

From concept...to design & development...through maintenance.

AEROSPACE ENGINEERING delivers the engineering & technical information that gets industry's vehicles off the ground, and keeps them in the air.

AEROSPACE ENGINEERING's editorial covers the total life cycle of both aircraft and space vehicles. It does this by providing the critical engineering and technical information those charged with designing, developing, producing, and maintaining industry's vehicles and its systems need to accomplish their work.

This unique focus makes it a most productive ad environment for suppliers wishing to reach the individuals responsible for vehicle content and purchase decisions. As engineers look to the magazine for thorough coverage of industry's latest design, product, process, and technology advances to aid in daily development challenges, advertised messages have a greater chance of getting noticed and being specified into future vehicles.

Providing industry's most *complete* aerospace engineering editorial package

Unlike publications that are heavily weighted toward the technologies of one particular aerospace market segment, or others that concentrate efforts on the business aspects of the industry, AEROSPACE ENGINEERING, as its name implies, focuses exclusively on the engineering and technologies involved with bringing industry's various vehicles to market.

The magazine addresses all vehicle segments:

- Commercial Aircraft
- Military Aircraft
- Spacecraft
- Business Aircraft
- Private Aircraft
- Helicopter

And the total life cycle of these vehicles:

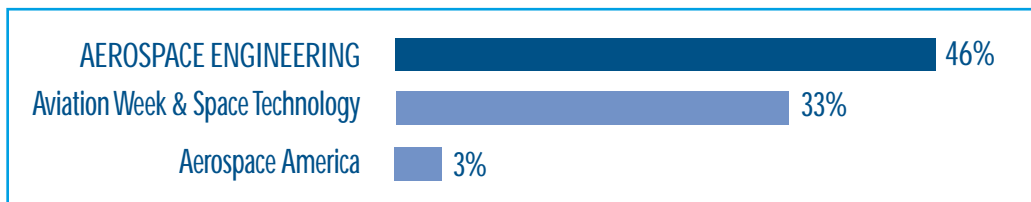
- Product Concept
- Design
- Development
- Manufacturing
- Operations
- Maintenance

2000 Feature Editorial Analysis (Pages Carried)

Vehicle Configuration Concepts.....59	CAD/CAM/CAE/CIM14	Maintenance.....13
Propulsion Systems.....16	Testing & Design Validation39	Space.....25
Materials.....10	Engineering Management.....19	
Avionics/Electronics19	Manufacturing.....18	

Source: Publishers compilation.

Viewed as the "most useful publication" for technical information



Source: Campos Market Research, June 2001, anonymously sponsored survey conducted across AEROSPACE ENGINEERING's circulation.

Offering a solid technical editorial menu

In-depth feature articles address state-of-the-art design, product, and process advances and provide the "how to" and "what with" to meet engineering objectives. Quick-read departments keep product developers current on technologies breaking around the world.

Recent Articles

Low-altitude wind shear
Maintaining the space station
Modeling aircraft hydraulic systems

The Atlas V launch vehicle
3-D flight path display
Reducing brake squeal

Understanding the shape-variable fowler flap
Thin-film coatings technology
E-commerce taking off

International Space Station beginning to shape up
Flight Management System vertical profile
Propulsion flight testing

Noise & vibration control
Advancing icing detection
Lean principles & technology for more efficient manufacturing

New methods for aircraft engine testing
Implementing CAD systems
Bringing efficiency to flight testing

Nose gear shimmy damping
Architectures & technologies for a "more electric" aircraft

Regular Departments

Product Showcase
Rated by readers as the "most useful" department in the magazine, it spotlights the market's latest product introductions.

Tech Update
Provides brief summaries of technical solutions for current industry challenges in such areas as materials and manufacturing; the second most highly rated department.

SAE Aerospace Update
Reports activities of SAE technical committees involved in developing industry.

Space Technology
Highlights current and future technologies being developed by the international space industry in a concise format.

