

Learn to **FLY** Guide



The UK's most
trusted resource
for aspiring pilots,
from the makers of

FLYER

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

Media Kit 2019/20

Advertising Sales Crew

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Reach for the sky

Learn to Fly Guide Media Kit 2019/20 | 2 of 4

FLYER, the UK's leading General Aviation brand, has produced an annual *Learn to Fly Guide* for over 20 years – here's how it can help your business really take-off, in print and online...

For over 25 years, in the UK and Europe, *FLYER* magazine has been the first choice for pilots who want to get the most out of General Aviation (GA). A UK market-leader, it's written and read by the most active pilots.

But that isn't the whole story – for over 20 years, *FLYER* has also reached out to those who wish to become a pilot, for pleasure or as a career, with an annual *Learn to Fly Guide* that's distributed with the magazine. This essential resource, written by the *FLYER* team and industry experts, explains the steps to become a qualified private or commercial pilot

Comprehensive resource

The *Guide* is packed with expert advice on a wide range of subjects, including types of licence, ground exams, medicals, flying kit, airline, military and other career opportunities, microlights, sailplanes, gyrocopters, helicopters, air sports, building your own aircraft and overseas learning.

It also features a section providing the details of over 350 flying schools and clubs, both in the UK and abroad.

In short, the *Guide* offers considerable scope for showcasing your brand to the next – and the current – generation of pilots.

Multi-channel approach

In addition to being distributed with the April 2019 issue of *FLYER*, the *Guide* is also available at our seven Pilot Careers Live shows each year – from London to Dublin and Rome – which attract 10,000 visitors. It's also available on our stand at key European aviation shows.

The *Guide* will also be promoted/available via Europe's No 1 GA website/forum, www.flyer.co.uk, and also receive extensive promotional coverage on *FLYER*'s hugely popular Facebook and Twitter channels, plus www.pilotcareernews.com

Thanks to *FLYER*'s online presence and the magazine's digital edition, our brand reach extends around the world. Flyer.co.uk attracts a monthly average of 95,375 unique website users, our Facebook reach is approx 40,000 and Twitter followers some 6,521.

The planned launch of a *Learn to Fly Guide* website will also provide exciting digital advertising opportunities – to talk about those and the print version, just get in touch...

One advert
HUGE REACH!
An engaged,
international
audience



Our readers & online users are your buyers...

Initial *Learn to Fly Guide* print circulation, with *FLYER* 10,453

Website/forum page views per month 1,006,000

Unique website/forum visitors per month 95,375

Facebook reach approximately 40,000

Twitter followers 6,521

85% purchase as a result of product review or advertisement in *FLYER*

Pilot Careers Live event stats

7 Pilot Career Live events per year

6 locations – London, Rome, Frankfurt, Dublin, Madrid & Manchester

10,000 paying attendees who want a career as a professional pilot

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Ad Rate Card

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Day-to-day business is hard enough already, so here's all you need to know about the print ad sizes, the deadline and advertising rates for the *Learn to Fly Guide 2019/20* in an at-a-glance format...

Rates

Double-page spread (DPS)

£3,900

Full-page

£2,150

Half-page

£1,182

Quarter-page

£680

Enhanced Schools & club directory listing

£250

Classified

£36 Per single column centimetre

Any
IDEAS?

just get in touch
for expert
advice



Learn to Fly Guide Advertising
Deadline 2019/20

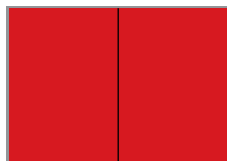
FLYER Issue	Ad Deadline	On Sale...
April 2019	16/01/2019	21/02/2019

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

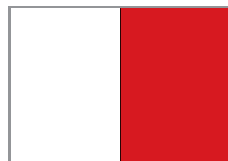
Email all artwork to
nick.powell@seager.aero

Sizes



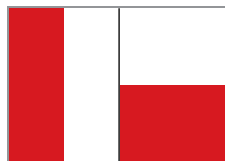
Double-page spread

Bleed 303mm x 443mm
Trim 300mm x 436mm



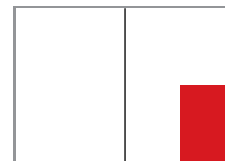
Full-page

Bleed 303mm x 221mm
Trim 300mm x 218mm



Half-page

(horizontal) 198mm x 142mm
(vertical) 275 x 97mm



Quarter-page

130mm x 97mm

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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)

Billboard	£25 cpm	Double MPU	£25 cpm
Leaderboard	£20 cpm	Enhanced schools & club online directory listing	£50 per month
Mid-page unit (MPU)	£15 cpm		

Enjoy the
BEST
of both worlds,
print & online
advertising

Standard digital ad formats



Billboard
970 x 250px



Leaderboard
728 x 90px



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

nick.powell@seager.aero



/flyermagazine



@Flyer_Magazine

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

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