



## ABOUT THE MAGAZINE

Aero Australia was launched in late 2003 and quickly established itself as a leader in the Australian aviation magazine market – an innovative, successful product that immediately set new standards.

All areas of the aviation scene are covered within the features-based format – modern commercial, modern military, general aviation, industry and historical – with the major features being supported by regular sections covering news, air show reports, modeling, personality profiles and aviation safety. The magazine is penned by Stewart Wilson, he leads an aviation who's who of contributors delivering high quality readable, authoritative writing that is underpinned by a vast knowledge base.

## THE TAKE OFF SECTION

Starting in the F111 Special edition, Aero Australia will be launching 'Take Off'. This new section will allow advertisers to present their company in a market place style section, that will be divided into separate industry categories. The advertising rates for a quarter page advertisement have been reduced compared to those in the remainder of the magazine, and an eighth page advertisement option has also been introduced. These new opportunities will allow you the advertiser to deliver your message to a dedicated, affluent audience through a cost effective ad stream, giving you a great return on investment.

'Take Off' will be positioned in the second half of each issue and will be highlighted with contrasting artwork, giving it a strong presence within the title. 'Take Off' is the perfect opportunity to market your product, service or training opportunities.





## SCHEDULE

ISSUE	MATERIAL DEADLINE	ONSALE
F111 Special Edition	30th April	26th May
No 27 July – September 2010	8th June	25th June
No 28 October – December 2010	8th September	27th September
2011 Warbirds Special Edition	2nd November	24th November, 2010
No 29 January – March 2011	10th November	15th December

## ADVERTISING RATES

All prices are excluding GST

	Casual	3x	6x
Quarter Page	\$600	\$550	\$500
Eighth Page	\$350	\$300	\$250

## MATERIAL REQUIREMENTS

### AD SIZE

Quarter Page	131 x 97 mm wide
Eighth Page	60 x 97 mm wide

## ADVERTISING MATERIAL DELIVERY

### ELECTRONIC ARTWORK

sales@chevron.com.au

### COURIER

Chevron Publishing Group  
Level 3, 55 Chandos St,  
St Leonards, NSW, 2065

### POSTAL

Chevron Publishing Group  
Locked Bag 5555,  
St Leonards, NSW, 1590

### CONTACT

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