



Aviation Week & Space Technology from Penton

Serving thousands of professionals in 185 countries, Aviation Week is the largest information and services provider to the global commercial, defense, maintenance/repair/overhaul (MRO), space and business aviation communities and plays a critical role in connecting industry professionals worldwide.

MEDIA TYPE

Business



SOURCE

Attendees, Newsletter, Direct response

GEOGRAPHY

USA

SEGMENTS

110,487	Total Universe / Universe Rate	\$0.00
61,513	US Postal Subscribers	\$160.00/M
28,780	US Email Subscribers	\$375.00/M
26,800	International Postal Subscribers	\$280.00/M
11,600	International Email Subscribers	\$425.00/M
48,508	Records with Phones	+ \$60.00/M

MAINTENANCE

Market Entry	01/23/2014
New to Manager	07/29/2015
Counts Through	07/10/2015

DATA CARD MAINTENANCE

New To System	07/29/2015
Last Update	07/29/2015
Next Update	10/31/2015
Update Frequency	QUARTERLY

DESCRIPTION

Aviation Week & Space Technology

(AW&ST) delivers global intelligence that is unrivaled in A&D journalism. AW&ST is proven to be an essential resource for aerospace, defense and aviation professionals worldwide who build, buy, operate, and set strategy, with a core technology focus across all sectors. AW&ST provides critical insight into emerging trends, operational best practices and continuous updates to policy, requirements and budgets. First-to-market global content is presented with a richer, deeper reader experience integrated across print, digital and mobile platforms. Each month Special Editions enhance the coverage with deeper views into the critical areas of both MRO and Defense Technology. Readers include:

- Executive Senior Management
- Engineering & Engineering Management
- Flight Operations
- Corporate/Commercial
- Procurement, Admin, Other titles

Title Category	Postal	Email
Top Management	16119	6922
Middle/administrative Management	10460	4706
Financial Management	953	432
Sales & Marketing Management	2939	1361
Information Technology (it) Professionals	1634	901
Production Management	1553	734
Engineering Management Professionals	5727	2863
All Other Management	15735	7295
Vp-level	396	184
Director-level	2232	992
Manager-level	5242	2270
Assistant -level	6740	3156
	313	130

Human Resources	109	45
Purchasing	219	107
Retired	2175	855
Senior (c-level Or Higher)	8257	3495
Students	1907	1582
Education	815	394
Medical	347	177
Lawyers	317	105

Primary Industry	Postal	Email
Airframe/engine Systems	8808	3978
Computer And Electronic/electrical Systems	3189	1467
Airborne Structural/mechanical/components	910	444
Materials, Chemicals And Hardware	2219	948
Tools, Machines And Test Equipment	749	362
Interior Equipment, Furnishings And Supplies	1755	881
Scientific/research And Dvlpt/engrg/tech & Consult	5951	3300
Air Force	4327	2269
Navy/marines/coast Guard	4211	1816
Army	3896	1603
Space Agencies And Operators	1765	650
Department/ministry Of Defense	650	333
Transport/aviation Agency/aviation Authority	4815	1881
Executive/legislative Branch	1667	266
Other Gov't	3725	1956
Commercial Airline/cargo Operator	9020	3710
Regional Airlines/commuter	387	158
Business/general Aviation Operator (inc Air Taxi/c	1255	618
Airport/airport Services	897	386
Mro/fbo/parts/aftermarket/distributor	5349	2470
Leasing	532	264
Finance/insurance/accounting	2576	1248
Information Technology	565	395
Consulting/legal/policy Institutes	903	526
Media/advertising	617	302
Association	403	237
Broker/dealer	196	97
Academic Institution	1467	888
Student	3743	2983
Professor	964	501
Public Library	914	220

Aviation Training Center	210	122
Others Allied To The Field	1415	761
Qualification Not Determined	1545	485

Job Title Code	Postal	Email
Corporate Command	1884	798
Exec Officer/owner	20482	8251
Mgr, Dept Head	12972	6250
Engr, Mgmt Exec	7144	3524
Engr/tech & Design	7351	3764
Engr/tech & Design	4	3
Purchase & Procurement	430	212
Flight Operators & Maintenance	5417	2712
Retired	4447	1922
Dean	120	57
Dept Head/chair	64	27
Prof/ Teacher	229	137
Student	3166	2419
All Else	2291	1192

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(travel, transportation, machinery, flying, flight, air travel)

SELECTS

Bus/Industry Type	\$15.00/M
Job Function/Title	\$15.00/M
Key Code	\$3.00/M
Number of Employees	\$15.00/M
One Per Location	\$15.00/M
Sales Volume	\$15.00/M
SCF	\$10.00/M
SIC Code	\$15.00/M
State	\$10.00/M
Zip	\$10.00/M
Employee Size	\$15.00/M
Market Penetration	
Sector Penetration	

GENDER

Male	69%
Female	7%

AVERAGE INCOME

Value	not available
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MINIMUM ORDER

Minimum Quantity	5,000
Minimum Price	\$1,500.00

NET NAME ARRANGEMENTS

Net Name is allowed	
Floor	0%
Minimum Quantity	0
Run Charges	

EXCHANGES

Please inquire

REUSE

Please inquire

CANCELLATION

Charges	\$150.00/F
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KEY CODING

Key Coding is available	
Charges	\$3.00/M

ADDRESSING

Transmission	\$50.00/M
EMAIL Delivery	\$75.00/F

SPECIAL INSTRUCTIONS

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