

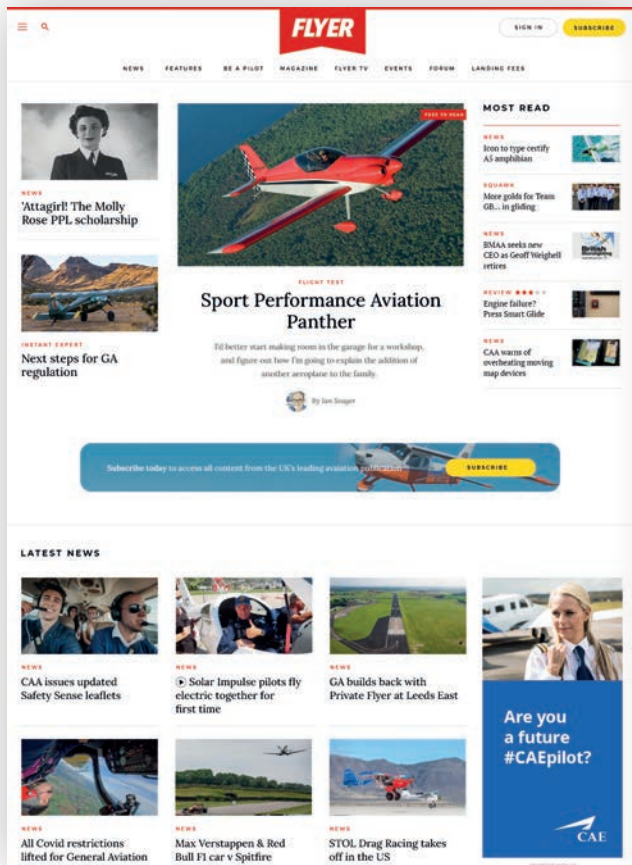
A sleek, white, high-wing aircraft is shown from a top-down perspective, parked on a dark, textured runway. The aircraft has a very low profile with a long, narrow fuselage and a small tail. The wings are long and straight, extending far out to the sides. The background features a dramatic sunset with orange and yellow clouds over a distant horizon. A red banner with the word 'FLYER' in white is positioned at the top center of the image.