Tech Update
Provides brief summaries of technical solutions for current industry challenges in such areas as materials and manufacturing.

Computers in Engineering
Reviews the latest computer software and hardware products as well as their applications in aerospace engineering.

Technology. Also available at Internet speed.

For the quickest access to the latest aerospace technology developments, industry can also log on to AEROSPACE ENGINEERING ONLINE. It features the magazine's most popular departments and is part of the SAE website (www.sae.org), the gateway to mobility vehicle engineering and technical information. This extensive site – with more than 25,000 pages of content – draws engineering professionals from around the world. Audited traffic reports speak to the site's usefulness and popularity: on average, over 233,171 visits are logged and 1.3 million pages are served each month. (January-May 2001, BPA)

www.sae.org —
The most regularly visited aerospace site and the most useful

	Most often visited	Most useful
www.sae.org	44%	44%
www.awstonline.com	39%	36%
www.nasatech.com	29%	24%
www.aiaa.org/aerspace	19%	16%

Source: Campos Market Research, June 2001, anonymously sponsored survey conducted across AEROSPACE ENGINEERING's circulation.

Published by an industry standard, SAE

SAE is the premier engineering society for the advancement of vehicle technology and the world's leading source of aerospace technical information. The Society, to which such historical figures as Orville Wright, Elmer Sperry, and Charles Lindbergh were members, has served the industry as a reservoir of knowledge and new thinking since 1917 when it published the first international aerospace engineering standard for the interchangeable aeronautical spark plug. Today, SAE is the largest developer of aerospace standards used by manufacturers, suppliers, government, and airlines to reduce costs, improve design, and increase engineering efficiencies.

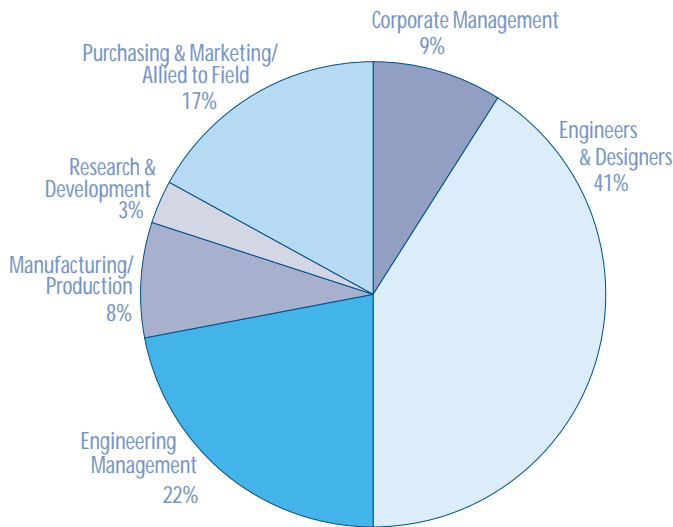
Through SAE, engineers come together to develop standards, share information, and exchange ideas to develop improved vehicles. AEROSPACE ENGINEERING is one of the major avenues for this exchange. Through interaction with members in more than 90 countries, editors have unique access to the latest developments and are often first to learn of emerging technologies and the first to present them.

With the integrity, credibility, and authority of SAE behind AEROSPACE ENGINEERING, readers and advertisers benefit.

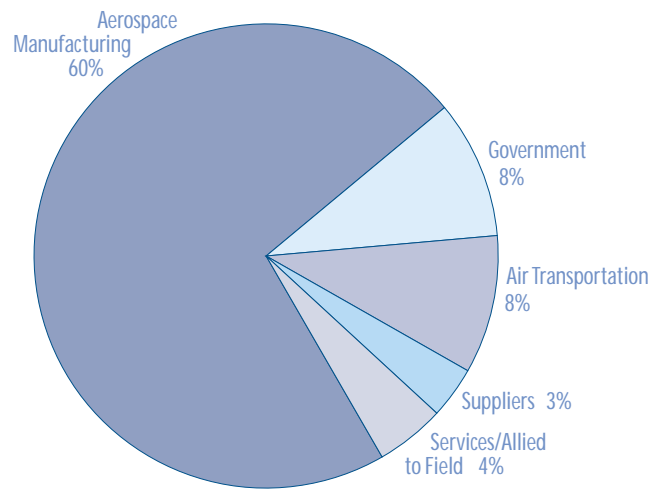
The market's most technically oriented publication takes ad messages to industry's technology customers, the engineers.

