

FLYER

THE THRILL OF FLYING

The UK's
NO.1
General
Aviation
brand



 **FLYER.co.uk**
THE THRILL OF FLYING

Media Kit 2017

Advertising Sales Crew

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Take-off...

FLYER, the UK's leading General Aviation brand, also boasts a major international presence, thanks to our digital properties. Here's how we can help your business to really grow, in print and online...

For over 25 years, in the UK and across Europe, *FLYER* magazine has been the first choice for getting the most out of General Aviation. *FLYER* is written and read by the most active pilots – those who fly whenever they can, build their own aircraft and look to the future of GA.

FLYER keeps the GA community up to date with the latest news, products, reviews, features and expert opinion. The brand also has Europe's busiest website/online GA forum, Facebook page and Twitter feed.

Best possible platform

FLYER offers advertisers the best possible platform to promote their business to the biggest market share of the most influential and engaged GA pilots in the UK and beyond.

The print edition of *FLYER*, which is produced 13 times per year, is primarily bought by UK readers, but thanks to our online presence and the digital edition of the magazine, the brand's reach extends around the world. Some 60% of our monthly average of 62,254 unique website and forum users come

from the UK, but 30% of traffic is US-based and 10% European. The *FLYER* brand's global reach and influence is also bolstered by the team's presence at events such as AeroExpo UK, AERO Friedrichshafen and EAA AirVenture Oshkosh, the world's biggest aviation event.

Highest quality environment

A recent redesign, high production values, and compelling, relevant editorial combined means that *FLYER*, and our website/forum, is the most valuable environment to showcase, brand and sell your products and business.

Our experienced team can offer advice and help in creating and delivering effective, bespoke campaigns to suit any market sector and budget – whether print, digital or a mix of both.



A UK brand **PLUS** an engaged international audience



FLYER reader & online user profile

- 84%** hold a PPL
- 78%** own or have a share in an aircraft
- 85%** purchase as a result of a product review or advertisement in *FLYER*

Our readers, your buyers...

- FLYER print circulation** 10,453 per issue
- Website/forum page views per month** 875,000
- Unique website/forum visitors per month** 62,254
- Facebook reach per week** approximately 40,000
- Twitter followers** 5,083



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FLYER magazine

Let's face it, day-to-day business is hard enough already, so here's all you need to know about our print ad sizes, production deadlines and advertising rates in one handy, easy-to-read format...



Rates (per issue)

Double-page spread (DPS)

Single Insertion	£3,296
6 series.....	£2,965
13 series	£2,637

Full-page

Single Insertion	£1,765
6 series.....	£1,589
13 series	£1,412

Half-page

Single insertion	£940
6 series.....	£846
13 series	£752

Quarter-page

Single insertion	£520
6 series.....	£468
13 series	£416

Cover Positions +25%

Early right-hand page +20%

Early left-hand page +15%

Other guaranteed position +10%

Loose inserts from £75 per thousand

Other solutions available on request

Classified Marketplace £26 per single column centimeter

Aircraft for sale £80 per month

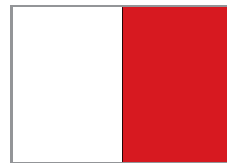
Deadlines 2017-2018

Issue	Copy Deadline	On Sale
July	26/04/2017	18/05/2017
Summer	24/05/2017	15/06/2017
August	21/06/2017	13/07/2017
Sept	19/07/2017	10/08/2017
October	16/08/2017	07/09/2017
November	13/09/2017	05/10/2017
December	11/10/2017	02/11/2017
January	08/11/2017	30/11/2017
February	06/12/2017	04/01/2018
March	03/01/2018	25/01/2018
April	31/01/2018	22/02/2018
May	28/03/2018	22/03/2018
June	28/03/2018	19/04/2018

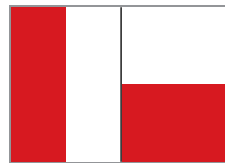
Sizes



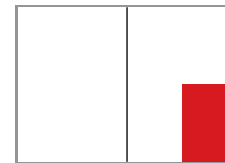
Double-page spread
Bleed 303mm x 443mm
Trim 300mm x 436mm



Full-page
Bleed 303mm x 221mm
Trim 300mm x 218mm



Half-page
(horizontal) 198mm x 142mm
(vertical) 275 x 97mm



Quarter-page
130mm x 97mm

Supplying artwork

- We accept your finished artwork as PDF (version 1.3), TIF, EPS and JPEG
- All files must be 300dpi
- All files must be CMYK
- We can accept InDesign files. All images and font files must be supplied separately

Email all artwork to
marc.watson@seager.aero

www.flyer.co.uk

Digital advertising needn't be confusing - we make it simple and cost-effective for you to reach our considerable online audience...

Rates

Cost per thousand website page impressions (cpm)

Leaderboard	£10 cpm	Mid-page unit (MPU)	£15 cpm
Billboard	£25 cpm	Double MPU	£25 cpm

Enjoy the **BEST** of both worlds, print & online advertising

Standard digital ad formats



Leaderboard
728 x 90px



Billboard
970 x 250px



MPU
300 x 250px



Double MPU
300 x 600px

Print and digital bespoke services

For all other opportunities and bespoke creative solutions, please contact our sales team on **01225 481440**

Supplying artwork

- We accept files in Flash/SWF and JPEG/GIF/PNG formats
- File size 40k

Email all artwork to
marc.watson@seager.aero



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@Flyer_Magazine

Keep up with *FLYER* via our website, and on Facebook and Twitter, for the latest news, reviews, gossip, headlines, discussion, videos and good old flying fun.