

FLYER

Print ■ Digital ■ Online ■ Events



The UK's Largest General Aviation Audience

Media information 2012

About the magazine

FLYER magazine, its associated website www.flyer.co.uk weekly email newsletter along with its iPad and android editions deliver the UK's largest General Aviation audience. Packed with inspiring travel ideas, expert advice, inspiring flight tests, news, superb photography, lifestyle content and competitions, **FLYER** has been a leading source of unbiased, informative and prize-winning articles for pilots, instructors, students, owners and operators, for over 18 years.

Targeted at all sectors of the General Aviation marketplace, **FLYER** is currently the fastest selling magazine in its sector, and the only title to increase its market share this year (*source COMAG*).

The quality and breadth of our editorial, combined with a wide distribution strategy, strong subscription base and excellent promotional activities, ensures that we deliver a committed and targeted audience for our advertising partners.

FLYER boasts the very best writers in UK General Aviation. At the 2010 Aviation Journalist of the Year Awards, **FLYER** was the only General Aviation title to receive five nominations, more than all of the other UK General Aviation titles combined.

FLYER is available through WH Smith and other leading magazine outlets. We also regularly market the publication to a national audience via our websites, associated print publications and the extremely popular Professional Flight Training Exhibitions, the only dedicated event for professional pilot training in Europe.

Fact:
Number of readers
per month 40,000



Our Readers

- 84% hold a PPL licence.
- 68% are between 30 and 60 years old.
- **FLYER** readers are the most active among the GA titles, with 81% regularly spending between £1,000 and £10,000 on flying every year.
- 72% fly overseas at least once a year, with 75% planning to fly overseas in the next 12 months
- 75% visit www.flyer.co.uk at least once a day and actively take part in discussions on the forum.
- 96% regularly read the **FLYER** forums.
- Over 14,000 people receive **FLYER's** weekly email newsletter.

Fact:

FLYER is the only GA magazine to increase its readership share in 2010



About the publisher

Seager Publishing was founded 18 years ago and has become the UK's favourite supplier of General Aviation editorial across all mediums. While our magazines – **FLYER**, *The FLYER Learn to Fly Guide* and *Clued Up* (produced in association with the CAA) – provide unique marketing and promotional opportunities, www.flyer.co.uk is the most widely-read General Aviation website in Europe, attracting more than 5,000 unique visitors a day. Our email newsletter is emailed to over 14,000 readers every week.

Seager Publishing offers a wide range of bespoke advertising solutions such as reprints, customer magazines, inserts and covermounts. Recent advertising promotions include covermounts in association with NATS and the CAA, alongside high-value competitions.

We're passionate about aviation and we're passionate about building long term relationships with our partners. We simply don't believe in empty promises.

Fact:
The **FLYER** newsletter is emailed free to more than 14,000 readers a week



FLYER for the iPad



■ Once again Seager is at the leading edge of aviation media, being the first publisher in its sector to produce an iPad edition.

■ The power of the iPad is clear to see and offers an innovative way of interacting with our readers, your customers.

■ With a restricted inventory this is a unique opportunity to complement any print and online campaign with this exciting new medium.

■ Shortly after a very successful iPad launch Seager completed the digital formats by releasing on PC tablets and making available via the Android Market ensuring that our readers are able to enjoy our award winning content in what ever their chosen format might be.

Fact:
“**FLYER** the first GA title to be released on iPad and android”



Why advertise

Advertising with *FLYER* means that you will benefit from:

- A high quality editorial environment and a magazine produced to the most exacting standards every month.
- A passionate audience of more than 40,000 readers each month, dedicated to aviation and the products and services our advertising partners offer.
- Marketing via our web portal and magazines to more than 180,000 potential readers monthly.
- Our email newsletter reaches 14,000 people each week.
- National newsstand distribution through WH Smith, flight schools and other leading retailers.
- The backing of the UK's most committed and trusted publisher in the General Aviation market.
- Unrivalled access to the General Aviation audience and, as our advertisers testify, it works!

“It is so important that our advertising budget is spent wisely. We have used a number of publications to advertise our products services to the GA industry and have yet to find one that delivers more than *FLYER* magazine.” Stewart Vincent, MD RGV

Fact:

The ***FLYER*** website receives more than 5,000 unique visitors a day





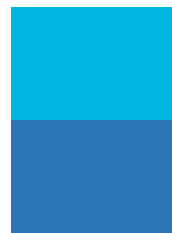
Specifications

- Please keep all 'live' material 5mm from trim and allow for gutter if supplying artwork for a double page spread.
- We advise full page and double page spread advertisers to supply a Cromalin proof to ensure accurate colour matching at press.
- We can accept finished artwork in the following file formats: PDF (v 1.3), TIF, EPS and JPEG.
- Please ensure your files are high resolution (300dpi), CMYK, with fonts embedded.
- We are also able to accept artwork created in Quark Xpress, Illustrator, InDesign & Photoshop. Please ensure that all images and font files are also included where necessary and follow the same specifications above.
- To help any advertiser unable to meet these requirements, we offer an exclusive advertising design service
- Send all copy to kate.munday@seager.aero or **FLYER** Magazine Production
Department, Seager Publishing Ltd, 9 Riverside Court, Lower Bristol Road, Bath BA2 3DZ. ISDN +44 (0)1225 481440.
- **FLYER** Magazine reserves the right to run previous copy if deadline is exceeded.

Fact:
FLYER offers an
exclusive advertising
design service



FULL PAGE
300 x 218mm



HALF PAGE HORIZONTAL
130 x 200mm



HALF PAGE VERTICAL
274 x 98mm



QUARTER PAGE
130 x 98mm



EIGHTH PAGE
64 x 98mm



CLASSIFIED COLUMN WIDTH
64mm

Rate card

DISPLAY SECTION

1 Issue 6 Issues 9 Issues 13 Issues

Double Page Spread

£3,295 £2,965 £2,800 £2,636

Full Page

£1,765 £1,589 £1,500 £1,412

Half Page

£940 £846 £800 £752

Third Page

£790 £710 £672 £632

Quarter Page

£520 £468 £442 £416

Eighth Page

£412 £370 £350 £330

CLASSIFIED SECTION

Per Single column cm

£25 £22.50 £21.25 £20.00

WEBSITE Tenancy 31 days www.flyer.co.uk

Banner 60 x 468

£200 £180 £170 £160

Skyscrapers 160 x 600

£250 £225 £212.50 £200

Box advert 160 x 160

£65 £58 £55 £52

Button 160 x 100

£45 £40 £38 £36

For section sponsorship opportunities, and creative solutions, please contact the sales team





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Call +44 (0)1225 481440 to reserve your space today

