



The Ultimate Media Pack  
**HELICOPTER INDUSTRY 2021**





## ✈ **HELICOPTER INDUSTRY IN 1000 WORDS**

Brand consistency to grow audiences at scale.

This often becomes more difficult as your workload increases, especially if you have to outsource tasks to maintain productivity.

Your brand needs to speak to users in the same voice in every piece of content you create. How? In every campaign, ensure that your brand is recognizable and that every message reflects your values.

This year, you may have the chance to expand into new markets or access new audiences. Before you choose to act on these new opportunities, you will need to ensure they fit with your brand principles.

When it comes to delivering exclusive content, it's not hard to understand the advantages of Helicopter Industry over our competitors.

WE WIN THE HEARTS OF OUR AUDIENCE THROUGH CONTENT:  
#1 HELICOPTER INDUSTRY OFFERS STORIES YOU CAN'T GET ELSEWHERE

#2 HELICOPTER INDUSTRY PROVIDES A UNIQUE VOICE

Helicopter Industry is the go-to brand for business aviation, producing immersive content through multiple platforms - digital, print, video, custom publishing, creative services, events, & social media.







## ✈ **OUR MISSION**

Our international editorial team strives to continually provide the most diverse, comprehensive and objective coverage of news and events from the entire spectrum of the industry.

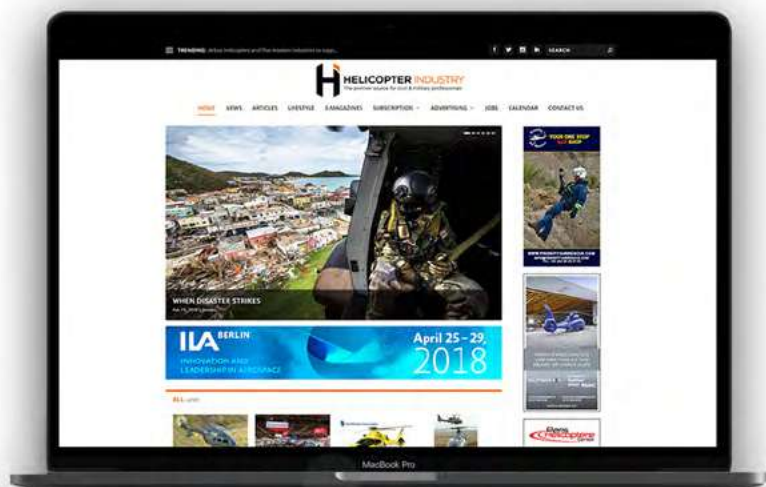
We use only the highest quality editorial, design and materials – to the benefit of our advertisers and readers.

## ✈ **CORE TARGET AUDIENCE**

Helicopter Industry provides a powerful and targeted communication tool to reach your core target audience: a wide spectrum of industry professionals, pilots, private owners, and governmental employees.







## THE HELICOPTER INDUSTRY PORTFOLIO

- ✦ Mag
- ✦ Tablet
- ✦ Mobile (App)
- ✦ Web
- ✦ Creative Solutions
- ✦ Video
- ✦ Social Media
- ✦ Events







## **BRAND GROWTH**

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HELICOPTER INDUSTRY GLOBAL AUDIENCE  
PRINT & DIGITAL

**360,000+**

MARKET CIRCULATION

**100+ COUNTRIES**

HELICOPTER INDUSTRY'S  
GEOGRAPHICAL PRESENCE

**EUROPE** : Print **52,8%** / Digital **41,7%**

**NORTH AMERICA** : Print **33,6%** / Digital **32,6%**

**MIDDLE EAST** : Print **4,3%**

**ASIA** : Print **4,7%** / Digital **15,2%**

**Africa** : Digital **3,7%**

**S. America** : Digital **3,3%**

**OTHER** : Print **4,6%** / Digital **3,5%**





## **MARKET LEADER**

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ANNUAL PRINT CIRCULATION

**25,000**

ANNUAL PRINT AUDIENCE

**44,000**

NEWSLETTER SUBSCRIBERS

**21,000**

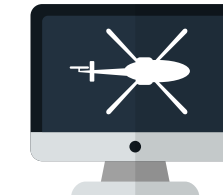




## AUDIENCE PROFILES



PRINT



& DIGITAL

AVERAGE AGE:

**44**

PRINCIPAL DECISION MAKERS  
(AERONAUTICAL AND NON-AERO SECTORS):

Presidents / VPs / CEOs / Directors / Private owners and users.