FLYER

FLYER MEDIA KIT 2022

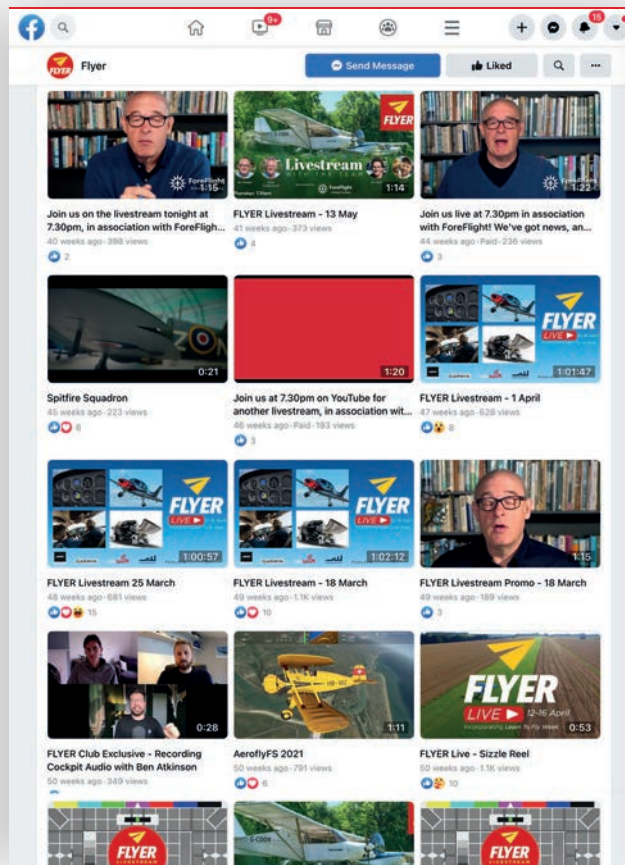
The thrill of flying flyer.co.uk

We are the UK's **Most read** general aviation brand



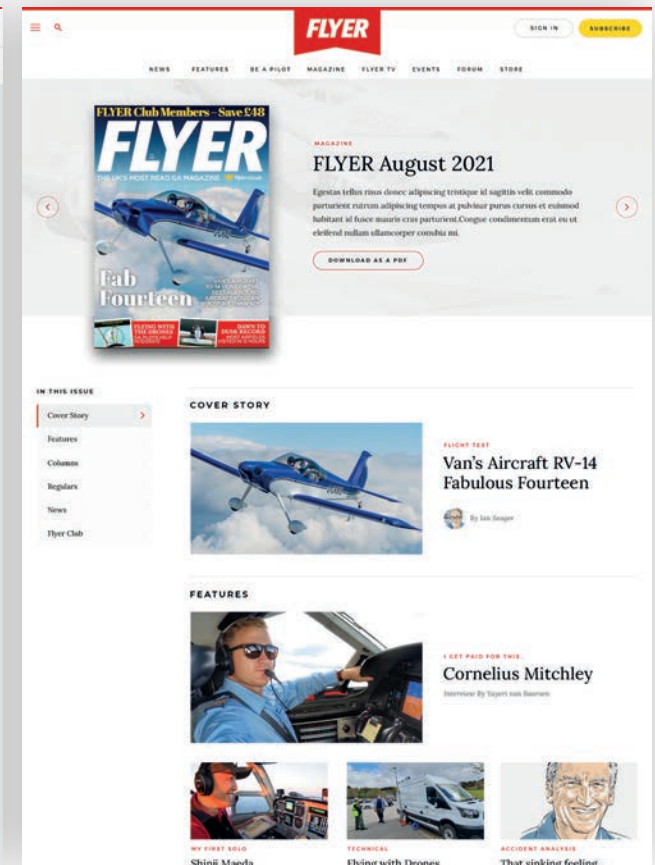
WEBSITE

The latest content always
upto date - at your fingers tips



SOCIAL MEDIA

Interactive, engaging content
with a thriving audience



ONLINE MAGAZINE (PDF)

Monthly round up of the
website's news and insights



GET TO KNOW US

Introduction	04
Editorial Excellence	05
Our audience	07
Brand Reach	09

WEBSITE OPPORTUNITIES

Ad Packages	12
Essential Website Ads	13
Special Ad Formats	14
Collaborative Content	15
Newsletter Advertising	16
Client Reporting	17

SOCIAL MEDIA OPPORTUNITIES

Social Media Advertising	18
Sponsored Content	19

SALES & SUPPORT

Magazine Ad Formats	20
Advertising Deadlines	21
Contact	22

Welcome

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. We also boast 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.

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, the extremely popular weekly FLYER Livestream videos. This commitment to high quality, focussed content delivers an engaged and passionate audience, ensuring that your marketing investment hits the spot and delivers exceptional results



Editorial excellence

The FLYER editorial content is produced by a team comprising full-time talented professionals and expert contributors who share a passion for aviation



PUBLISHER

Ian Seager

Ian took over the magazine in 1994 and has run it ever since, leading the transition to digital in 2020. As well as being publisher, Ian is a keen IR-rated pilot and is well-known for his regular column in the magazine, Squawks. In addition, Ian writes many of the aircraft flight tests and product reviews.



EDITOR

Dave Calderwood

Dave is a seasoned Editor having worked across several aviation magazines, and before that for motorcycle and car magazines. He's also a PPL holder and longs to own a Luscombe Silhouette again.



EDITOR-AT-LARGE

Ed Hicks

Photographer, writer, editor, designer, aircraft builder and pilot... There's not much Ed can't turn his hand to. He also has an encyclopaedic knowledge of aviation and is the Editor of Light Aviation, the LAA's monthly magazine.



COLUMNIST & WRITER

Mark Hales

Old aeroplanes and racing cars are Mark's twin passions and fortunately for FLYER, the two subjects mesh together well. Mark's ability to comprehend and pass on technical insight, as well as his descriptive analysis and historical knowledge flow through his articles and columns.

