

# FLYER

THE THRILL OF FLYING

The UK's  
**NO.1**  
General  
Aviation  
brand



## Media Kit 2020

### 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)

# Take off...

FLYER Media Kit 2020 | 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 107,518 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 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** 862,311

**Unique website/forum visitors per month** 107,518

**Facebook reach** approximately 9,000

**Twitter followers** 7,157

## Advertising Sales Crew

**Zoe Yeo:** zoe.yeo@seager.aero **Paul Yates:** paul.yates@seager.aero  
**Darran Ward:** darran.ward@seager.aero *FLYER* Ad Dept, 9 Riverside Court,  
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# FLYER magazine

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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

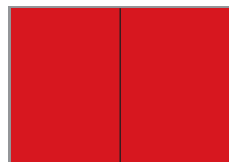
**Planes for sale** £80 per month

Any  
**IDEAS?**  
just get in touch  
for expert  
advice

## Deadlines 2020-2021

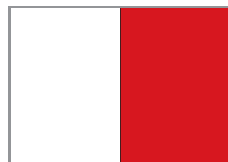
Issue	Ad Deadline	On Sale.....
January	06/11/2019	28/11/2019
February	04/12/2019	02/01/2020
March	02/01/2020	23/01/2020
April	29/01/2020	20/02/2020
May	26/02/2020	19/03/2020
June	25/03/2020	16/04/2020
July	22/04/2020	14/05/2020
Summer	20/05/2020	11/06/2020
August	17/06/2020	09/07/2020
September	15/07/2020	06/08/2020
October	12/08/2020	03/09/2020
November	09/09/2020	01/10/2020
December	07/10/2020	29/10/2020
January	04/11/2020	26/11/2020

## Sizes



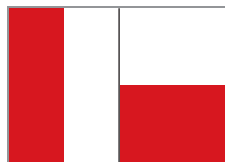
### Double-page spread

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](mailto:nick.powell@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...

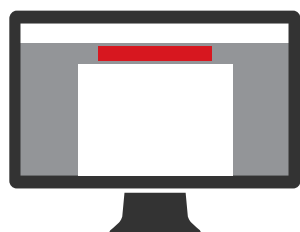
## Rates

Cost per thousand website page impressions (cpm)

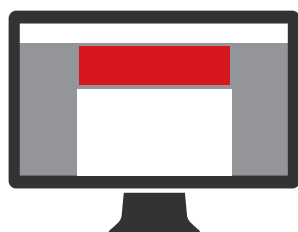
<b>Leaderboard</b> .....	£20 cpm	<b>Mid-page unit (MPU)</b> .....	£15 cpm
<b>Billboard</b> .....	£25 cpm	<b>Double MPU</b> .....	£25 cpm

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

*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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