Involved in every phase of aerospace product development, engineers hold the primary role in influencing and determining vehicle content. It is the engineer those who market to this industry must reach with their ad messages. Engaged in work that is complex and technical in nature, aerospace vehicle and systems developers require engineering and product information to turn their ideas into reality. AEROSPACE ENGINEERING concentrates its editorial efforts on serving their technical information needs – and focuses your marketing efforts on the titles most responsible for specifying vehicle content in the hi-tech industry.

Audience by Title



Audience by Business



Total Circulation: 26,602

Reach based on 3.1 pass-along ratio:

26,602 Subscribers
+ 55,864 Pass-Along Readers
82,466 Total Readers

Total Engineering Circulation: **74%**

Source BPA, June 2001 and Harvey Ad-Q Research, May 2001.

AEROSPACE ENGINEERING's targeted engineering circulation is the most cost-effective way to reach decision-makers

Why pay for titles that can't influence purchase decisions? Stop wasting ad dollars and focus your efforts – and ad dollars – on only those at the heart of product development, and in a publication that can document its strong engineering reach.

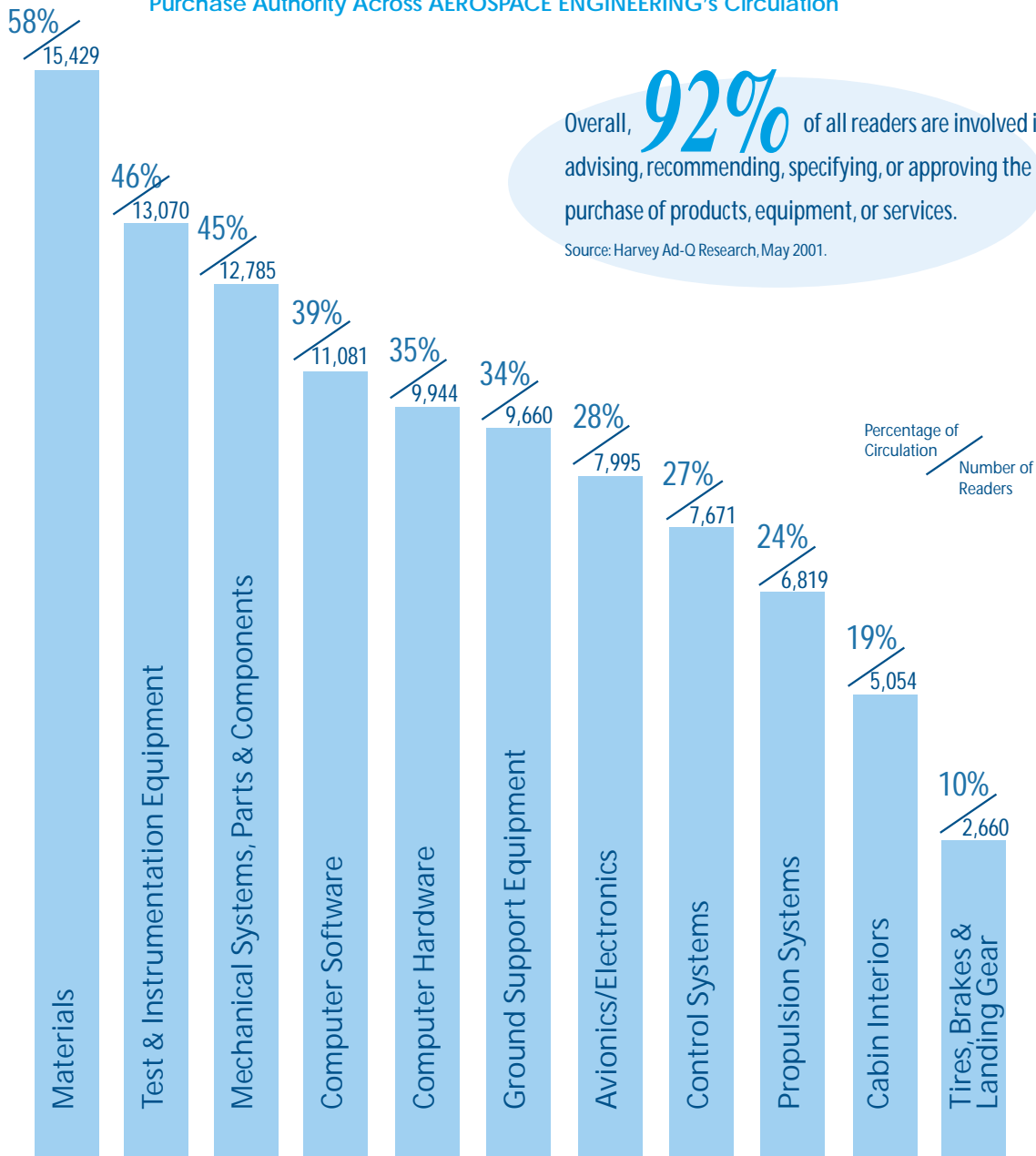
Cost per Thousand (CPM) Engineering Contact Comparison

