

CONSISTANT, KNOWLEDGABLE, RELIABLE

FOR REACHING AIRCRAFT MAINTENANCE
MANAGEMENT PROFESSIONALS SINCE 2008!

STILL!

The ONLY monthly aircraft maintenance publication!

THE Only magazine, website, newsletter focused on the corporate and general aviation audience!

The No. 1 pick by the aircraft maintenance audience!

The leader by nearly any measure!

- D.O.M. Magazine



CLEARLY THE LEADER IN PURCHASING POWER

MORE DECISION MAKERS

On average, *D.O.M.* readers share their copy of *D.O.M.* magazine with an average of three other people! That means that our effective circulation is more than 80,000.

D.O.M. reaches MORE decision makers — your potential buyers!

MORE FOCUS

D.O.M. magazine can help you grow your business. Our editorial focuses on the most important issues that our readers face as aircraft maintenance managers.

MORE VALUE

D.O.M.'s content, coupled with a targeted management circulation, gives your company the best opportunity to reach current and potential customers.

WHAT IS YOUR JOB TITLE?

DIRECTOR OF MAINTENANCE/ MAINTENANCE DIRECTOR/MANAGER	45%
IA/INSPECTOR	12.5%
OWNER/PARTNER/VP	10%
A&P MECHANIC	5%
DIRECTOR OF PURCHASING/MANAGER	2.5%
OTHER (DIR. OF QUALITY, MAINT CONTROL, ETC.)	22.5%

WHAT TYPE OF AIRCRAFT DO YOU WORK ON?

HEAVY TURBINE	57.5%
LIGHT TURBINE	42.5%
PISTON	35%
LIGHT TURBOPROP	30%
HELICOPTERS	22.5%
HEAVY TURBOPROP	15%

IN WHAT SEGMENT OF THE AVIATION INDUSTRY DO YOU PRIMARILY WORK?

Total Circulation 20,000 plus

CORPORATE/BUSINESS/FRACTIONAL/CHARTER	60%
GENERAL AVIATION/FBO/LIGHT AIRCRAFT	17.5%
REPAIR STATION	7.5%
FEDERAL/STATE/MILITARY	5%
SCHOOLS: MAINTENANCE/TECHNICAL/STUDENT	5%
REGIONAL AIRLINE	2.5%
MAJOR AIRLINE	2.5%

WHAT TYPE OF PURCHASING INFLUENCE DO YOU HAVE?

I APPROVE PURCHASES.	63.2%
I RECOMMEND PURCHASES.	10.5%





DOMMAGAZINE.COM

Focused on the people that buy your products and services!

Here's the traffic you can expect at www.dommagazine.com in 2026:

186,982 Users

209,335 Sessions

236,875 Page Views

From more than 154 countries!

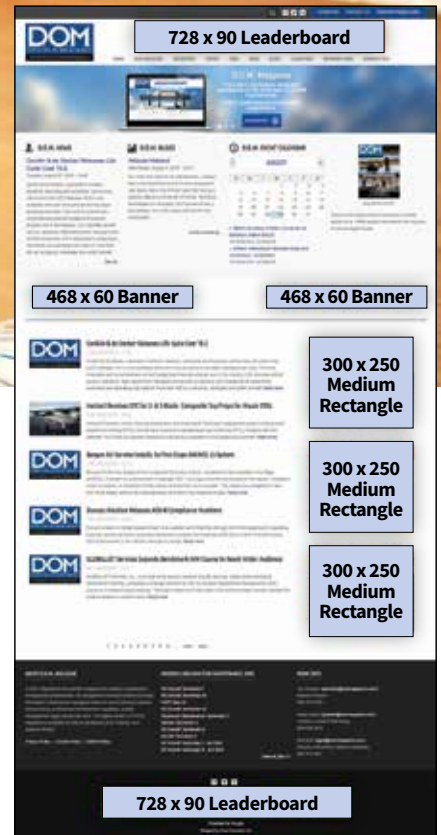
Unlike our competitors who are focused on numbers, *D.O.M.* magazine is focused on RESULTS! We drive targeted traffic to our site through social media, our Management Insight newsletter and our mobile apps.

