

SAE 2012 Aerospace Media Calendar

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

- Print: 4x frequency - 25,000 circulation¹
- Digital: 8x frequency - 30,000 circulation¹
- ★ Feature
- TU Technology Update
- ☆ Editorial Webcast Feature

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

Month	Frequency	IO: Art	Value Added	AERO PRINT & DIGITAL MAGAZINE EDITORIAL FOCUS						TECHNOLOGY-FOCUSED DIGITAL MAGAZINES			TECHNOLOGY eNEWSLETTERS						INDUSTRY eNewsletters	Special Digital Opportunities		
				Propulsion	Avionics/ Electronics	Materials	Testing & Simulation	Manufacturing	Show Coverage	SAE Vehicle Electrification	NEW! SAE Powertrain & Energy	NEW! SAE Electronics + Connectivity	Aerospace Engineering	SAE Connected Vehicle	NEW! SAE Efficiency & Emissions	SAE Test & Measurement	SAE Vehicle Engineering	NEW! SAE Asia			Aerospace	
										6X 150,000	4X 10,000	4X 10,000	6X 25,000	4X 22,000	4X 25,000	4X 45,500	12X 225,000	6X 10,000	12X 60,000			
Jan	18 Digital	IO: Jan 6 Art: Jan 9	eResponse		★	TU	TU					January 25 [IO: Jan 13] [Art: Jan 16]			January 16 [January 6]		January 23 [January 13]	January 9 [December 22]		January 10 [January 3]		
Feb	15 Print	IO: Jan 20 Art: Jan 25	eResponse	TU	★	★	★	TU	• Heli-Expo			February 21 [IO: Feb 9] [Art: Feb 10]				February 27 [February 17]		February 6 [January 27]	February 20 [February 10]	February 7 [January 31]	Test & Measurement eShowcase Feb 9 [Jan 20]	
March	14 Digital	IO: Mar 2 Art: Mar 5	Ad study eResponse	★	TU			TU	• Aircraft Interiors Expo			March 1 [IO: Feb 20] [Art: Feb 21]		March 26 [March 16]	March 26 [March 16]			March 5 [February 24]		March 13 [March 6]	Electronics eShowcase Mar 8 [Feb 23] Materials eShowcase Mar 15 [Mar 1]	
April	11 Digital	IO: Mar 29 Art: Mar 30	eResponse	TU	TU		★				April 18 [IO: Apr 5] [Art: Apr 9]	April 27 [IO: Apr 17] [Art: Apr 18]					April 30 [April 20]	April 2 [March 23]	April 16 [April 4]	April 10 [April 3]	Batteries & Alt Power eShowcase September 6 [August 23]	
May	16 Print	IO: Apr 20 Art: Apr 25	eResponse	★	☆ June Webcast	TU	TU	★	• EBACE			May 30 [IO: May 17] [Art: May 18]		May 21 [May 11]		May 21 [May 11]		May 7 [April 27]		May 8 [May 1]	Test & Measurement eShowcase May 10 [Apr 26]	
June	13 Digital	IO: Jun 1 Art: Jun 4	eResponse			★	TU	TU			June 26 [IO: June 14] [Art: June 16]				June 25 [June 15]		June 4 [May 25]	June 18 [June 8]	June 12 [June 5]	Electronics eShowcase June 7 [May 24] Materials eShowcase June 14 [May 31]		
July	18 Digital	IO: July 6 Art: July 9	eResponse	TU		TU	★		• Farnborough			July 25 [IO: July 13] [Art: July 16]		July 30 [July 20]			July 23 [July 13]	July 2 [June 22]		July 17 [July 10]	Batteries & Alt Power eShowcase July 12 [June 28]	
Aug	15 Print	IO: July 20 Art: July 25	Profile issue eResponse	TU	★	★	TU	★			August 21 [IO: Aug 9] [Art: Aug 10]					August 27 [August 17]		August 6 [July 27]	August 20 [August 10]	August 7 [July 31]	Test & Measurement eShowcase Aug 2 [July 19]	
Sept	12 Digital	IO: Aug 30 Art: Aug 31	eResponse		TU	TU		★	• Berlin Air Show			September 26 [IO: Sept 14] [Art: Sept 17]	September 5 [IO: Aug 23] [Art: Aug 24]	September 24 [September 14]	September 24 [September 14]			September 10 [August 31]		September 11 [August 31]	Electronics eShowcase Sept 6 [Aug 23] Batteries & Alt Power eShowcase Sept 12 [Aug 29]	
Oct	24 Digital	IO: Oct 5 Art: Oct 8	eResponse	★	TU		TU		• NBAA • AUSA		October 25 [IO: Oct 15] [Art: Oct 16]						October 22 [October 12]	October 1 [September 21]	October 15 [October 5]	October 9 [October 2]	Materials eShowcase October 4 [September 20]	
Nov	14 Print	IO: Oct 19 Art: Oct 24	eResponse	★	★	TU	★	TU				November 28 [IO: Nov 14] [Art: Nov 15]		November 26 [November 14]				November 5 [October 26]	November 19 [November 9]	November 13 [November 6]		
Dec	12 Digital	IO: Nov 30 Art: Dec 3	eResponse		TU	★	TU				December 18 [IO: Dec 6] [Art: Dec 7]				December 17 [December 7]	December 10 [November 30]		December 3 [November 13]		December 11 [December 4]		

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

¹Publisher's own data