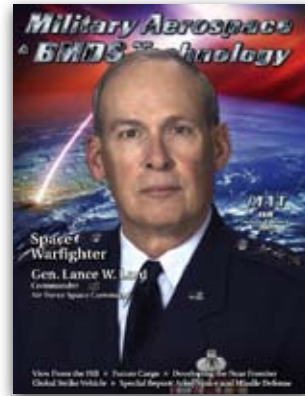
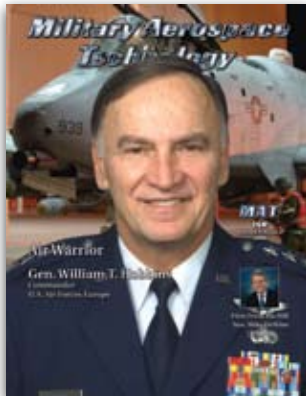


Military Aerospace Technology



2007 MEDIA KIT

www.kerriganmedia.com

KERRIGAN MEDIA INTERNATIONAL, INC., 1300 Piccard Drive, Suite 200, Rockville, MD 20850
 Military Advanced Education ★ Military Aerospace Technology ★ Military Geospatial Technology
 Military Information Technology ★ Military Medical Technology ★ Military Training Technology ★ Special Operations Technology
 TEL: (301) 926-5090 / (888) 299-8292 ★ FAX: (301) 926-5091 ★ kmi@kerriganmedia.com ★ www.kerriganmedia.com





Mission Statement

KMI, Inc. is a dynamic publishing company driven to excellence by an experienced management team dedicated to delivering the highest quality in defense-related publications and Web sites. Focusing on Department of Defense (DoD) decision-makers tasked with planning and acquisition decisions, KMI provides the keys to their visions, goals, needs and challenges.

Editorial Focus

The DoD VIP Decision Maker - KMI, Inc. publications are the only magazines dedicated exclusively to all facets of their specific target audiences and subjects. Articles are written in an informative, colorful and lively style for members of the U.S. Congress, top Defense and Pentagon leaders, military program managers, U.S. defense laboratories, industry executives, embassy military attaches and an appropriate non-U.S. military audience. The editorial material in our publications is perfectly matched with our well-defined, individual decision-making VIP audience.

We have been known for the past several years for producing top communication vehicles that focus on the direction and doctrine of transformation within the armed forces as it relates to the individual subject matter. No other magazines bring these select readers the ideas and visions of the top pentagon and government leadership like Military Aerospace Technology, Military Geospatial Technology, Military Information Technology, Military Medical Technology, Military Training Technology, Special Operations Technology, Defense Consulting and Outsourcing, and our newest title, Military Advanced Education. Leaders trust our publications, knowing we supply the best communication tools they have to deliver their messages, as shown by our past and projected interviewees. Our number one priority is total commitment to our decision-making readership and our advertisers.

Defense Consulting and Outsourcing

www.dco-kmi.com

Examines consultancies' roles and contributions in defense marketplace decisions and investigates the way they shape major programs through assistance to government and industry. *DCO* explores the effects of consultants' actions on outsourcing and the business practices and performance of major defense contractors. *DCO* is the "inside the beltway" bible for defense acquisition facilitators.

Military Advanced Education

www.mae-kmi.com

Our newest publication is geared toward individuals who hope to take advantage of military education benefits for a future in industry, as well as those who aspire to flag officer status. Covering issues and trends in higher education, innovative programs, distance learning and schools of special interest to the military, *MAE* is a quarterly publication that responds to the need for information about desired and available education opportunities.

Military Aerospace Technology

www.mat-kmi.com

Provides worldwide coverage of missiles, aerospace transformation, airframes, spacecraft, UAVs, black boxes, airborne lasers, radars, ISR, national missile defense, NASA and Congressional initiatives. From research and development to procurement and operational support, *MAT* covers it all!

Military Geospatial Technology

www.mgt-kmi.com

Focuses on geospatial information systems and databases, image collection, terrain generation, intelligence distribution, remote sensors and platforms, homeland security, and more. *MGT* is the only magazine specifically dedicated to covering every aspect of military geospatial intelligence!

Military Information Technology

www.mit-kmi.com

Features information security and intelligence, enterprise technology, networking, telecommunications, systems integration, data warehousing, tactical communications including rugged computers, UAVs, videoconferencing, outsourcing and more. This has been the sole military publication for the Annual DISA Buyer's Guide since 2002.

