

FLYER

THE THRILL OF FLYING

Delivering
MORE
than any other
UK GA Media



Media Kit 2021

Advertising Sales Crew

Contact our sales team on: sales@seager.aero
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Tel: 01225 481440 | www.flyer.co.uk

Take off...

FLYER, the UK's most read General Aviation magazine, also boasts a major international presence, thanks to our wide-reaching digital capabilities. Here's how we can help your business to really take-off and meet a large and varied audience of pilots and general aviation enthusiasts...

For over 30 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, Twitter and Instagram feeds. Plus, new in 2020, the extremely popular weekly *FLYER* Livestream videos.

Highly integrated platform

The *FLYER* brand offers advertisers a highly integrated platform to promote their business to the biggest market share of the most influential and engaged GA pilots in the UK and beyond. *FLYER* magazine, which is produced 13 times per year and distributed free as a digital magazine, is read largely by UK readers, but thanks to our dominant online presence, 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. *FLYER*'s global reach and influence is also bolstered by the team's presence at such annual events as AERO Friedrichshafen and EAA AirVenture Oshkosh, the world's biggest aviation event.

Valuable advertising environment

High production values and compelling, relevant editorial combine across all the *FLYER* platforms to provide you with 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.



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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 average issue unique reads

14,037 per issue*

FLYER ave read time

15.2 minutes*

Website/forum page views per month

862,311

Unique website/forum visitors per month

107,518

*Six issues July-Nov 2020

FLYER's social media stats at a glance -



Post reach

55K

Post engagement

22K



Impressions

95K



Impressions

68K

Unique users

8K



Impressions

89K

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 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

Video integration +25%

Classified Marketplace £26 per single column centimetre **Planes for sale** £80 per month

Other solutions such as co-created content and sponsorships are available on request

Guaranteed position +10%

Classified ads

Whether you have an aeroplane to sell, a share to fill, a flight training school to promote or a service to provide, *FLYER* Classified can work for you.

Single column centimetre from £26.

Minimum size is 3cm x 1 column.

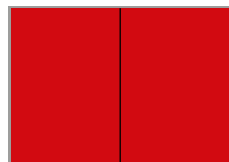
Private sales

At *FLYER* we know that selling an aircraft or a share in one can be time-consuming and expensive. So to help you save time and money, we've made it very simple and costs start at just £50 per month (plus VAT).

Deadlines 2021-2022

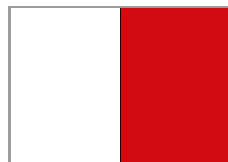
Issue	Ad Deadline	On Sale
January	12/11/2020	24/11/2020
February	17/12/2020	22/12/2020
March	07/01/2021	19/01/2021
April	04/02/2021	16/02/2021
May	04/03/2021	16/03/2021
June	01/04/2021	03/04/2021
July	29/04/2021	11/05/2021
Summer	27/05/2021	08/06/2021
August	24/06/2021	06/07/2021
September	22/07/2021	03/08/2021
October	19/08/2021	31/08/2021
November	16/09/2021	28/09/2021
December	14/10/2021	26/10/2021
January	11/11/2021	23/11/2021

Sizes



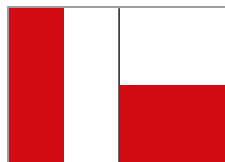
Double-page spread

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
- We can accept InDesign files. All images and font files must be supplied separately

Email all artwork to

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...

Any
IDEAS?
just get in touch
for expert
advice

Rates

Cost per thousand website page impressions (cpm)

Desktop

Billboard	£25 cpm
Leaderboard	£20 cpm
Double MPU	£25 cpm
Mid-page unit (MPU)	£15 cpm

Ave time on site

5.20

Pages per session

8.05

Ave monthly CTR%

0.38%

UK National Ave

0.07%

FLYER weekly Newsletter banners

£250 per banner

Newsletter open rates 39.7%

Newsletter CTR% 8.8%

Newsletter UK national averages

Open rates 17.95%

CTR% 2.81%

Mobile media

Mobile Leaderboard	£20 CPM
Mobile MPU	£15 CPM

Standard digital ad formats



Billboard
970 x 250px



MPU
300 x 250px



Double MPU
300 x 600px



Leaderboard
728 x 90px

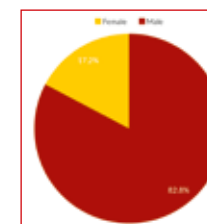
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1.		United Kingdom
2.		United States
3.		Canada
4.		Australia
5.		Germany
6.		Poland
7.		Ireland
8.		France
9.		Netherlands
10.		Spain

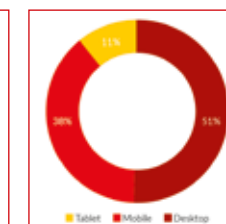
Top ten countries



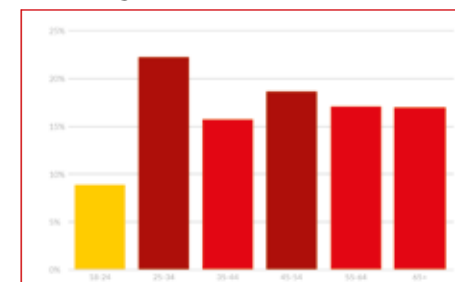
Gender split



Use by device



Reader age



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