

King Air

A MAGAZINE FOR THE OWNER/PILOT OF KING AIR AIRCRAFT



2012

Advertising Rate Card

Effective September 1, 2011



A MAGAZINE FOR THE OWNER/PILOT OF KING AIR AIRCRAFT



King Air Magazine is for owners of the 6,200 King Airs, as well as the entire world market of prospective buyers.

Bi-monthly, updated features will include owner stories about how they use their aircraft. Additional editorial will cover new product announcements, notable vendor highlights, product reviews, STC updates, piloting tips from flight instructors, service bulletins, and answers to common maintenance questions.

King Air, this is your magazine.

Questions? Call John Shoemaker — 800-773-7798.

Issue & Closing Dates for 2012

ISSUE	CONTRACT CANCELLATION DEADLINE	SPACE COPY DEADLINE
Jan/Feb	November 1	December 1
March/April	January 1	February 1
May/June	March 1	April 1
July/Aug	May 1	June 1
Sept/Oct	July 1	August 1
Nov/Dec	September 1	October 1

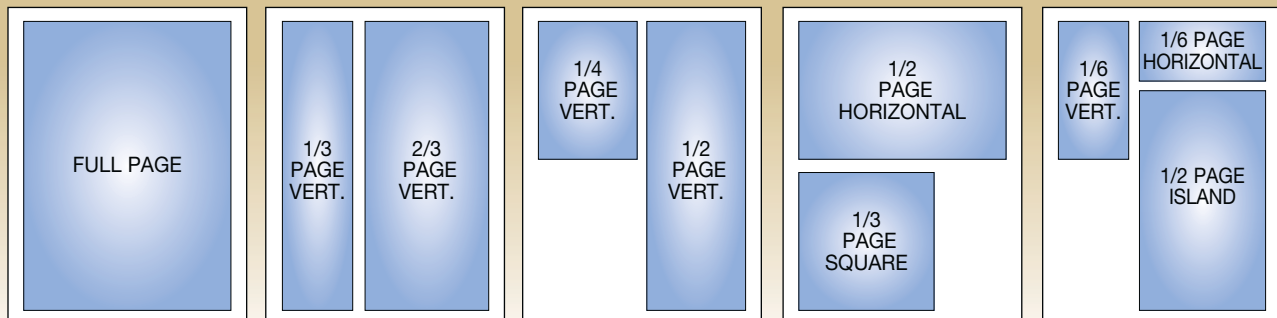
Your ad message stays with owners because *KING AIR* stays with the owners – and provides you, at a cost competitive rate, with the market you care about reaching.

Dimensions

Unit	In inches, Width X Height
Front Cover Spread	15 ¹ / ₄ " x 10 ³ / ₄ " (add 1/8" bleed around 3 sides only)
Full Page Bleed	8 ³ / ₈ " x 11"
Full Page	8 ¹ / ₈ " x 10 ³ / ₄ " (7"x10" live area)
2/3 Page	4 ⁵ / ₈ " x 9 ⁷ / ₈ "
1/2 Page H	7" x 4 ⁷ / ₈ "
1/2 Page V	3 ⁷ / ₁₆ " x 9 ⁷ / ₈ "
1/2 Page Island	4 ⁵ / ₈ " x 7 ³ / ₈ "
1/3 Page H	4 ⁵ / ₈ " x 4 ⁷ / ₈ "
1/3 Page V	2 ¹ / ₄ " x 9 ⁷ / ₈ "
1/4 Page	3 ⁷ / ₁₆ " x 4 ⁷ / ₈ "
1/6 Page H	4 ⁵ / ₈ " x 2 ³ / ₈ "
1/6 Page V	2 ¹ / ₄ " x 4 ⁷ / ₈ "