REGULAR CONTRIBUTORS

Catherine Burton

Dave Hirschman

Ed Bellamy

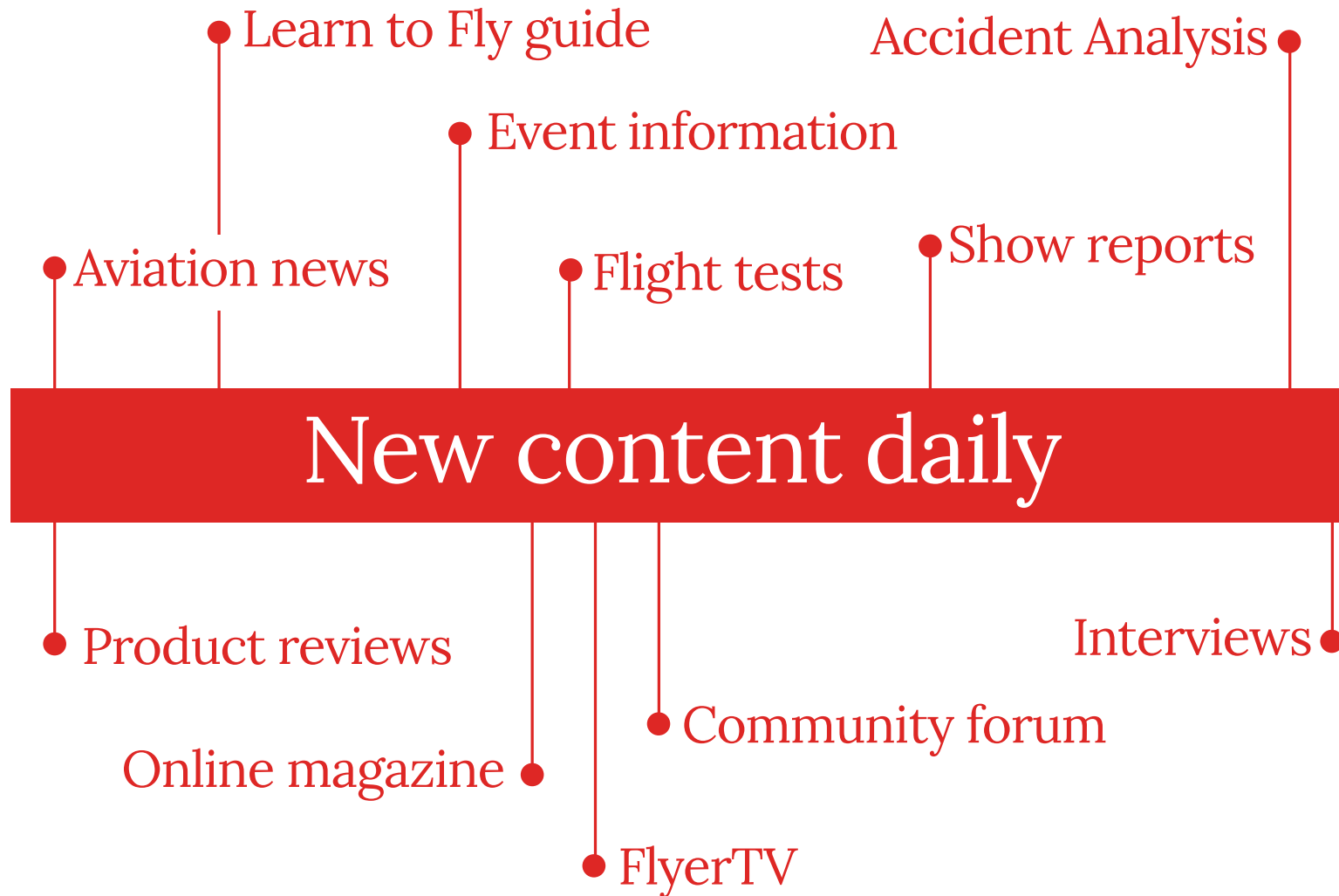
Jonny Salmon

Mark Hales

Matt Dearden

Paul Kiddell

Yayeri van Baarsen



Our readers, your buyers

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. Our readership is highly educated and broadly operate as engaged online shoppers. The FLYER platform is a great place for advertisers to connect with industry specific audience as well as a generally affluent and educated audience.

18-34

24%

35-54

40%

55+

28%

MALE

76%

FEMALE

24%



84%

HAVE A PILOT LICENCE

74%

OWN/SHAREHOLDER IN AN AIRCRAFT



A great
Experience
for all device users



MOBILE
51%

DESKTOP
42%

TABLET
7%

Brand reach

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.



34,719

MONTHLY WEBSITE USERS

18,685

FACEBOOK FOLLOWERS

44,000

MONTHLY FORUM USERS

5,000

FLYERTV STREAMS

10,327

MONTHLY MAGAZINE VIEWS

4,568

NEWSLETTER SUBSCRIPTIONS

19%

USA & CANADA

67%

EUROPEAN

3%

AUSTRALIA

A Global brand





Some 60% of our monthly average of 80,000+ 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.