	Full Pg. B/W Ad Rate	Engineering Circulation	CPM
AEROSPACE ENGINEERING	\$ 5,450	21,590	\$252
Aviation Week & Space Technology	\$13,815	21,496	\$ 643
Aerospace America	\$ 3,200	NOT AUDITED	\$???

Source: December 2000 Audit Statements; SRDS June 2001; based on the following BPA business classifications: manufacturing, government, air transport, suppliers, government service contracting, and R&D service contracting.

An audience with the "power to purchase"
 ...and the most direct link to buyers of your hi-tech products

Purchase Authority Across AEROSPACE ENGINEERING's Circulation



Source: Campos Market Research, June 2001, anonymously sponsored survey conducted across AEROSPACE ENGINEERING's circulation and BPA, June 2001.

Computer software suppliers take note:

Audience Profile of Computer Software Purchasers

Top 5 Design Applications Performed

CAD	71%
Mathematical/Statistical Analysis.....	47%
Solid Modeling.....	44%
Data Acquisition.....	35%
CAE	32%

Top 3 Operating Systems Used

Windows NT.....	44%
Windows 98	31%
UNIX.....	27%

Top 3 Software Packages Used

AUTOCAD.....	27%
Unigraphics/Solidworks	17%
CATIA	17%

Industry's #1 technical publication gets read, yields advertising results!