KING AIR 2012 Advertising Rates

Covers:	1x	6x
Front Cover Spread	\$16,210	\$14,498
Cover 2 (inside front)	\$ 4,592	\$ 3,993
Cover 3 (inside back)	\$ 4,592	\$ 3,993
Cover 4 (outside back)	\$ 4,811	\$ 4,184
Four Color	1x	6x
Spread	\$ 9,079	\$ 7,717
Full Page	\$ 4,374	\$ 3,804
2/3 Page	\$ 3,020	\$ 2,567
1/2 Page	\$ 2,289	\$ 1,945
1/3 Page	\$ 1,525	\$ 1,296
1/4 Page	\$ 1,144	\$ 972
1/6 Page	\$ 763	\$ 647



Ad Sizes — trim size 8¹/₈" x 10³/₄"



closing date; and that cancellation on the part of the advertiser shall forfeit his right to contract rate; the rate to be adjusted on past and subsequent insertions will conform with the actual space used at the rate specified.

The publisher reserves the right to reject any advertising, or to request alteration in content prior to publication. Advertisements are accepted and published upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. The agency and/or advertiser will indemnify and hold harmless from and against all loss or expense resulting from claims or suits based upon contents or subject matter, including, without limitations, claims or suits for libel, violation of rights of privacy, plagiarism, and copyright infringement. The publisher shall have the right to hold advertiser and/or its agent jointly and severally liable for such monies as are due and payable to publisher for advertising that advertiser or its agent ordered and that was published.

Orders accepted at rates shown in this rate schedule are for not more than three issues in advance of the last issue closed; subsequent issues will be billed at rates prevailing. If change of copy is not received by the closing date, copy run in previous issue will be inserted.

Authority and License to use (1) the names, portraits and/or pictures of living persons; (2) any copyrighted material; and (3) any testimonials contained in any advertisement submitted by or on behalf of an advertiser are the

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CONTRACT AND COPY REGULATIONS

Rates Shown are for digital ads submitted as specified. Any art correction will be charged to advertisers at cost.

DISCOUNTS & COMMISSIONS

Terms: Net 30. 15% commission on space to recognized agencies for camera-ready copy if invoices are paid within 30 days. Commissions and discounts are forfeited on past-due accounts.

ADVERTISING AGREEMENT

All advertising orders accepted by Village Press are subject to the terms and provisions of the current rate card.

It is agreed between the parties to this contract that a cancellation will be accepted once the publisher has received written notice from the advertiser prior to the appropriate

responsibility of the advertiser and its agency if there be one. As part of the consideration and to induce Twin & Turbine Magazine to publish such advertisement, the advertiser and its agency, if there be one, each agrees to indemnify and save harmless Twin & Turbine, publisher of Twin & Turbine Magazine, against all loss, liability, damage and expense of whatsoever nature arising out of the copying, printing, or publishing of such advertisement.

Cancellations cannot be accepted after closing dates.

“Advertisement” will be placed with copy if, in the publisher’s opinion, advertising copy resembles editorial material. Content of all advertising is subject to the approval of the publisher.

Advertising Rates may be adjusted without notice if circulation increases or publication costs require. Contract advertisers, under such circumstances, will have the right to adjust their contracts. Payment must accompany insertion order until credit is established and must be received before closing date. All invoices are payable in U.S. funds.

All advertisement orders set and not used will be charged for composition.

The publisher’s liability for any error will not exceed the cost of the space occupied by the error.

MECHANICAL REQUIREMENTS:

Printing: Sheet fed Offset **Trim Size:** 8-1/8" × 10-3/4"
Binding: Saddle wire **Column Width:** 2-1/4"

Ad Prep Service: Your ad can be prepared for publication by *King Air Magazine*. The charge will be assessed on the first insertion of the ad. Agency discount does not apply on first insertion.

Ads submitted in digital format must meet the Village Press Production guidelines. Please call if you have any questions regarding your file set-up. Please see <http://www.villagepress.com/support> for ad submission guidelines.

MISCELLANEOUS:

Direct mail services: Additional information on request.

Special Positions: Every effort will be made to comply with advertiser requests but special positions cannot be guaranteed. Contact Ad Director about possible premium placement rates.