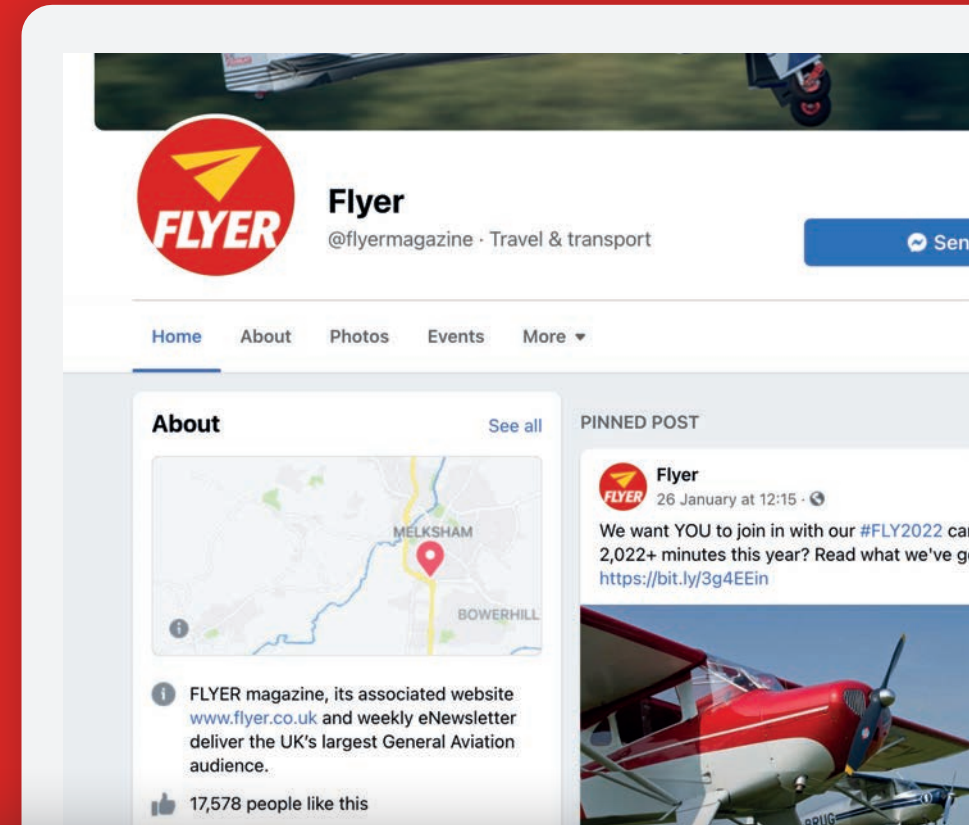
753,285

TOTAL WEB PAGE VIEWS PER MONTH

Social media

We can help share your brand with a thriving social media community of active general aviation enthusiasts through sponsored content.

	FOLLOWERS: 5k	IMPRESSIONS: 30k
	FOLLOWERS: 19k	POST REACH: 60k
	SUBSCRIBERS: 3k	MINUTES VIEWED 150k
	FOLLOWERS: 8.5k	IMPRESSIONS: 95k



Advertising packages

Accross the FLYER brand there are lots of unique opportunities to connect with our audience. Speak to our sales team to develop a custom package to deliver brand value and maximum reach.



Speak to our sales team to find out more on +44 (0)1225 481 440

Essential website advertising formats

Desktop and tablet formats

Mobile formats

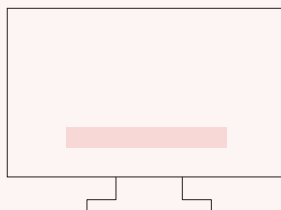
HOW IT WORKS

Select a Desktop ad format which are individually priced

+

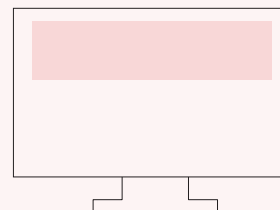
We'll work with you to select the format that best meets your marketing needs across both desktop and mobile

LEADERBOARD



Dimension 728 x 90px
RON Cost **£20 cpm**
Targeted Cost **£POA**

BILLBOARD



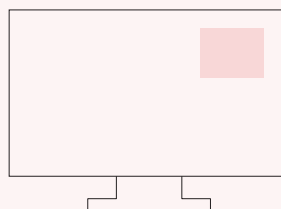
Dimension 970 x 250px
RON Cost **£25 cpm**
Targeted Cost **£POA**

MOBILE LEADERBOARD



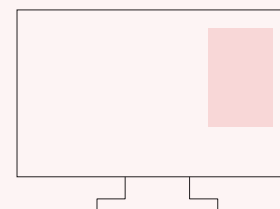
Dimension 320 x 50px
RON Cost **£25 cpm**
Targeted Cost **£POA**

MPU (MID PAGE UNIT)



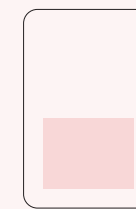
Dimension 300 x 250px
RON Cost **£15 cpm**
Targeted Cost **£POA**

DOUBLE MPU



Dimension 300 x 600px
RON Cost **£25 cpm**
Targeted Cost **£POA**

MOBILE MPU



Dimension 300 x 250px
RON Cost **£25 cpm**
Targeted Cost **£POA**

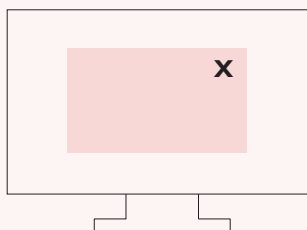
Speak to our sales team to find out more on 01225 481 440

Rates costed per thousand website page impressions (cpm).
Run of Network ads will run anywhere across the website and forum.
Targeted ads will appear on specified URLs and be cost by the sales team in each instance.