**39%**

HELICOPTER INDUSTRY ACTORS:

Professional pilots / Operations managers / Private Owners /  
Maintenance Center Directors / Technicians

**35%**

PUBLIC & PARA PUBLIC:

Military / police / Health services / Civil security.

**14%**

OTHERS:

Private pilots / Students / Enthusiasts.

**12%**





## ✖ **HELICOPTER INDUSTRY AT A GLANCE.**

Helicopter Industry is the premier reference for executive helicopter in Europe and beyond. Helicopter Industry is the only bilingual English-French Magazine dedicated to the international helicopter industry, providing readers with in-depth coverage of the industry in the language of their choice. We provide our audiences with the information they seek in their language of choice.

One worldwide issue reaches the most discerning and influential market segments in more than 100 countries, providing unmatched strategic visibility.

Reach your core target audience

Helicopter Industry's audience requires us to maintain the highest quality in terms of both content and image: from its journalism to its layout, design and paper, Helicopter Industry denotes quality in order to properly engage the most discerning readers.

### Topics

- News
- Manufacturer
- Operator
- Flight Test
- Interview
- Expert Content
- Focus
- Destinations



Contributing  
Expert

## Handling

Yachts and helicopters: a matter of size ...  
Yachts et hélicoptères : une question de taille...

© Alpark

MICHEL SEFFEY  
MANAGING DIRECTOR



More and more yacht owners want a helipad to be integrated right from the design of their new little gem. For some, this represents a true asset to their image, for others, an interesting added value of resale.

But for many, having a helicopter is a necessity in difficult environments or a key element of safety. The example of large expedition ships, where the helipad is standard equipment, has led to the development of helipads on smaller private boats. The certification of a helipad is a major feature of the yacht's design. Fully certified helipads are recognized around the world and can be used for commercial purposes. Private helipads obey less stringent certification rules.

Safety, including compliance with obstacle clearance, is a key factor in the operation of an on-board helipad. The preparation of the deck, by releasing it completely from all unsecured objects before each landing and taking off, is a binding obligation. The main discussions around the use of an onboard helicopter relate to safety, convenience and available space.

De plus en plus de propriétaires de yachts demandent qu'un hélicoptère soit intégré dès la conception de leurs nouveaux bijoux. Pour certains, cela représente un atout indispensable à leur image, pour d'autres, une plus-value supplémentaire considérable de revente.

Mais pour beaucoup, pouvoir disposer d'un hélicoptère dans des environnements difficiles est une nécessité ou un élément impératif de sécurité.

L'exemple des grands bateaux d'expédition, où l'hélicoptère est un équipement standard, a entraîné le développement des hélicoptères de moindre taille sur des bateaux privés plus petits. La certification d'un hélicoptère est une caractéristique majeure de la conception du yacht. Les hélicoptères entièrement certifiés sont reconnus dans le monde entier et peuvent être utilisés à des fins commerciales. Les hélicoptères privés obéissent à des règles de certification moins strictes.

La sécurité, notamment le respect du franchissement d'obstacles est un facteur-clé des opérations aux abords d'un hélicoptère embarqué. La préparation du pont, en le débarrassant totalement de tous les objets non sécurisés avant tout atterrissage et décollage, est une obligation contraignante. Les principales discussions autour de l'utilisation d'un hélicoptère embarqué portent sur la sécurité, la commodité et l'espace disponible.

