

# AERO 2011 Editorial Calendar

Send dates are noted below; order and ad deadlines are in parentheses.

- Print: 4x frequency - 25,000 circulation<sup>1</sup>
- Digital: 14x frequency - 30,000 circulation<sup>1</sup>
- ★ Feature
- TU Technology Update

Mail/Send date shown in circle      Closing Dates\*      Value Added

			EDITORIAL FOCUS						TECHNOLOGY eNEWSLETTERS					INDUSTRY eNewsletters	Special Digital Opportunities	
			Propulsion	Avionics/ Electronics	Materials	Testing & Simulation	Manufacturing	Show Coverage	NEW! Aerospace Engineering	NEW! SAE Connected Vehicle	SAE Materials	SAE Testing & Simulation	SAE Vehicle Engineering	Aerospace		
									6X 23,000	4X 20,000	4X 23,500	4X 43,000	12X 225,000	12X 54,000		
Jan.	19 Digital	IO: Jan 7 Art: Jan 10		★	TU				Jan. 10 [Dec. 30]			Jan. 17 [Jan. 7]	Jan. 3 [Dec. 22]	Jan. 11 [Jan. 4]		
February	9 Digital	IO: Jan 28 Art: Jan 31	TU			★					Feb. 28 [Feb. 18]		Feb. 7 [Jan. 28]	Feb. 8 [Feb. 1]	SAE Vehicle Electrification Supplement Feb. 23 [IO: Feb. 11 • Art: Feb. 14]	
March	2 Print	IO: Feb 4 Art: Feb 9	Advertiser study	★	★	★	TU	TU					Mar. 7 [Feb. 25]	Mar. 7 [Feb. 25]	Mar. 8 [Mar. 1]	
	23 Digital	IO: Mar 11 Art: Mar 14			TU			★			Mar. 28 [Mar. 18]					
April	13 Digital	IO: Apr 1 Art: Apr 4		TU			★						Apr. 25 [Apr. 14]	Apr. 4 [Mar. 25]	Apr. 14 [Apr. 7]	
	27 Digital	IO: Apr 14 Art: Apr 15				★		TU								
May	18 Digital	IO: May 6 Art: May 9		★			TU		May 16 [May 6]		May 23 [May 13]		May 2 [Apr. 21]	May 10 [May 3]	SAE Vehicle Electrification Supplement May 25 [IO: May 13 • Art: May 16]	
June	8 Print	IO: May 13 Art: May 18	Profile issue	★	★	★	TU	TU					Jun. 6 [May 26]	Jun. 7 [May 31]		
	29 Digital	IO: Jun 17 Art: Jun 20		TU				★		Jun. 27 [Jun. 17]						
July	13 Digital	IO: Jun 29 Art: Jun 30					★						Jul. 6 [Jun. 24]	Jul. 12 [Jul. 6]		
	27 Digital	IO: Jul 15 Art: Jul 18		TU		★			Jul. 18 [Jul. 8]			Jul. 25 [Jul. 15]				
August	17 Digital	IO: Aug 5 Art: Aug 8		★			TU				Aug. 22 [Aug. 12]		Aug. 1 [Jul. 22]	Aug. 9 [Aug. 2]	SAE Vehicle Electrification Supplement Aug. 24 [IO: Aug. 12 • Art: Aug. 15]	
September	7 Print	IO: Aug 12 Art: Aug 17	AeroTech Event Guide package and bonus distribution	★	★	★	TU	TU					Sept. 6 [Aug. 26]	Sept. 13 [Sept. 6]	AeroTech Preview Sept. 27 [Sept. 20]	
	28 Digital	IO: Sep 16 Art: Sep 19			TU			★	Sept. 19 [Sept. 9]	Sept. 26 [Sept. 16]						
October	12 Digital	IO: Sep 30 Art: Oct 3		★	★	TU	★	TU					Oct. 3 [Sept. 23]	Oct. 11 [Oct. 4]		
	26 Digital	IO: Oct 14 Art: Oct 17		★	TU							Oct. 24 [Oct. 14]				
November	16 Digital	IO: Nov 4 Art: Nov 7			★		TU		Nov. 14 [Nov. 4]		Nov. 28 [Nov. 17]		Nov. 7 [Oct. 28]	Nov. 8 [Nov. 1]	AeroTech Review Nov. 10 [Nov. 3] SAE Vehicle Electrification Supplement Nov. 30 [IO: Nov. 16 • Art: Nov. 17]	
December	14 Print	IO: Nov 16 Art: Nov 21	Brand Awareness Study	★	★	★	TU	TU		Dec. 19 [Dec. 9]			Dec. 5 [Nov. 23]	Dec. 13 [Dec. 6]		

\*Artwork for digital ads with enhancements must be submitted 5 business days prior to the regular art deadline.

<sup>1</sup>Publisher's own data