Special Ad formats

We offer a number of bespoke formats that are ideal when you need to make an immediate impression for that special launch etc. or urgent message.

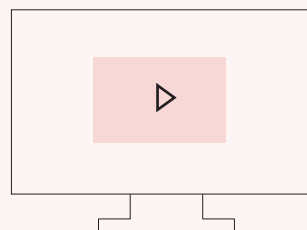
INTERSTITIAL POP-UP



Pop-ups to appear on site after 30 seconds of a session. Can add image and destination URL.

Dimension	640 x 480px
Format	Jpeg/Gif
Cost	£100 cpm

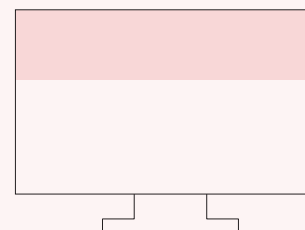
16:9 INREAD VIDEO



Video ads that auto play between content in the normal ad spaces.

Dimension	1920 x 1080px
Format	.mov/.mp4
Length	30sec max
Cost	£200 cpm

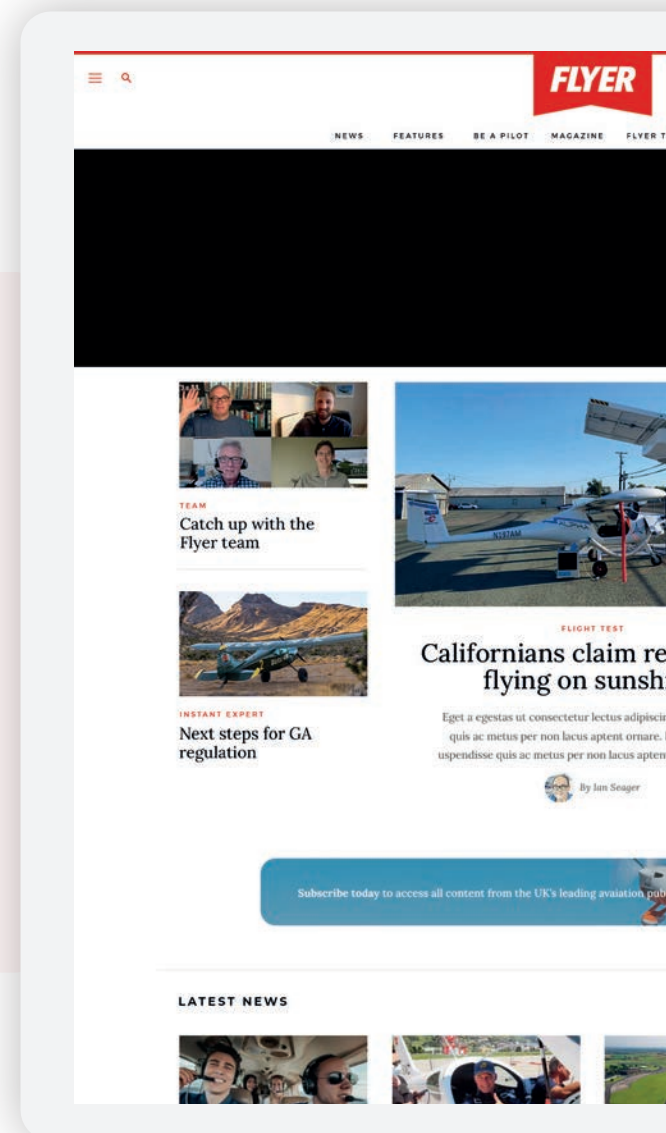
PUSHDOWN BILLBOARD



A display ad that expands, pushing the content downwards, creating impact and attention. Not for mobile, desktop only.

Header	1600 x 330px
Cost	From £1000

Speak to our sales team to find out more on 01225 481 440

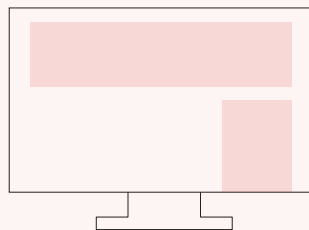


Opportunities for collaborative content

We have a small number of opportunities for our editorial team to work with selected partners on the creation of paid for collaborative content. We work with you to produce informative content that will appeal to our audience, and benefit everyone involved.

