

2011

**AVIONICS
NEWS**

Editorial Calendar

January

- ▶ FAA-Approved: *Avionics News* Annual Technical Training Exam
 - ▶ What the Results of the AEA Annual Rate & Labor Survey Forecast
 - ▶ Weathering the Storm: Rebuilding After a Disaster

February

- ▶ Alternative Revenue: More Shops Seeking Rotorcraft Work
 - ▶ Helicopters: Avionics Upgrades & New Products
 - ▶ Trade Show & Air Show Marketing: Business Model for Success

March

- ▶ Coming Out of a Recession: What I've Learned from a Tough Market
 - ▶ Guide to Winning Government Contracts
 - ▶ Wi-Fi: Getting Your Customers Connected

April

- ▶ Keeping Stacks Up-to-Date on the Customer's Budget
 - ▶ Guide to Securing Military Contracts
 - ▶ Top 10 Avionics Troubleshooting Tips

May

- ▶ Canada Case Study: SMS & Its Impact on Small AMOs
 - ▶ ADS-B Installations: Counseling Your Customers
 - ▶ Worldwide Opportunities: Cockpits in Emerging Countries

June

- ▶ AEA International Convention & Trade Show Recap
 - ▶ New Product Introductions in 2011
 - ▶ Online Relations: Pushing Information to Your Customers

July

- ▶ Untapped Market: Light-Sport Aircraft & Their Avionics
 - ▶ Grand-Champion Panels: Putting the Stack Together in Prized Planes
 - ▶ Aerobatic Avionics: OEM Products & Shop Installations

August

- ▶ AEA Educational Foundation Scholarship Winners
 - ▶ Better Business through Continuing Education
 - ▶ Reaching Out to the Avionics Technicians of Tomorrow

September

- ▶ How Will a Pilot Shortage Impact Avionics Shops?
 - ▶ LET Success Stories: 406 MHz Debate Continues
 - ▶ Training Time: Helping Pilots Keep Up with New Technology

October

- ▶ Business Jets: They're Used for That, Too?
 - ▶ Seeing Clearly: Affordable Synthetic Vision
 - ▶ How Effective are General Aviation Perception Campaigns?

November

- ▶ EVS: Having It Can Earn an Owner Discounts
 - ▶ Moving Day: Taking Your Shop to a New Market
 - ▶ Upgrades for Electronic Engine Display Upgrades

December

- ▶ What Were the Hottest-Selling Products in 2011?
 - ▶ Light-Sport: Working on Amateur-Built Aircraft
 - ▶ EFB Solutions: Offering Options to your Customers

* To be considered for inclusion in an article, contact Avionics News three months prior to publication.

* All articles are subject to change without notice. For more information, contact Trisha Drape, editor of Avionics News, at trishad@aea.net or 816-347-8400.

➤ 2011 Bonus Distribution & Special Features:

JANUARY

Avionics News Annual FAA-Approved Training Exam

FEBRUARY

BONUS DISTRIBUTION: Women in Aviation International International WAI Conference

February 24-26
Reno, Nevada

BONUS DISTRIBUTION: Helicopter Association International HAI Heli-Expo 2011

March 5-8
Orlando, Florida

MARCH

BONUS DISTRIBUTION: Aircraft Electronics Association 54th Annual AEA International Convention & Trade Show

March 22-25
Reno, Nevada

MAY

Avionics News Annual International Issue

JUNE

Avionics News AEA Convention Recap Issue

JULY

BONUS DISTRIBUTION: Experimental Aircraft Association EAA AirVenture

July 25-31
Oshkosh, Wisconsin

AUGUST

Avionics News Annual Education Issue

SEPTEMBER

BONUS DISTRIBUTION: AEA Regional Meetings*

BONUS DISTRIBUTION: Aircraft Owners and Pilots Association AOPA Aviation Summit

September 22-24
Hartford, Connecticut

OCTOBER

BONUS DISTRIBUTION: National Business Aviation Association NBAA Annual Meeting & Convention

October 10-12
Las Vegas, Nevada

DECEMBER

Avionics News Year in Review

* AEA REGIONAL MEETINGS

Avionics News has bonus distribution at all six AEA Regional Meetings from May 2011 to November 2011, in the United States, Canada, Europe and the South Pacific.

AVIONICS NEWS

2011 Closing Dates:

	Space Reservations	Ad Materials Deadline
January	Nov. 10	Nov. 17
February	Dec. 6	Dec. 13
March	Jan. 12	Jan. 19
April	Feb. 9	Feb. 16
May	March 7	March 14
June	April 13	April 20
July	May 11	May 18
August	June 8	June 15
September	July 13	July 20
October	Aug. 8	Aug. 15
November	Sept. 14	Sept. 21
December	Oct. 12	Oct. 19



AIRCRAFT ELECTRONICS
ASSOCIATION

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