### Back in time

Lady Moura is one of the largest private yachts in the world. It was commissioned nearly 30 years ago and remains today in many ways, at the cutting edge of technology. This is one of the very first yachts to have been equipped with a fully certified helipad. Located on the upper deck, it is equipped with a fixed foam fire extinguisher and has hydraulic platforms that protect the lower decks from the rotor wash. Takeoffs and landings produce minimal disruption and the helipad has been used continuously for years as part of the normal operation of the yacht. (Photos to follow). The helicopter, a Sikorsky S-76 C ++, regularly connects local landing sites and the boat. There is no hangar on the Lady Moura but as it sails most often in the Mediterranean, a satisfactory arrangement has been found for the helicopter to remain on board during the trips and be stored in a hangar on the ground during extended stays in stopover.

### Retour dans le temps

Le Lady Moura est l'un des plus grands yachts privés au monde. Il a été mis en service il y a près de 30 ans et reste encore aujourd'hui à bien des égards, à la pointe de la technologie. C'est l'un des tout premiers yachts à avoir été équipé d'un hélicoptère entièrement certifié. Situé à l'arrière, sur le pont supérieur, il est équipé d'une installation fixe d'extinction à mousse et dispose de plateformes hydrauliques qui protègent du soufflage les niveaux inférieurs. Les décollages et les atterrissages produisent un minimum de perturbations et l'hélicoptère est utilisé de façon continue depuis des années dans le cadre de l'exploitation normale du yacht. (Photos à suivre). L'hélicoptère, un Sikorsky S-76 C ++, relie régulièrement les sites d'atterrissage locaux et le bateau. Il n'y a pas de hangar sur le Lady Moura mais comme il navigue le plus souvent en Méditerranée, un arrangement satisfaisant a été trouvé pour que l'hélicoptère reste à bord au cours des déplacements et soit stocké dans un hangar à terre durant les séjours prolongés en escale.



Ultimate Jet 1 71

## CONTRIBUTING EXPERT

Consists of using expert content to enrich your target clients. It is a non-intrusive method of content creation that is based on a client's experience, and diffused globally through all digital channels. As a Contributing Expert, you are enabled to Capture your target market by becoming a partner of Helicopter Industry.

- ✂ Relevant & Specific Communications
- ✂ Promote your brand, expertise, & profession
- ✂ Illustrate your competitive advantage