Reprint Service: For more information please contact: Nancy Whitten, Reprint Sales Representative,
Email: nancy@villagepress.com
Phone: 1-800-773-7798

SHIPPING & MAILING ADDRESS CONTACT:

John Shoemaker, Advertising Director
Email: johns@villagepress.com

Village Press, Inc., 2779 Aero Park Dr.,
P.O. Box 968, Traverse City, MI 49685-0968
Phone: (231) 946-3712 or 1-800-773-7798
FAX: (231) 946-9588



King Air

A MAGAZINE FOR THE OWNER/PILOT OF KING AIR AIRCRAFT

Village Press Aviation Group

ABS
MAGAZINE



ABS Magazine

Circulation August 2011 @ 9,214

This is the official publication of the American Bonanza Society. It is published monthly for the benefit of the 10,000 members who are Bonanza and Baron owners, and Beechcraft enthusiasts. The editorial thrust is toward informing the readership of safety practices, technical support, procedures, new products, flying techniques, trips, and club news.

Website: www.bonanza.org

**CIRRUS
PILOT**



Cirrus Pilot

Circulation July/August 2011 @ 3,454

Cirrus Pilot is the bi-monthly magazine of C.O.P.A. (Cirrus Owner Pilot Association). Sent to the 3,000 + members of COPA, worldwide, the magazine is written by and for Cirrus Aircraft owners, with ad sales and production based at Village Press. As with our other aviation organization publications, the magazine offers useful information regarding the operation, maintenance, safety, and enjoyment of their special aircraft.

Website: www.ciruspilots.org

CJ
THE CITATION JET OWNERS MAGAZINE



CJ Magazine

Controlled circulation June 2011 @ 4,068 printed, 7,595 digital

CJ Magazine is the bi-monthly publication for the international audience of owners, chief pilots and operating companies flying the 5,300 Citations currently in operation worldwide. This controlled circulation magazine features all aspects of Citation ownership and operation. This high quality publication presents to its readers a full spectrum of informative detail regarding technical maintenance and operations, destinations, and colleague profiles.

Website: www.cjmagazine.net

**Comanche
Flyer**



Comanche Flyer

Circulation August 2011 @ 2,082

This is the official membership publication of the International Comanche Society where 2,600 copies are distributed internationally, every month. Editorial coverage includes member spotlights, maintenance tips, safety issues, trips taken and upcoming fly-ins, and club news.

Website: www.comancheflyer.com

King Air



King Air Magazine

Controlled Circulation July/August 2011 @ 6,624 printed, 4,941 digital

King Air Magazine is the bi-monthly publication dedicated to the most successful series of turboprop aircraft ever built. Circulated on a controlled basis to the owner/operators of King Air aircraft, worldwide, the high quality publication presents to its readers a full spectrum of informative detail regarding technical maintenance and operations of their aircraft, colleague and business profiles, news from the aircraft manufacturer and a discussion of aviation issues that could affect readers. Not only a must read for King Air aficionados but for any pilot or aviation enthusiast with an eye for the best.

Website: www.kingairmagazine.com

TWIN & TURBINE
FOR THE FIELDS OF OWNER-PILOT, CABIN-CLASS AIRCRAFT



Twin & Turbine Magazine

Controlled circulation August 2011 @ 17,520 printed, 27,095 digital

Twin & Turbine is a leading general aviation magazine solely focused on the serious, accomplished owner-pilot. These are successful entrepreneurs and business owners who own and fly cabin-class and turbine equipment for business and pleasure. Our subscriber list is composed of owner-operators of turbine-powered aircraft, from turboprops to light jets to wide-cabin jets. As many owner-pilots aspire to fly entry-level light jets, Twin & Turbine provides guidance on transition topics, including training, insurance and other operational knowledge. Twin & Turbine provides our readers support and information to ensure their operation is safe and efficient. We regularly cover such topics as medical, tax, finance options, new and out-of-production aircraft reviews, new avionics/technology reviews, training, operations and piloting skills. This magazine is published 12 times per year.

Website: www.twinandturbine.com

John Shoemaker, Advertising Director

1-800-773-7798

johns@villagepress.com