WEBSITE

	Size Limit	Animation Length(s)
728 x 90 IMU (Leaderboard, rotating)	40k	:15
300 x 250 IMU (Medium Rectangle)	40k	:15
468 x 60 IMU (Full Banner Run of Site)	40k	:15

MANAGEMENT INSIGHT NEWSLETTER

	Size Limit	Animation Length(s)
728 x 90 Static Ad	40k	NA



OPPORTUNITIES IN D.O.M. MAGAZINE

IN ADDITION TO PRINT ADVERTISING, D.O.M. MAGAZINE HAS MANY OTHER PRINT AND ELECTRONIC OPPORTUNITIES TO REACH OUR AUDIENCE.

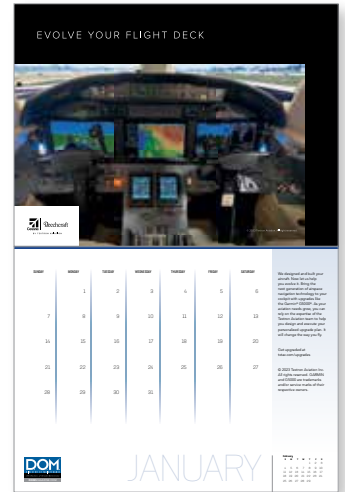


D.O.M. CALENDAR

D.O.M.'s annual wall calendar has proven to be one of the best “bangs for your buck” — it’s a full month of exposure for your company in maintenance offices and hangars around the country.

Reserve your calendar page today and have your company’s message on the wall for a whole month.

The D.O.M. calendar mails with the December issue. Get your message on 20,000 plus calendars. (See page 7 for pricing.)



D.O.M. MAGAZINE’S PRODUCT AND SERVICE SOLUTIONS

D.O.M.’s December issue is our annual *Product and Service Solutions*. Our editorial team compiles the product and service listings that will be included in the issue. Don’t miss out on this opportunity to have your products and/or services included in this issue for FREE.

Our readers browse through this annual issue to find products and services that will make their jobs easier. Look for an e-mail from us as early as May for instructions on how to submit your FREE listings.

To receive e-mail promotions and updates for this issue, e-mail your contact information to us at lstupdate@DOMmagazine.com.

FOUR-PAGE BROCHURES

Are you considering printing new company brochures for 2026? Let us print your brochures and distribute them to our more than 21,000 readers — allowing you to save money on both printing and distribution! We offer high-quality, four-page brochures that are printed on 100# stock and mailed with our magazine. The price (see page 7) includes an additional 5,000 brochures for you. You can order additional brochures for a nominal fee.



JUNE CORPORATE PROFILE!

Our June Corporate Profile issue provides you with an economical way to feature your company in a full page or two-page spread. This allows you to go beyond traditional advertising by offering in-depth coverage and details about your company, product, service or employees. You have complete creative control over your presentation and we can help you write, edit and present your profile if needed. Advertisers who purchase a 1/2- or full-page ad get a corresponding same-size space FREE or purchase a full page ad and get the facing full page at no charge!

RIDE-ALONGS

Several times a year, *D.O.M.* offers your company an opportunity to insert promotional pieces (brochure, CD, flyer, etc.) shrink-wrapped with a *D.O.M.* issue that will be distributed at a trade show.

2026 shows are:

- HAI Heli-Expo
- NBAA Maintenance Conference
- NBAA BACE



STICKERS

Your message will stick around for a long time!

Sticker Stats:

Issue: October (NBAA-BACE)

How many: 21,000+ printed — 20,000+ in the magazine and 1,000 for your use.

Deadline: We will need your sticker artwork by Aug. 21, 2026.

(See page 7 for pricing.)



BONUS DIGITAL-ONLY ISSUES

D.O.M. magazine offer readers three bonus digital-only issues.

Our January digital issue features Professional Development. Our August digital issue features Safety and Environmental, and our November digital issue features facility issues.

All three issues will offer all of the editorial content *D.O.M.* readers have come to expect. Because we don't need to print and mail this edition, we are passing the savings on to you! (See page 7 for pricing.)

COMPANY SPOTLIGHT

Available as a two-page spread in the magazine, our Company Spotlight gives you the opportunity to tell your story to our readers. Company Spotlights are printed within the pages of the magazine. (See page 7 for pricing.)



D.O.M. MANAGEMENT INSIGHT NEWSLETTER (WEEKLY)

D.O.M. magazine's e-newsletter, Management Insight, reaches more than 9,500 opted-in subscribers four times each month. Readers receive links to the latest blogs, articles, news and upcoming events. (See page 7 for pricing.)



AD GUIDELINES

PDF

The PDF format is the preferred format for file submission. Careful attention must be paid to the proper creation of PDF files to ensure that they will reproduce correctly.

Please contact your sales representative for specifications on creating proper PDF files.