**Limited Offer.**  
Please contact us for details.



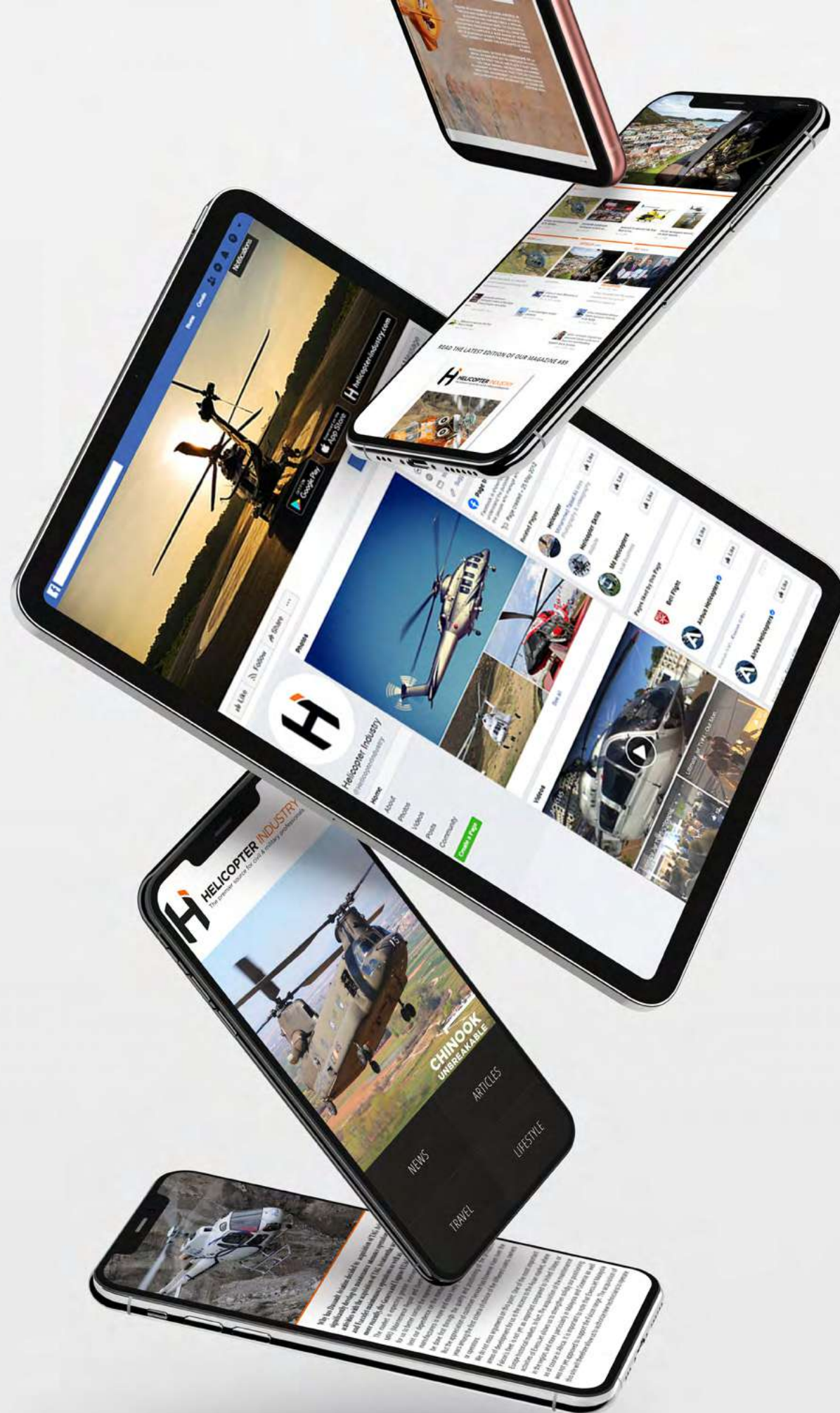




EDITORIAL CALENDAR 2021

Issue	Space Reservation Deadline	Material Delivery Deadline	Tradeshows
✂ Helicopter Industry 105 Dec 20/Jan 21	Nov.13 - 2020	Nov. 20 - 2020	
✂ Helicopter Industry 106 Feb/March	Jan. 8 - 2021	Jan. 22 - 2021	HAI Heli Expo March 22-25 / New Orleans
✂ Helicopter Industry 107 April/May	Marc. 5 - 2021	Marc. 12 - 2021	EBACE May 16-18 / Geneva
✂ Helicopter Industry 108 June/July	May 19 - 2021	May 26 - 2021	Paris Airshow June 21 -27 / Le Bourget
✂ Helicopter Industry 109 Aug/Sept	Jul. 9 - 2021	July 16 - 2021	
✂ Helicopter Industry 110 Oct/Nov	Sept. 17 - 2021	Sept. 24 - 2021	Monaco Yacht Show Sep 25-28 / Monaco NBAA Oct 6-8 / Orlando FL Dubai Airshow Nov 14-18 / Dubai
✂ Helicopter Industry 111 Dec 20/Jan 21	Nov. 12 - 2021	Nov. 19 - 2021	





## DIGITAL

The Helicopter Industry's digital audience has been increasing each year since 2008. We offer our clients signature opportunities to reach their audience through a targeted suite of innovative custom advertising products.

### ✈️ HELICOPTER INDUSTRY APP

Helicopter Industry's iOS and Android apps represent highly engaged members, and a rapidly growing audience that continues to expand.

This valuable core audience can be reached via native ad placements that can support rich media and daily takeovers.

### ✈️ NEWSLETTER

Helicopter Industry email newsletters deliver essential, trustworthy news right into the hands of industry influencers and thought leaders who are striving to stay ahead of the latest news and trends in helicopter industry.

