



# **FLYER**

**MEDIA INFORMATION**

# FLYER

## Magazine, Website, Social Media, Live Event

**FLYER** has been at the forefront of the UK and European general aviation for over 22 years. We are the leading monthly magazine for pilots, keeping readers up to date with the latest news, products, aircraft, entertaining features and opinion. **FLYER**'s industry respected columnists offer a clear insight into key aviation matters, backed up by the best flight tests of modern, legacy and classic aircraft.

**FLYER** has a comprehensive classified section with aircraft for sale, services guide and an authoritative engineering section. Our reviews section examines the latest products as soon as they are available for release in to the market. Each month we encourage our readers to fly more with vouchers for free landings at airfields and inspirational adventures.

**FLYER** website has the most active general aviation audience, our digital reach is over 45,000 aviators every month, the users are on the site for over 6 minutes per visit, read over 5 pages per session, generating over 750,000 page views every month. The **FLYER** websites reach is unparalleled in Europe.

We are delighted to announce that the No1 general aviation show in the UK, **FLYER** Live will be taking place on the 2nd and 3rd December 2016 at the Telford International Centre.

**FLYER** also recognises its role in supporting readers who are looking to take their first steps into aviation, possibly as a career. **FLYER** produces the Learn to Fly Guide and is supported by the Pilot Career Live series of events across Europe. **FLYER** is an influential resource for readers looking to take their first steps in aviation.

**THE FLYER PORTFOLIO IS THE NO. 1 MEDIA CHOICE IN THE GA MARKET**



# FLYER STATISTICS

## FLYER REACH

- **FLYER** Newsletter - over 4,503 receive the **FLYER** Newsletter every week, this double opt in audience are passionate about receiving news and info every week
- **www.flyer.co.uk** - 41,223 unique users every month (average)
- Actively engaged users - **www.flyer.co.uk** users deliver over 734,223 page impressions per month
- Passionate - **www.flyer.co.uk** users engage with the site for over 7 minutes per visit, reading over 5 pages per visit
- **FLYER's** social media reach is over 13,201 and growing daily
- **99%** Actively purchased (£3.95 per issue)
- **2,200** subscribers
- AB demographic **67%**
- ABC1 demographic **52%**
- Solus readership **85%** - Advertising in **FLYER** Magazine delivers active Flyers. You can't reach these customers anywhere else
- Homeowners **72%** (62% outright) Affluent
- **13** issues per year
- **10,453** circulation
- **30,133** readership
- Over **2,010** **FLYER LIVE** attendance

Advertising with **FLYER** Reach

**89,060**

active enthusiast

## FLYER READERS

### Affluent and influential

- **84%** hold a PPL
- **81%** spend between £1000 and £10,000 on flying every year. Proving they are the most active affluent flyers in the GA market
- **89%** study the classified adverts
- **85%** purchase as a result of reading products or services they have read in **FLYER**
- **78%** own a plane or have a share in a plane
- Average of 92 hours flown, **72%** fly overseas at least once a year
- **76%** planning to fly overseas in the next 2 months



# FLYER

## ADVERTISING RATES

### DIGITAL MEDIA

[www.flyer.co.uk](http://www.flyer.co.uk)

#### Newsletters & Social Media

Leaderboards	from £10 cpm
MPU	from £15 cpm
Takeovers	from £35 cpm
Billboards	from £25 cpm
Double MPU	from £25 cpm
Social Media posts	from £500 + vat
Newsletters	from £500 + vat
Sponsored articles	from £850 + vat

#### Example

25,000 leaderboards	£250 + Vat
50,000 takeovers	£1750 + Vat

### ADVERTISING RATES

Classified	from £26 per single column centimeter
Planes for sale	from £80 per month
Double page	from £3295
Full page	from £1765
Half page	from £940
Quarter page	from £520

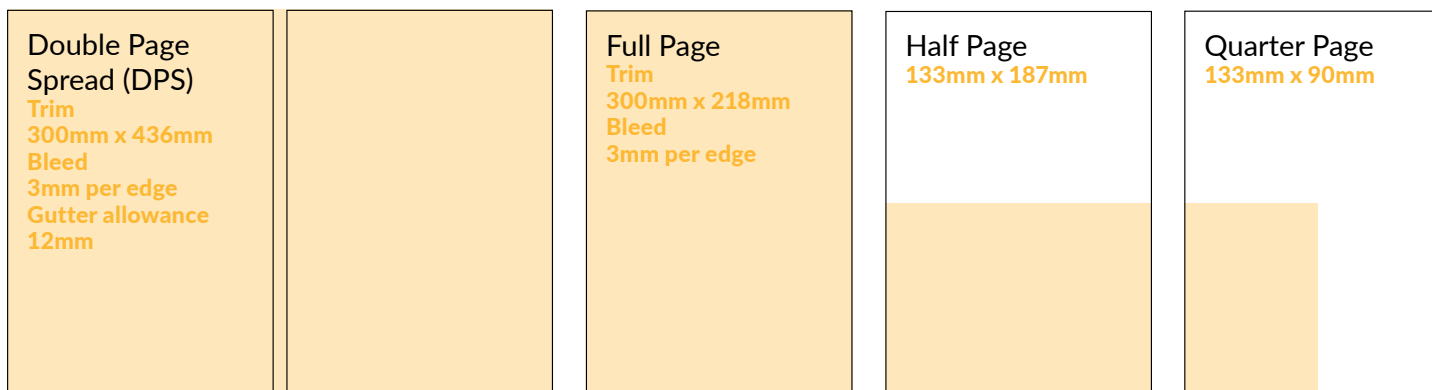
For more information please  
call Phil and Zoe on  
**01225 482440**  
alternatively email

**[phil.jones@seager.aero](mailto:phil.jones@seager.aero)**  
or **[zoe.yeo@seager.aero](mailto:zoe.yeo@seager.aero)**



# FLYER

## ADVERT SPECIFICATIONS



### PRINT SPECIFICATIONS

- We can accept finished artwork in the following formats: PDF (v.1.3), .tif, .eps and .jpg
- All files must be 300dpi
- All files must be CMYK
- We also accept artwork created in InDesign. All images and font files must be supplied separately
- Keep all 'live' material 10mm from trim edge
- Allow 3mm per edge for bleed and 12mm for gutter allowance if supplying a double page spread
- We advise full page and DPS advertisers to supply a cromalin proof to ensure accurate colour matching at press
- Email artwork to [kate.munday@seager.aero](mailto:kate.munday@seager.aero)
- **FLYER** magazine reserves the right to run previous copy if the deadline is exceeded

ISSUE	COPY DEADLINE	ON SALE
March	6 January	28 January
April	3 February	25 February
May	2 March	24 March
June	30 March	21 April
July	27 April	19 May
Summer	25 May	16 June
August	22 June	14 July
September	20 July	11 August
October	17 August	8 September
November	14 September	6 October
December	12 October	3 November
January 2017	9 November	1 December

For more information please call  
Phil and Zoe on **01225 482440**  
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