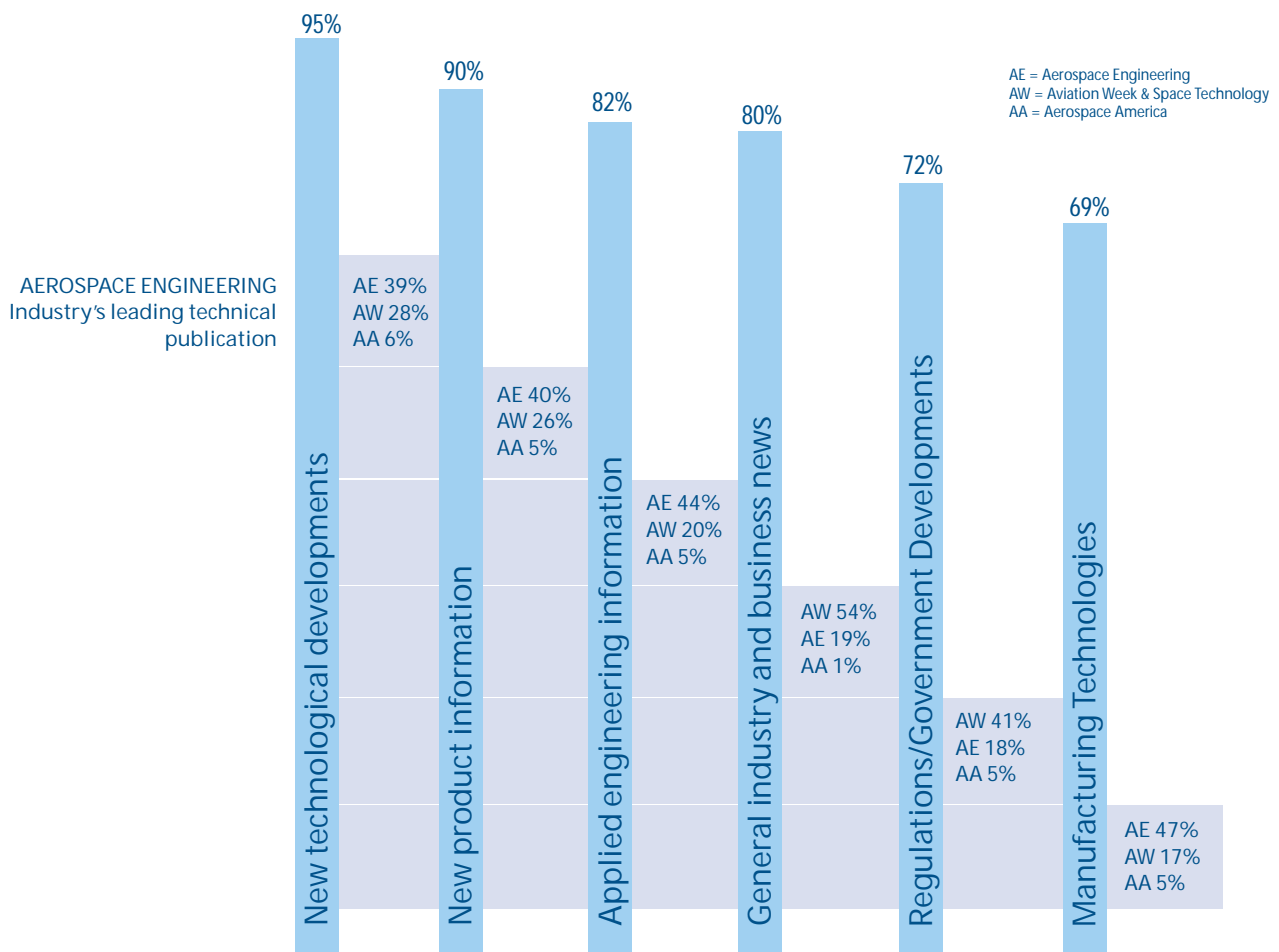
Engineering and technology are the foundation upon which all aerospace product developments and industry advances are made. Not surprisingly, it is this type of information that is so valued by the individuals who design, develop, and maintain aerospace vehicles and their systems. As AEROSPACE ENGINEERING stands alone in providing a solid technical menu of engineering and technical information, engineers are drawn to its pages. Considered the most technically useful of the publications serving the field, it is the central publication on the reading lists of the majority of engineering professionals.

This strong, regular readership combined with the fact that readers are involved and act upon the useful editorial found on its pages, make AEROSPACE ENGINEERING a most effective marketing vehicle...giving advertisers what they value most – results.

Paramount to product development is technical information, and AEROSPACE ENGINEERING is viewed as best at providing it

How important are the following topics in relation to your job?