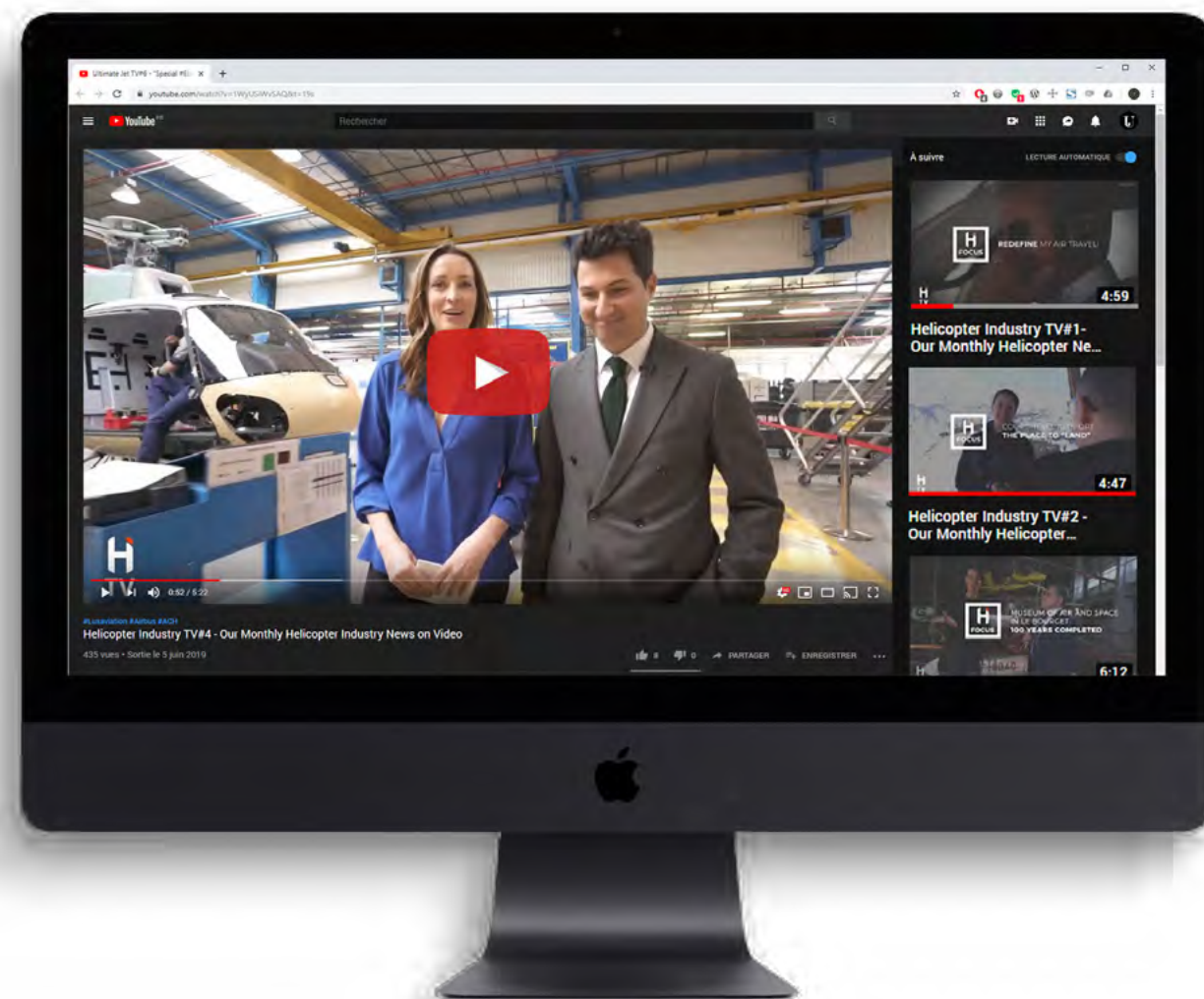
Audience Reach: 21000 Subscribers.  
24 issues / year.

### ✈️ SOCIAL MEDIA

With us, entrepreneurs have a community—a place they can go to learn how to face business challenges head-on, discover opportunities for growth, and advance their business ventures.







