

FLYER

THE THRILL OF FLYING

The UK's
NO.1
General
Aviation
brand



Media Kit 2019

Advertising Sales Crew

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Debbie Wylde: debbie.wylde@seager.aero FLYER Ad Dept, 9 Riverside Court,
Lower Bristol Road, Bath BA2 3DZ Tel: 01225 481440 | www.flyer.co.uk

Take off...

FLYER Media Kit 2019 | 2 of 4

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 take-off, 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 (GA). *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 95,375 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 such prestigious annual events as AeroExpo UK, AERO Friedrichshafen and EAA AirVenture Oshkosh, the world's biggest aviation event.

Blue-sky thinking

A recent redesign, high production values, and compelling, relevant editorial combine 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
BUT!
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 product review or advertisement in *FLYER*

Our readers, your buyers...

FLYER print circulation 10,453 per issue

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



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FLYER magazine

FLYER Media Kit 2019 | 3 of 4

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

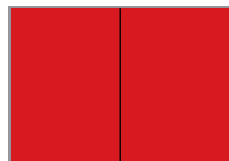
Planes for sale £80 per month

Any
IDEAS?
just get in touch
for expert
advice

Deadlines 2019/20

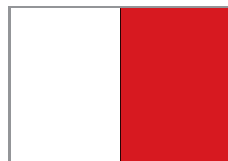
| Issue | Ad Deadline | On Sale... |
|-----------|-------------|------------|
| January | 07/11/2018 | 04/12/2018 |
| February | 05/12/2018 | 03/01/2019 |
| March | 02/01/2019 | 24/01/2019 |
| April | 30/01/2019 | 21/02/2019 |
| May | 27/02/2019 | 21/03/2019 |
| June | 27/03/2019 | 18/04/2019 |
| July | 24/04/2019 | 16/05/2019 |
| Summer | 22/05/2019 | 13/06/2019 |
| August | 19/06/2019 | 11/07/2019 |
| September | 17/07/2019 | 08/08/2019 |
| October | 14/08/2019 | 05/09/2019 |
| November | 11/09/2019 | 03/10/2019 |
| December | 09/10/2019 | 31/10/2019 |
| January | 06/11/2019 | 28/11/2019 |

Sizes



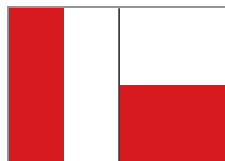
Double-page spread

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



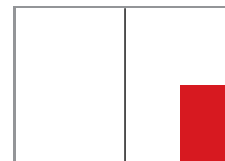
Full-page

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

nick.powell@seager.aero

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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)

| | | | |
|--------------------------|---------|----------------------------------|---------|
| Leaderboard | £20 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**

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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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