Military Logistics Forum

www.mlf-kmi.com

Will focus on the existing and future technology and systems integrated into the worldwide network location of specific equipment and miscellaneous DoD property. New technologies like RFID will drive changes in the way things are done, from tracking to inventory. *MLF* will cover the people who make the decisions in DHL, AMC, AFMC, NavSea and others, delivering their messages and visions to Congress, the Executive Branch, Office of the Secretary of Defense, the Combatant Commands, the Depots and all other areas of the military and DoD involved in logistics. No publication will have our sharp editorial focus and depth of distribution to the decision makers and an army of involved logisticians.

Military Medical Technology

www.mmt-kmi.com

Coverage includes telemedicine, systems integration, surgical simulation, development of medical devices, military applications in pharmaceuticals, smart card technology, battlefield response and casualty simulation, battlefield evacuation systems, digital imaging and displays. NBC programs and technologies are also heavily featured. *MMT* has the audience you need!

Military Training Technology

www.mt2-kmi.com

Focuses on simulation training systems, modeling and simulation, interactive distance learning, wireless nets, training platforms, courseware, outsourcing, training pyrotechnics, training ranges and much more. *MT2* is a recognized leader in covering every aspect of training and simulation with staff who know the field.

Special Operations Technology

www.sotech-kmi.com

The only magazine dedicated to the world of special operations. This is a subject area that few can cover and no one else has the access to decision makers that *SOTECH* has. Covering all aspects of operations, equipment, leadership, technology, and innovation, *SOTECH* is your information advantage.



Military Aerospace Technology

Aircraft and Airframes • Rockets • Air-to-Air Missiles • Air-to-Ground Missiles • Precision-Guided Munitions • Aerodynamics
UAVs • ICAVs • Micro Technology • Engines and Power Plants • Sensors and Optics • Reconnaissance • Satellites • Helicopters
Fire Controls • Targets and Drones • Flight Recorders • Naval Aviation • Intelligence Gathering • National Missile Defense
Airborne Lasers • Space-based Lasers • Aging Aircraft Solutions • Radars • Strategic Forces • Air Traffic Control Logistics
Aerial Countermeasures • Airborne Control • Maintenance • Propulsion Initiatives • Electronic Warfare • ICBMs • Aviation
Transformation • Close Air Support • Foreign Aviation Intelligence • War on Terror • Congressional Commentary
Avionics Components • Human Factor Elements • Defense Budgets • Information Management • Gunship Platforms
AF Vision 2020 • Navigational Sensors • Communication Systems • Rangeless Training Technology (such as AACMI)
Air-to-Air Combat • Emerging Technology Initiatives (such as JSF) • Nuclear Projection • Battlespace Management
SAR/CSAR • Lessons Learned • C4ISR • Network Centric Warfare • Aerospace Expeditionary Force (AEF) Tactical Air Transport

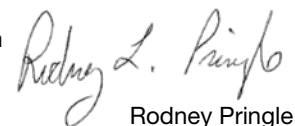
Editor's Commitment

Military aviation and missile defense are topics covered by a wide range of publications, but only *Military Aerospace Technology* offers the reach into Congress and the military aerospace commands, RDT&E and procurement structure. Our years of experience have shown us who the decision makers are, who has funding and who is developing new concepts.

As with all of our magazines, *MAT* is committed to covering many aviation and space-related trade shows. This allows a bonus distribution of the magazines, along with keeping us current on information and programs that are out there maturing every day. Many publications are apparently reducing their commitment to the defense industry by reducing their participation, but Kerrigan Media will be there.

Our planned lineup of cover officers for 2007 includes: General Kevin P. Chilton, commander, Air Force Space Command; Lieutenant General Henry A. Obering, director, Missile Defense Agency; Major General William L. Shelton, commander, 14th Air Force, Air Force Space Command; General Norton A. Schwartz, commander, U.S. Transportation Command; Major General Kevin T. Campbell, commander, Army Space & Missile Defense Command/Army Forces Strategic Command; General T. Michael Moseley, chief of staff, U.S. Air Force; General Duncan J. McNabb, commander, Air Mobility Command; Major General James H. Pillsbury, commander, U.S. Army Aviation & Missile Command. In addition, a series of special reports will cover such topics as rapid strike and missile defense; air logistics; C4ISR; global strike; and modernization.

Besides being able to bring our readers in-depth analysis of some of the important aviation commands within the military, we have a solid lineup of material that will cover operations from the ground up, inside the cockpit and out, from communications to munitions. Each issue is a balanced review of the cutting edge of military technology in air and space.