## ✂ VIDEO

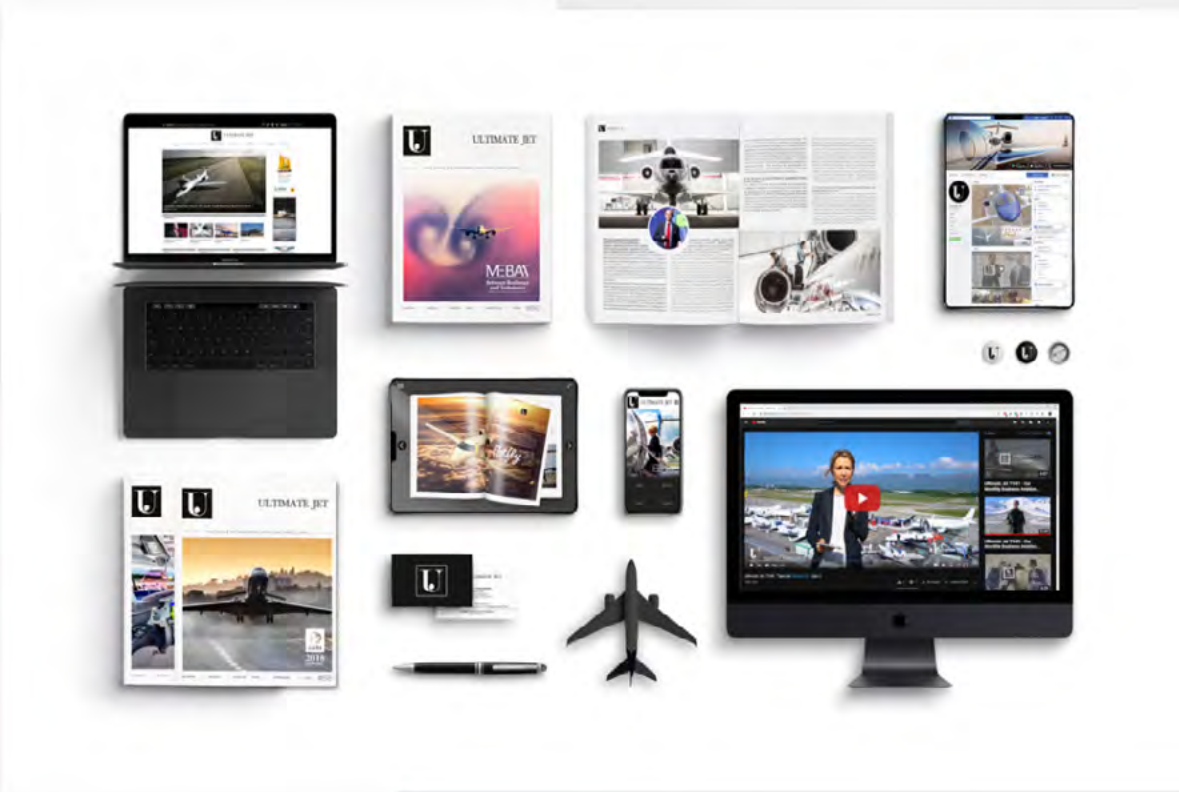
White Label Production.

Helicopter industry creates a series of original videos promoting your business. Helicopter Industry will collaborate with you from ideation to completion, with the assistance of our team of experienced storytellers. The results of the series, provides clients with engaging and authentic content for multi-level media distribution.

Helicopter Industry tells stories of helicopter aviation that captures the imagination.

Helicopter Industry offers a premium cross-platform solution for video distribution, including branded content and pre-roll





## CREATIVE SOLUTIONS



Helicopter Industry's creative and interactive design teams develop brand specific cross-platform custom advertising products, tailored to deliver against specific campaign objectives.

We create bespoke solutions that work seamlessly with the Helicopter Industry experience through an understanding of how to engage our audience, built and delivered through a best-in-class rich media ad platform.