ACCEPTED NATIVE PAGE FILE FORMATS

Page Layout Application – InDesignCS, QuarkXPress, D.O.M. accepts current versions of InDesign and QuarkXPress files. Ads should be created to correct ad size dimensions. If you are unsure of the ad size, please contact us.

Vector Art Programs – Adobe IllustratorCS, Macromedia Freehand. D.O.M. accepts current versions of Adobe Illustrator files, and Macromedia Freehand

9. Files should be saved as an “Illustrator EPS” or as an “editable EPS” in Freehand. Supply all final vector EPS files that are used within the page layout application.

Photo Imaging Programs – Adobe Photoshop CS. D.O.M. accepts current versions of Adobe Photoshop files. We prefer four-color images be saved as composite TIFF files or, if a clipping path is being used, as an EPS file. Supply all images as either CMYK or grayscale high-res (300 dpi) images. Black-and-white line art should be in bitmap TIFF (1,200 dpi) format.

FONTS

Use Postscript Type 1 fonts and include both the appropriate screen and printer fonts that are used in the page file. Avoid using TrueType fonts. Do not apply style attributes to fonts from within page layout application. LaserWriter “City” fonts (i.e., NewYork, Geneva, Chicago, etc.) cannot

be used in production. There are no matching printer fonts. If any customized fonts are used in page files or fonts are used in vector EPS files, both the screen and printer fonts must be supplied.

PAGE FILE PRINT OUTS

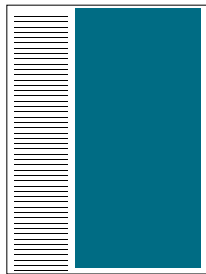
Supply final color or B&W laser printouts at actual size (100 percent) with no corrections noted. If the image area in the page file exceeds the size of a laser, the customer should maintain 100-percent output. Tiled proofs can be submitted. If a reduced-size laser is provided, it should be clearly noted.

If possible, it's beneficial to output final printouts with “registration marks.” This places crop marks on the edges of the file, and also prints the name of the file at the top of the page. Note any special instructions directly on your provided laser proofs. If fifth or spot colors (actual PMS color) are to be used, they should be indicated clearly.

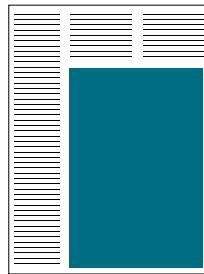
AD SIZES



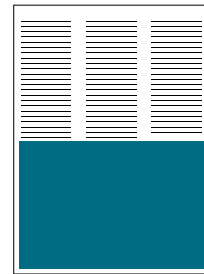
FULL PAGE
Live: 7" x 9.5"
Trim: 8" x 10.5"
Bleed: 8.25" x 10.75"



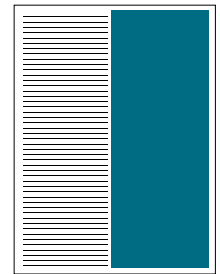
TWO-THIRDS PAGE STANDARD
4.5625" x 10"



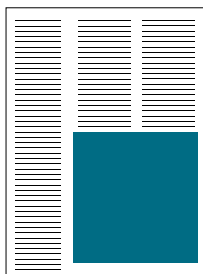
ONE-HALF PAGE STANDARD
4.5625" x 7.375"



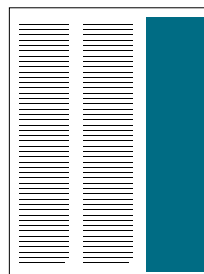
ONE-HALF PAGE HORIZONTAL
7" x 4.875"



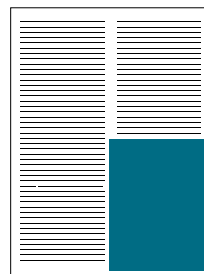
ONE-HALF PAGE VERTICAL
3.375" x 10"



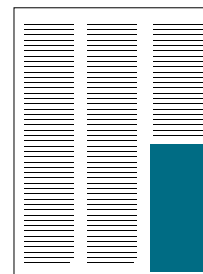
ONE-THIRD PAGE STANDARD
4.5625" x 4.875"



ONE-THIRD PAGE VERTICAL
2.1875" x 10"



ONE-QUARTER PAGE
3.375" x 4.875"



ONE-SIXTH PAGE
2.1875" x 4.5625"

D.O.M. 2026 RATES

FREQUENCY IS THE KEY TO A SUCCESSFUL ADVERTISING CAMPAIGN!