Speak to our sales team to find out more on +44 (0)1225 481 440

SPONSORED CONTENT / AD PLACEMENT

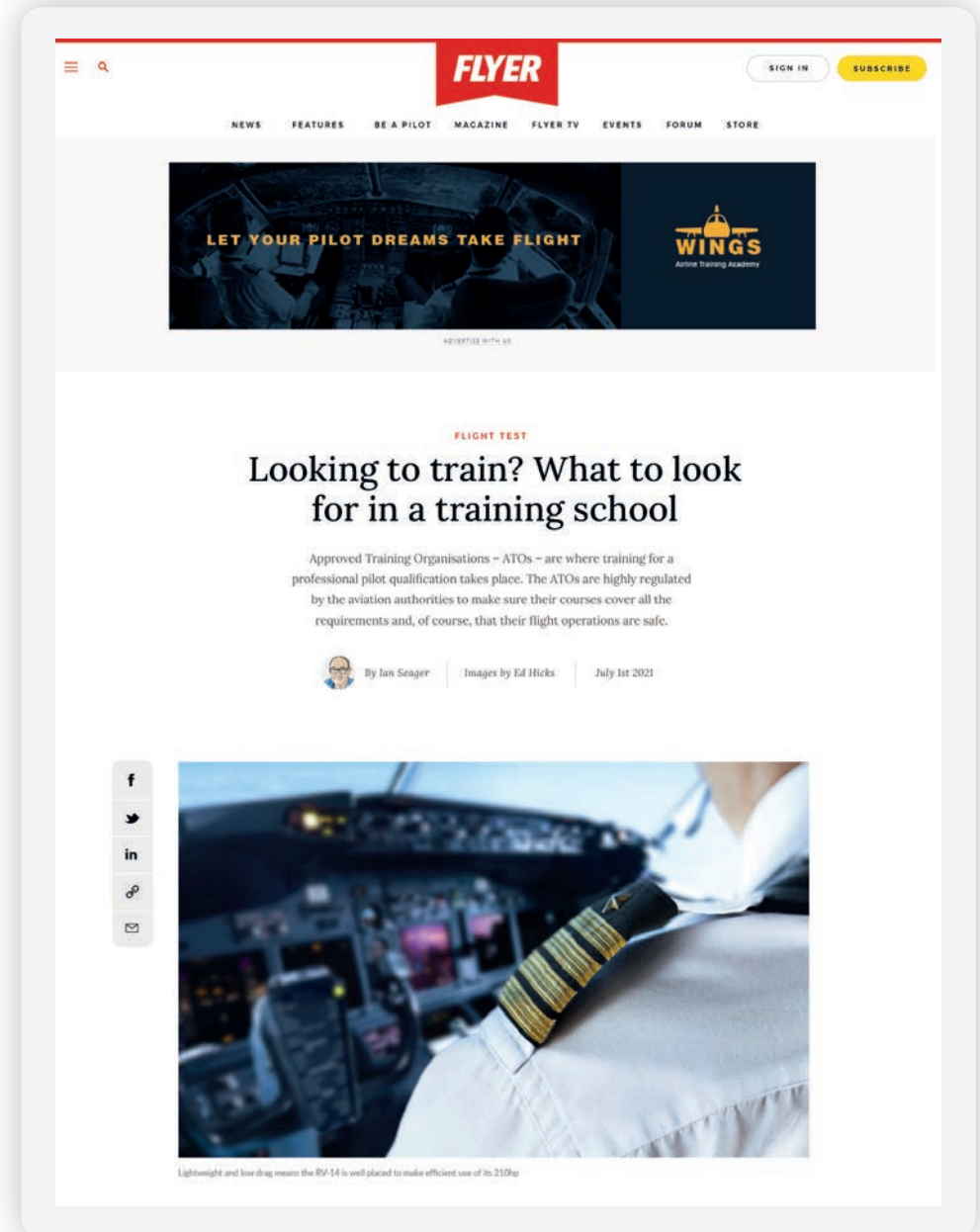


Formats

Billboard
MPU
Double MPU
Mobile Leader

Cost

£POA



Newsletter advertising

We have an extensive database of 10,000+ aviation enthusiasts. We send newsletters with containing the latest news and feature updates twice weekly.