RATE CARDS & FORMATS

✂️ Print Magazine

Interior Pages	Rate Digital Only	Rate Digital & Print
2 Pages spread (420x297 mm)	4 425 €	5 900 €
1 Page (210x297 mm)	2 925 €	3 900 €
1/2 Page	1 575€	2 100 €

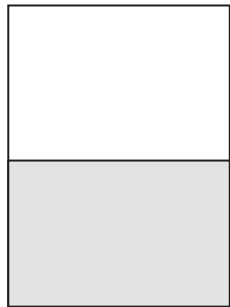
Premium Positions	Rate Digital Only	Rate Digital & Print
Inside front cover	3 675 €	4 900 €
2-page spread before page of contents	5 900 €	7 850 €
Facing page of contents	3 075 €	4 100 €
Facing editorial	3 075 €	4 100 €
Inside back cover	5 500 €	4 125 €
Outside back cover	5 625 €	7 500 €

✂️ Newsletter Banners

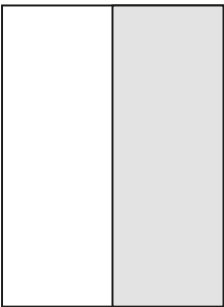
Ad Units	Dimensions (Pixels, Wide x High)	Format	Resolution	Price / month (2 Newsletters/month)
Large banner	600 x 130 px	Jpeg, Pdf, Psd, Ai	300 dpi	1 900 € / month

✂️ E-Mag Banners

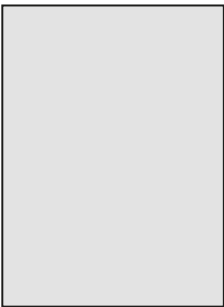
Ad Units	Dimensions (Pixels, Wide x High)	Format	Resolution	Price / month (2 Newsletters/month)
Button banner	2 300 x 1 652 px	Jpeg, Pdf, Psd, Ai	300 dpi	800 € / month



Horizontal half-page  
Trim: 210mm x 148mm



Vertical half-page  
Trim: 105mm x 297mm



Full-page  
Trim: 210mm x 297mm



2-page spread  
Trim : 420mm x 297mm

Margin/bleed size: add 5 mm all around - Ensure that all relevant text is at least 10mm away from the trim size.  
File format: High-resolution PDF or TIFF (300 Dpi minimum), scale 1/1

✂️ App Banners

Ad Units	Dimensions (Pixels, Wide x High)	Format	Resolution	Price / month (2 Newsletters/month)
Splash banner	540 x 960 px	Jpeg, Pdf, Psd, Ai	300 dpi	1 050 € / month
Rectangle banner	728 x 90 px	Jpeg, Pdf, Psd, Ai	300 dpi	525 € / month

✂️ Web Banners

Ad Units	Dimensions (Pixels, Wide x High)	Page	Resolution	1 - 6 months campaign (Price per month)	7 - 12 months campaign (Price per month)
Bill	1 280 x 200 px	Homepage	300 dpi	2 300 € / month	2 000 € / month
Vertical rectangle above the fold	300 x 450 px	All pages	300 dpi	800 € / month	650 € / month
Vertical rectangle	300 x 450 px	All pages	300 dpi	600 € / month	500 € / month
Leaderboard	1 100 x 180 px	Homepage	300 dpi	600 € / month	500 € / month
Medium Rectangle left	600 x 200 px	Homepage	300 dpi	550 € / month	400 € / month
Medium Rectangle right	600 x 200 px	Homepage	300 dpi	550 € / month	400 € / month
Large Rectangle	1 100 x 320 px	Homepage	300 dpi	1 100 € / month	800 € / month
Splash banner	640 x 480 px	Homepage	300 dpi	3 600 € / month	3 000 € / month

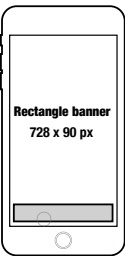
Newsletter



E-Magazine



App



Conditions and payment terms:  
Prices listed are net to Editor, per insertion, before VAT (when applicable).  
Payment due within 30 days of invoice date.

Contact us for pricing quotes for ad creation rates, inserts, bellybands and other bespoke marketing opportunities.







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IN  
TOUCH



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