Rodney Pringle
rodneyp@kerriganmedia.com

Unique Circulation

KMI has developed dynamic, accurate and targeted mailing lists from the ground up that position our publications ahead of all broad military publications. Our experienced staff knows what it takes to stay on top of the ever-changing movement of military and government personnel. Our personal leadership focus assures readership by the decision makers who count!

How Our Mailing Lists Are Created

Because of our unique position with the military's top leadership, we are able to add names and contact information from throughout the organizational makeup of most military agencies and programs. This depth of contact gives our advertisers the best access to those intimately involved with budgets and spending authority. No one else delivers to targeted communities like KMI publications!

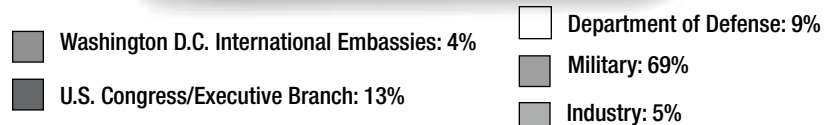
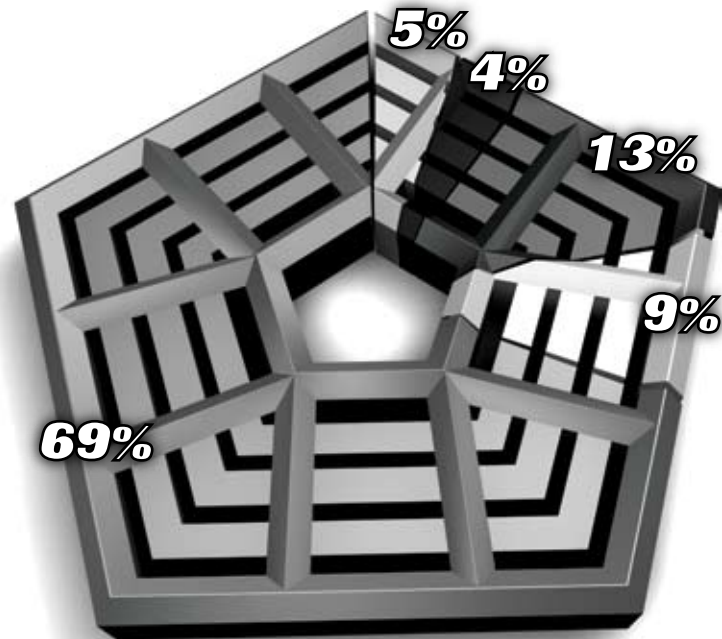
Conference Attendees' List

KMI publications are not developed within the confines of an office. For each publication, our staff talks with the specific leadership, knows what they are doing, what they have, and what they need. Much of this information comes from our extensive participation at trade shows, conferences and briefings around the country. From these events we are able to add the names of key individuals in the forefront of driving policy and acquisition. Our audience has the contacts you need to reach this lucrative market.

Purchased Lists

We are not satisfied with a list purchased from somebody else, so we created the best circulation database anywhere. And, our Circulation Department is constantly updating and modifying this information to make sure it is always the best. You cannot buy the kind of accuracy our list offers. Others buy mailing lists, but this is shooting in the dark because of the excessive military turnover rate. No one offers a more focused and specific audience circulation list than Kerrigan Media International, Inc!

Circulation



Distribution

Aeronautical Systems Center • Air Armament Center • Air Combat Center
• Air Education and Training Command • Air Force Logistics Management Agency • Air Force Materiel Command • Air Force Research Lab • Air Force Reserve Command • Air Force Space Command • Air Force Special Operations Command • Air Logistics Center • Air Mobility Command • Air National Guard • Air University • Army National Guard • Army Research Lab
• Chief of Naval Operations • Defense Advanced Research Project Agency
• Defense Contract Audit Agency • Department of Defense • Electronics Systems Center • Joint Chiefs of Staff • Joint Forces Command • Marine Corps Systems Command • Missile Defense Agency • Naval Air Systems Command • Naval Network and Space Operations Command • Program Executive Offices • U.S. Air Force Academy • U.S. Army Space and Missile Defense Command • U.S. Army Special Operations Command • U.S. Central Command • U.S. Coast Guard • U.S. European Command • U.S. Fleet Forces Command • U.S. Military Academy • U.S. Naval Academy • U.S. Northern Command • U.S. Pacific Command • U.S. Southern Command

Display Advertising Rates

Print Advertising

All ad materials should be submitted in digital format, designed according to the instructions outlined on the Advertising Specs page. For questions regarding materials, contact the Art Department. For questions regarding rates, contact your sales representative. **BPA Audited 2007-2008