Speak to our sales team to find out more on +44 (0)1225 481 440

39.8%

OPEN RATE

17.95%

UK NATIONAL AVG

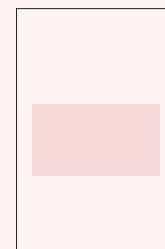
8.8%

AVG CTR

2.81%

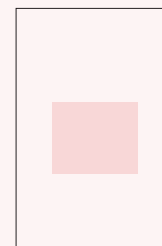
UK NATIONAL AVG

DISPLAY BANNER



Dimension 970 x 250px
Format Jpeg/Gif
Cost (2 weeks) £250

EMAIL MPU



Dimension 300 x 250px
Format Jpeg/Gif
Cost (2 weeks) £200

21/06/2020

Cirrus aims at flight schools with new SR20 TRAC

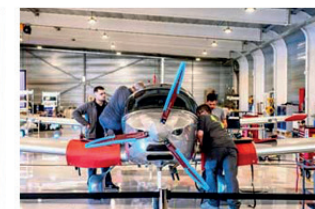


Cirrus Aircraft has made a bold pitch for the flight training market with the launch of a dedicated aircraft, the TRAC. Features include a mock gear-down lever.

[Read more](#) →

21/06/2020

Sonaca unveils new factory for training aircraft



Sonaca Aircraft has unveiled new aircraft assembly facilities at Namur aerodrome in Belgium. Sonaca manufactures the two-seat 200, Europe's newest training aircraft.

[Read more](#) →



Are you a future #CAEpilot?



[ADVERTISE WITH US](#)

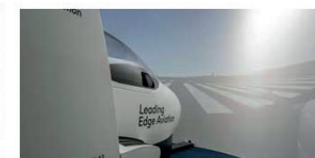
21/06/2020

Flight Crew Futures: 16 October 2019, Gatwick



21/06/2020

Alsim AL42 simulator for Oxford's Leading Edge



Reporting

We make online advertising simple and cost-effective for you to reach our considerable audience. We put together client reporting that details everything for you and we are always on hand to discuss with you.

IMPRESSIONS

How many times your ad has been seen on screen

CLICK THROUGH RATE / LINK CLICKS

How many times your ad has been click on.

3,657
IMPRESSIONS

321
LINK CLICKS

8.8%
AVG CTR





2.81%
UK NATIONAL AVG

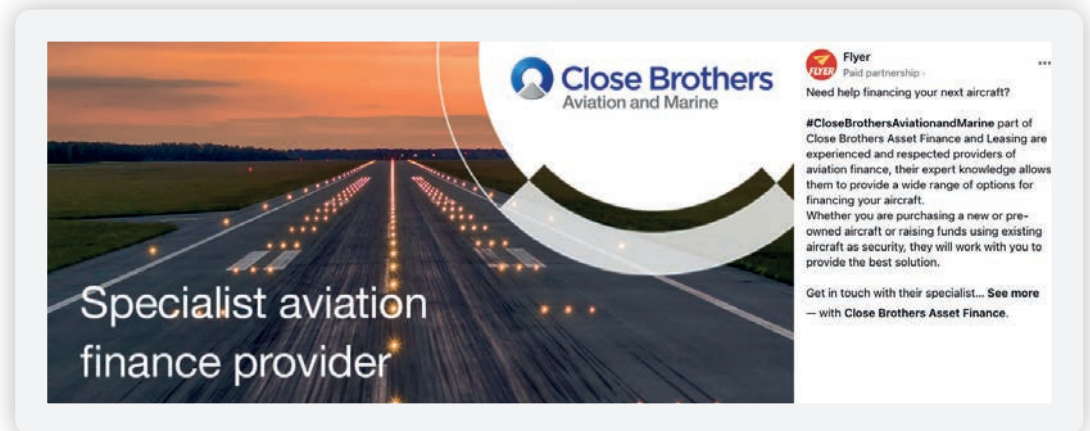
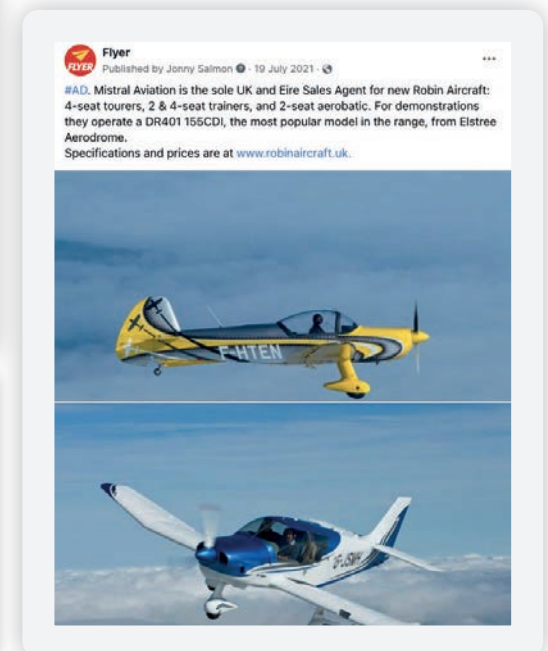


Sponsored posts on social media

When combined with online and magazine display campaigns, FLYER's social media is one of the most cost-efficient digital marketing methods. With a monthly reach of over 250,000 FLYER's SM feeds, and its content will increase your business' visibility and generate leads. Sponsored posts cost £395 per platform.

