

AVIÃO REVUE



**AVIÃO REVUE:
leader in the Brazilian market**

The magazine

Born in 1999, **Avião Revue** surveys the aviation market far and wide, including commercial, business and military aviation, as well as helicopters. Like so it is today recognized as the more complete of its kind in Brazil.

In its present form it offers special issues and guides about each market sector, such as commercial and executive flying, maintenance and support, helicopters and training.

Since 2012 **Avião Revue** is part of the British Key Publishing, the biggest aviation magazine group of the world. Liked so it is one among 20 other specialized publications, with a monthly output of 250.000 copies diffused in all continents.

And as a part of this group, it offers a perfect synergy to cover the business in all aspects.

Editorial aims

Avião Revue is pointed to cover Brazilian and world aviation, reflecting its development as well as offering up date information about aircraft and air business.



What you may find in the magazine

Written by professionals, direct and clear, **Avião Revue** gives in each issue up date information for everyone dealing with aviation.

RADAR: monthly news about each aviation aspect.

COMMERCIAL AVIATION: market trends, airlines, airports, new routes and lines, with a detailed survey of a special flight each issue.

NEWS: monthly analysis of a problem, or the trends of the aviation market.

INTERVIEW: open talk with an aviation related executive or personality.

INDUSTRY: a monthly survey of what the sector offers and market trends.

BUSINESS AVIATION: news models, market trends & services

HELICOPTERS: News about rotary wing aircraft.



MILITARY AVIATION: Air Forces, new models, operations & equipments.

HISTORY: each issue the history of an aircraft or company, that wrote a chapter in aviation progress.

Special issues

Avião Revue offers each year special guides. They are consulting texts for each sector, with up date information and reports. As follows:

Guia Avião Revue - Helicopters & Rotary wings

Guia Avião Revue - Maintenance & Support

Guia Avião Revue - Business Aviation

Guia Avião Revue - Commercial Aviation



Readers

Avião Revue is sold to pilots, aircraft operators, air fans and industry executives. If You want to establish a direct link with these readers, advertising in the magazine is essential.

READERS PROFILE

More than 95% are male, 15 to 65 years old, and mainly of A and B Classes.

WHO SEEKS

- › To learn about aviation
- › Up date news to improve his professional knowledge
- › To know professional possibilities in aviation
- › What is new in the main world aviation events



The advantages of advertising in Avião Revue

With a high percentage of its editorial content aimed at the Brazilian Market, the magazine offers unique information about regional possibilities and tendencies, one of the fastest growing in aviation world. This places the magazine in a privileged position for aviation professionals, enthusiasts and executives, people able to influence the decision taking actions within Brazilian aviation.

Avião Revue is monthly produced by professionals covering the main aviation events in Brazil, Latin America and the world. They are always present in fairs & shows like Le Bourget (France), Farnborough (UK), FIDAE (Chile) and NBAA (USA), among others.

SELLING

With a monthly output of about 20.000 copies **Avião Revue** is audit of IVC. This means the widest diffusion among all Brazilian air magazines.



Avião Revue Rates

<p>Double page spread 404 x 266mm US\$ 13,789</p>	
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<p>Full page 202 x 266mm US\$ 7,170</p>	
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<p>Half page horizontal 202 x 133mm US\$ 3,678</p>	
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Outside back cover: US\$ 11,030
Inside back cover: US\$ 8,270

<p>1/3 page vertical 69 x 266mm US\$ 3,100</p>	
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<p>1/4 page 92 x 125mm US\$ 2,200</p>	
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Special advertising:
to be defined for each edition.

Defined position:
plus 20%.

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