

# Learn to **FLY**

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



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

## Media Kit 2020/21

### Advertising Sales Crew

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Lower Bristol Road, Bath BA2 3DZ Tel: 01225 481440 | [www.flyer.co.uk](http://www.flyer.co.uk)

# Reach for the sky

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...

**F**or 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 2020 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](http://www.flyer.co.uk), and also receive extensive promotional coverage on *FLYER*'s social media outlets.

Thanks to *FLYER*'s online presence and the magazine's digital edition, our brand reach extends around the world. [flyer.co.uk](http://flyer.co.uk) attracts a monthly average of 107,518 unique website users, our Facebook reach is approx 9,000 and Twitter followers some 7,157.

The *Learn to Fly Guide* also has its own dedicated section on the *FLYER* website, presenting 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** 862,311
- Unique website/forum visitors per month** 107,518
- Facebook reach** approximately 9,000
- Twitter followers** 7,157
- 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

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 2020/21* 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



Learn to Fly Guide Advertising  
Deadline 2020/21

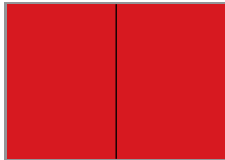
**FLYER Issue** April 2020 | **Ad Deadline** 15/01/2020 | **On Sale...** 20/02/2020

### 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](mailto:nick.powell@seager.aero)

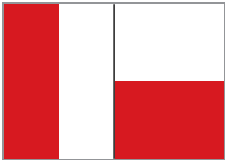
## Sizes



**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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# www.learntoflyguide.com

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

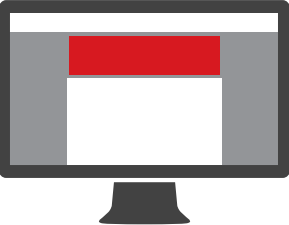
## Rates

Cost per thousand website page impressions (cpm)

<b>Billboard</b> .....	£25 cpm	<b>Double MPU</b> .....	£25 cpm
<b>Leaderboard</b> .....	£20 cpm	<b>Enhanced schools &amp; club online directory listing</b> .....	£50 per month
<b>Mid-page unit (MPU)</b> .....	£15 cpm		



## 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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