		Once
Premium Positions Full-Page	Back Cover (Cover 4) or Q&A	\$8,600
	Inside Front (Cover 2)	\$8,373
	Inside Back (Cover 3)	\$8,258
	Inside Other (3, 5, 7)	\$8,144
Two-Page Spread*	Black & White	\$11,523
	4-Color Process	\$15,285
Full Page	Black & White	\$7,800
	4-Color Process	\$5,878
1/2 Page	Black & White	\$3,599
	4-Color Process	\$5,399
	4-Color in Q&A	\$5,972
1/3 Page	Black & White	\$2,879
	4-Color Process	\$3,839
1/4 Page	Black & White	\$2,279
	4-Color Process	\$3,360
1/6 Page	Black & White	\$1,500
	4-Color Process	\$2,418

*For a true-center spread, add \$1,000 to the final rate.

Frequency discount reflects rate per insertion • For placement in a special feature, add \$300
Directory ad sizes and rates are available; please contact your sales representative for more information

Online Advertising

Home Page	Home Page Sidebar	Q&A	Features/Articles	Article Sidebar
\$1,000 per issue 6 slots per issue Random rotation 6-week run Archived	\$500 per issue 15 slots per issue Random rotation 6-week run Archived	\$750 per issue 6 slots per issue Random rotation 6-week run Archived	\$500 per issue 6 slots per issue Random rotation 6-week run Archived	\$200 per issue 15 slots per issue Random rotation 6-week run Archived

For other website locations or e-announcement rates, please call your account executive or (301) 926-5090.



Print Advertising

QUICK SUMMARY

Email the Acrobat PDF/X1a ad file directly to ads@kerriganmedia.com

See details for FTP and mailing information.

SIZING

1. Bleed

- Full Page: 1/4 inch beyond trim
- Partial Page: no bleed required

2. Live Area: 1/4 inch inside trim

TRIM SIZES	
2-Page Spread	16.75 x 10.875*
Full Page	8.375 x 10.875*
1/2 page horizontal	7.375 x 5.25
1/2 page vertical	3.375 x 9.875
1/3 page horizontal	7.375 x 3.375
1/3 page vertical	2.125 x 9.875
1/4 page vertical	3.6 x 5.25
1/6 page vertical	2.325 x 5.25

* Please remember to include bleed!

DETAILS

1. Who can I contact?

Art Department: ads@kerriganmedia.com
Phone: (301) 926-5090 / (888) 299-8292

2. What type of file should I send?

- PDF/X1a or PDF with similar properties
- Images embedded and high-resolution (300 dpi)
- CMYK, **not** RGB (do not embed ICC profiles)
- Fonts embedded or outlined (no artificial type styles)

3. Can I upload to your FTP site?

Please notify us by email when you upload!

(send notification to ads@kerriganmedia.com)

- Go to www.smith-litho.com
 - Click on "Media File Transfer"
- (lower-right side of page, under "Quick Links")
- Log in as user "kmi" with password "kmi@1234"

4. What is your mailing address?

Kerrigan Media, [Magazine/Month/Volume/Issue]
1300 Piccard Drive, Suite 200
Rockville, MD 20850

PRINTING

Printing Process: Offset Web, direct-to-plate

Binding Method: Saddle-stitch

Color: 4-color process

Color Density: 300 maximum

Line Screen: 175

Online Advertising

LOCATION AND SIZING

1. Home Page, Q&A and Features/Articles:

- 300 x 300 pixels
- 400 Kb maximum file size
- Flash, animated GIF, animated JPG or other file

2. Sidebar on home page or on an article:

- 100 x 100 pixels
- 200 Kb maximum file size
- Flash, GIF or JPG

3. E-announcement Sponsor

- 300 x 300 pixels
- Animated JPG or animated GIF (no Flash)
- 400 Kb maximum file size

DETAILS

Send advertisements to

webmaster@kerriganmedia.com

with the following information:

- Client name
- Banner type (Flash, GIF or JPG) or banner code
- Banner link (URL)
- Publication name and volume/issue number
- Sales contact name

We are committed to providing:

- ***Service with quality and integrity, while building strong relationships***
- ***Editorial content that accurately reflects current industry interest***
- ***Targeted distribution that will assist in achieving your advertising goals***
- ***Cutting-edge graphic art reflecting the subject and focus***
- ***Appropriate rates and frequency opportunities for your advertising budget***
- ***Bonus distribution at selected conferences and trade shows specific to the publication audience and industry***

Thank you to all our advertisers for selecting KERRIGAN MEDIA publications to promote YOUR message to our targeted audiences.