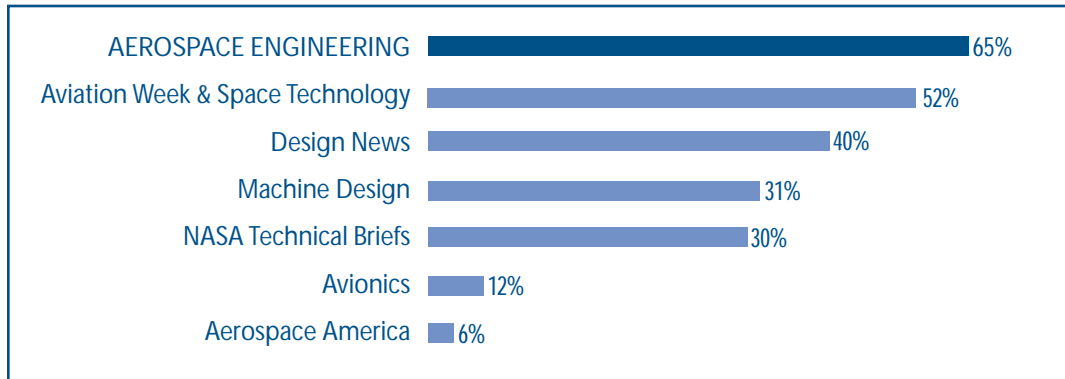
Which one publication provides the best coverage of that topic?



Source: Campos Market Research, June 2001, anonymously sponsored survey conducted across AEROSPACE ENGINEERING's circulation.

Industry's product developers & specifiers read AEROSPACE ENGINEERING more regularly than any other aerospace publication

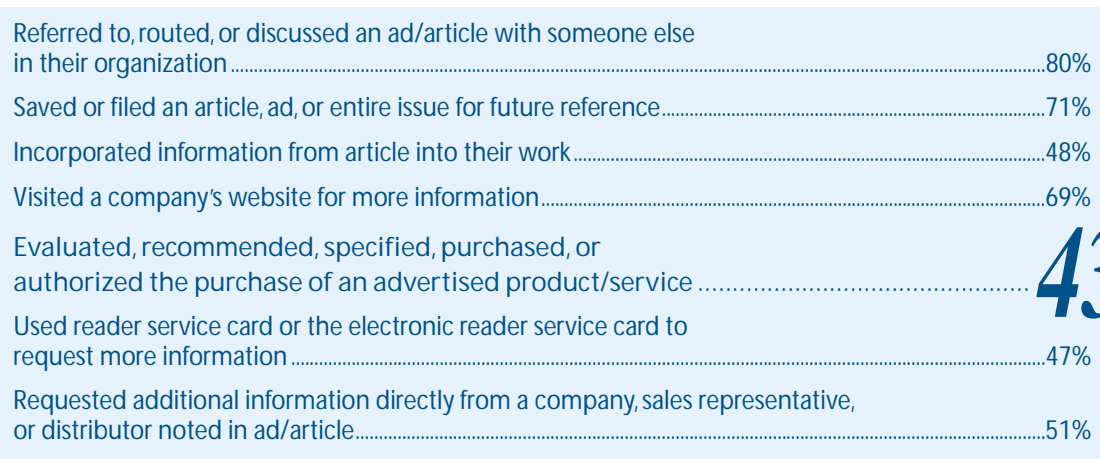
Which publication do you read regularly, that is at least 3 out of 4 issues?



Source: Campos Market Research, June 2001, anonymously sponsored survey conducted across AEROSPACE ENGINEERING's circulation.

Involved, active readership illustrates the value industry places on technical information...and the importance of showcasing your ads in a technical editorial environment

Actions Taken by Readers as a Result of Ad/Editorial Seen in the Magazine



Source: Campos Market Research, June 2001, anonymously sponsored survey conducted across AEROSPACE ENGINEERING's circulation.