Speak to our sales team to find out more on +44 (0)1225 481 440

	FOLLOWERS: 5k	IMPRESSIONS: 30k
	FOLLOWERS: 19k	POST REACH: 60k
	SUBSCRIBERS: 3k	MINUTES VIEWED 150k
	FOLLOWERS: 8.5k	IMPRESSIONS: 95k





Sponsored content on social media

Our weekly livestream FlyerTV is shown on our YouTube channel. We can offer you a feature within the stream. Content must be relevant, and is on arrangement by our editorial team.

Speak to our sales team to find out more on +44 (0)1225 481 440



**BRAND
AWARENESS
CAMPAIGN**

Online Magazine

Our magazine ad sizes and advertising rates in one handy, easy-to-read format. With every online magazine ads you also get a **FREE advertisement on our website** with client reporting.

Speak to our sales team to find out more on +44 (0)1225 481 440

CLASSIFIED ADS

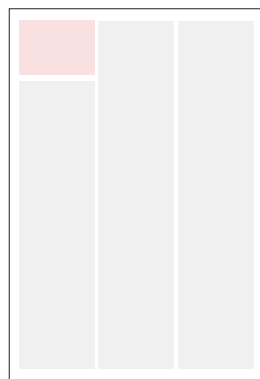
Whether you have an aeroplane to sell, a share to fill, a flight training school to promote or a service to provide, FLYER Classified can work for you.

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. Costs start at just **£50 pm** (plus VAT).



Min size 3cm x 1 column.

FULL PAGE

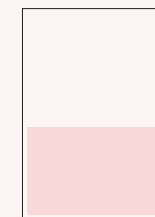


Dimensions
210x297mm

Single Insert	£1,765
6 series	£1,589
13 series	£1,412

Also includes RON website ads:
Billboard 970x250px
Mobile leader 320x50px

HALF PAGE HORIZONTAL

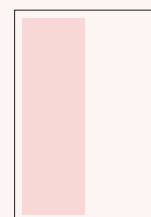


Dimensions
190x135mm

Single insert	£940
6 series	£846
13 series.	£752

Also includes RON website ads:
Leaderboard 728x90px
Mobile leader 320x50px

HALF PAGE VERTICAL

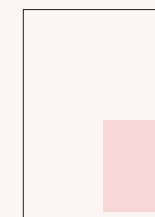


Dimensions
277x92mm

Single insert	£940
6 series	£846
13 series.	£752

Also includes:
Double MPU 300x600px
Mobile MPU 300x250px

QUARTER PAGE



Dimensions
92x135mm

Single insert	£520
6 series	£468
13 series.	£416

Also includes:
Single MPU 300x250px
Mobile MPU 300x250px



VIDEO INTEGRATION
+25% of total cost

GUARANTEED POSITION
+10% of total cost

Deadlines for Advertising Creative

ISSUE	AD DEADLINE	RELEASE
June	05/04/2022	12/04/2022
July	03/05/2022	10/05/2022
Summer	31/05/2022	07/06/2022
August	28/06/2022	05/07/2022
September	26/07/2022	02/08/2022
October	23/08/2022	30/08/2022
November	20/09/2022	27/09/2022
December	18/10/2022	25/10/2022
January	15/11/2022	22/11/2022
February	13/12/2022	20/12/2022
March	10/01/2023	17/01/2023
April	07/02/2023	14/02/2023

Online magazine ads

- We accept your finished online magazine artwork as PDF (vers 1.3), TIF, EPS and JPEG
- All files must be 300dpi
- We can accept InDesign files. All images and font files must be supplied.
- Email to nick.powell@seager.aero

Website ads

- We accept jpg, png and gifs
- All files must be 72dpi
- All files must be 150KB or smaller.
- All GIF ads with partially black or white backgrounds must include a visible border of a contrasting color to the majority background color of the ad.
- Email to nick.powell@seager.aero



Let's talk

Our team is here to support you and to help you find the best ad solution for your brand and then to make sure you have all of the information you need to deliver engaging content. To get started and talk about your options:



+44 (0)1225 481440



sales@seager.aero

ADVERTISING

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