DISPLAY ADVERTISING (MONTHLY)

SIZE	1x (Print Issues)	6x (Print Issues)	9x (Print Issues)	January, August and November Digital Editions
Full Page	\$6,920	\$6,240	\$5,925	\$1,500
Two-Thirds Page	\$5,190	\$4,680	\$4,460	
One-Half Page	\$3,990	\$3,600	\$3,425	\$750
One-Third Page	\$2,720	\$2,460	\$2,335	
One-Quarter Page	\$2,145	\$1,935	\$1,840	
One-Sixth Page	\$1,135	\$1,020	\$978	

CLASSIFIED

SIZE	1x	6x	12x
Rate Per Column Inch	\$235	\$210	\$190

D.O.M. 2026 CALENDAR

One page \$2,995

WEB (DOMMAGAZINE.COM)

Standard Ad Units	Size Limit	Animation Length (s)	1x	6x	12x
728 x 90 IMU (Leaderboard, rotating)	40k	:15	\$630	\$442	\$378
300 x 250 IMU (Medium Rectangle)	40k	:15	\$504	\$378	\$315
468 x 60 IMU (Full Banner Run of Site)	40k	:15	\$315	\$189	\$125

All above rates are net. Rates include four color. Design services are available for a modest fee.

OTHER PROGRAM PRICING

Management Insight Newsletter	728 x 90 static ad	1x	\$400
	728 x 90 static ad	4x	\$1200
Flipbook Leading Ad	Where Available		\$1,000
Video Upgrade on Digital Edition			\$500
Stickers in September issue			\$3,900
Trade Show Polybag Insert		Varies per show	
Two-page company spotlight			\$7,000
FOUR-PAGE 8.5" x 10.5" insert with overruns (based on quantity)		starting at	\$10,400



EDITORIAL CALENDAR

January (Exclusive Digital Edition)

AD SPACE CLOSING: 12/04/25

Professional Development Issue. All of our regular *D.O.M.* columnists plus additional bonus coverage on Professional Development topics.

Full- and half-page ad spaces available. See page 7 for pricing information.

February

AD SPACE CLOSING: 01/09/26

Profile: Helicopter Operation Director of Maintenance

Bonus Distribution: VAI Verticon, March 9 - 12, Atlanta, GA

March

AD SPACE CLOSING: 01/29/26

Profile: Avionics Maintenance Manager

Bonus Distribution: Aircraft Electronics Association, March 23 - 26, Dallas, TX

April

AD SPACE CLOSING: 02/17/26

Profile: MRO Maintenance Manager

Bonus Distribution: MRO Americas, April 21 - 23, Orlando, FL

May

AD SPACE CLOSING: 03/19/26

International Issue

Will cover topics related to maintaining and managing aircraft in other countries.

Profile: International Repair Station Director of Maintenance

Bonus Distribution: NBAA Maintenance Conference, May 5 - 7, New Orleans, LA

June

AD SPACE CLOSING: 04/30/26

Corporate Profile Issue. Buy a 1/2- or full-page ad, get a corresponding same-size space FREE!

Profile: FBO Director of Maintenance

July

AD SPACE CLOSING: 05/28/26

Profile: General Aviation Director of Maintenance

Bonus Distribution: EAA Airventure, July 20 - 26, Oshkosh, WI

August (Exclusive Digital Edition)

AD SPACE CLOSING: 07/02/26

Safety and Environmental Issue. All of our regular *D.O.M.* columnists plus additional bonus coverage on Safety and Environmental topics.

September

AD SPACE CLOSING: 07/30/26

Profile: Quality Assurance Manager

October

AD SPACE CLOSING: 08/27/26

Profile: Business Aviation Director of Maintenance

Bonus Distribution: NBAA-BACE, October 20 - 22, Las Vegas, NV

Bonus Opportunity: Stickers

November (Exclusive Digital Edition)

AD SPACE CLOSING: 09/24/26

Facilities issue: Our annual roundup of topics related to work space in the hangar (lighting, flooring, fall protection, compressed air sources, hangar doors and heating/cooling are examples).

Full- and half-page ad spaces available. See page 7 for pricing information.

December

AD SPACE CLOSING: 10/29/26

Annual *Product and Service Solutions* issue. Look for an email solicitation for a FREE listing opportunity in June 2026.

Ensure you are notified of this listing opportunity by emailing your contact information to listupdate@DOMmagazine.com.

Bonus Opportunity: *D.O.M.* 2027 Calendar

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