintenance magazine website. The headline is 'IT Systems Become Integral to Engine Maintenance'. Below the headline, there's a sub-headline 'Qualities of an Effective IT System' and a paragraph of text. To the right of the text, there's a large image of an aircraft engine. At the bottom, there's a red button that says 'READ FULL STORY'. Below this, there's a banner for 'ITC 2023' with the text 'Keep on Telemeterin' and 'The Last Between Open Air and Virtual Worlds'. At the very bottom, there's a small text box that says 'To have your banner featured in the next issue contact abroadbert@aerospace-media.com'.

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 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:

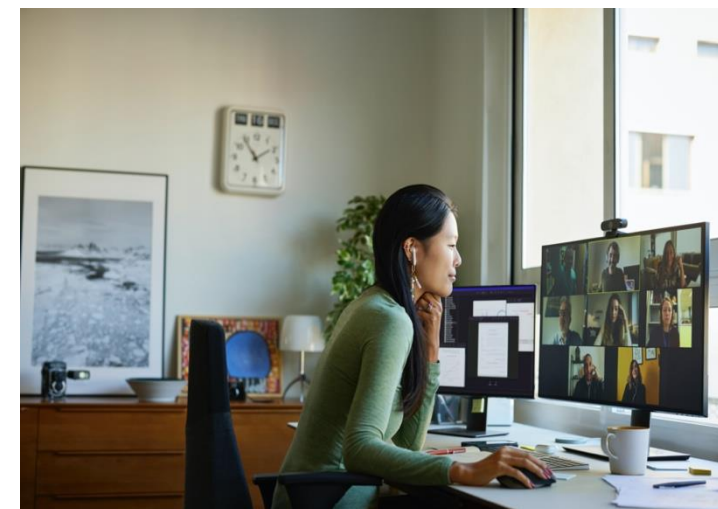
- A one-hour, live audio webinar with slides presented in a co-branded console
- Presentation format, with up to four speakers and hosted by a member of the AVM team
- Live questions posed by the audience with questions and details passed to the sponsor after the event for follow-up

Campaign after the webinar:

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

AVERAGE REGISTRATIONS PER
WEBINAR: 300+

PACKAGE
PRICE
POA



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

2025	Booking Deadline	Publication Date
Q1	20th February	27th February
Q2	22nd May	29th May
Q3	18th September	26th September
Q4	11th December	18th December