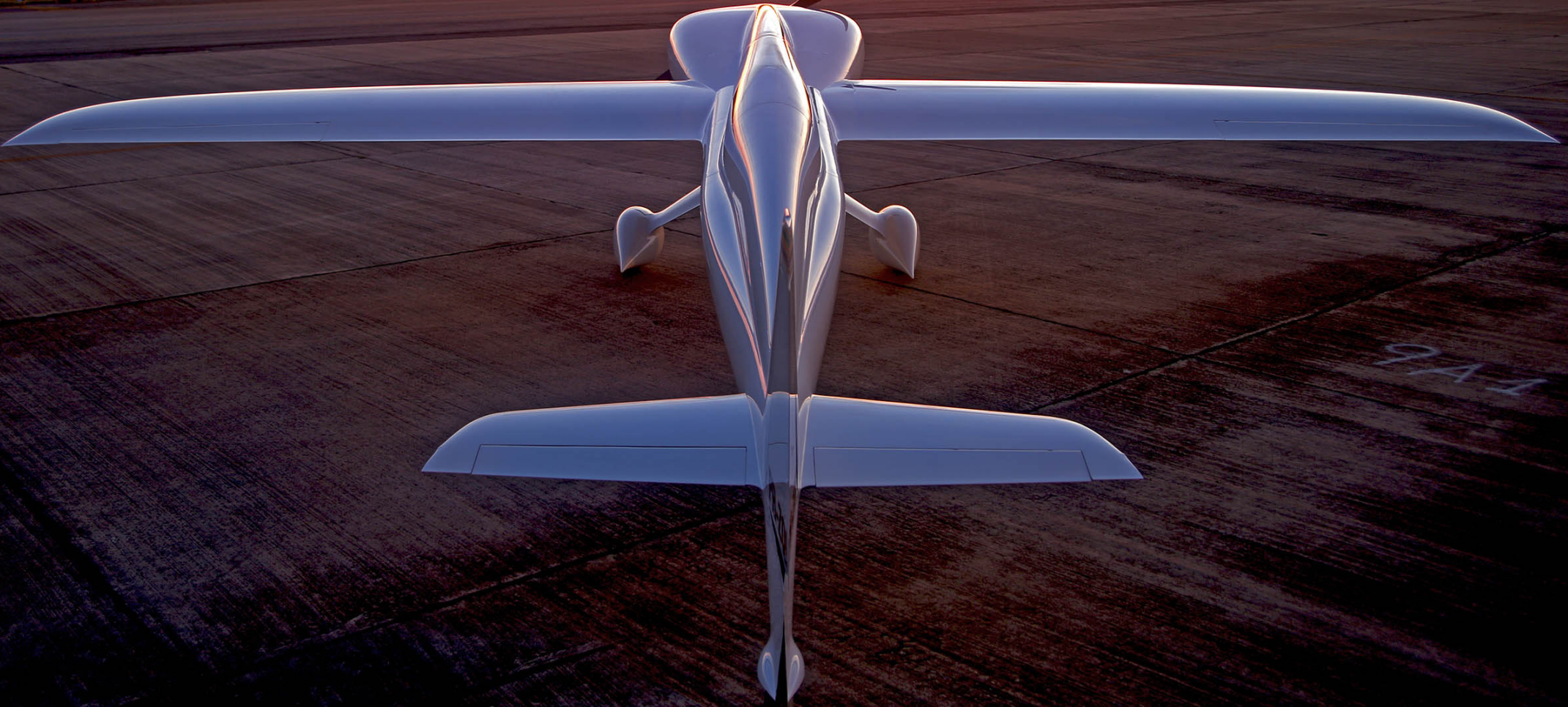


FLYER

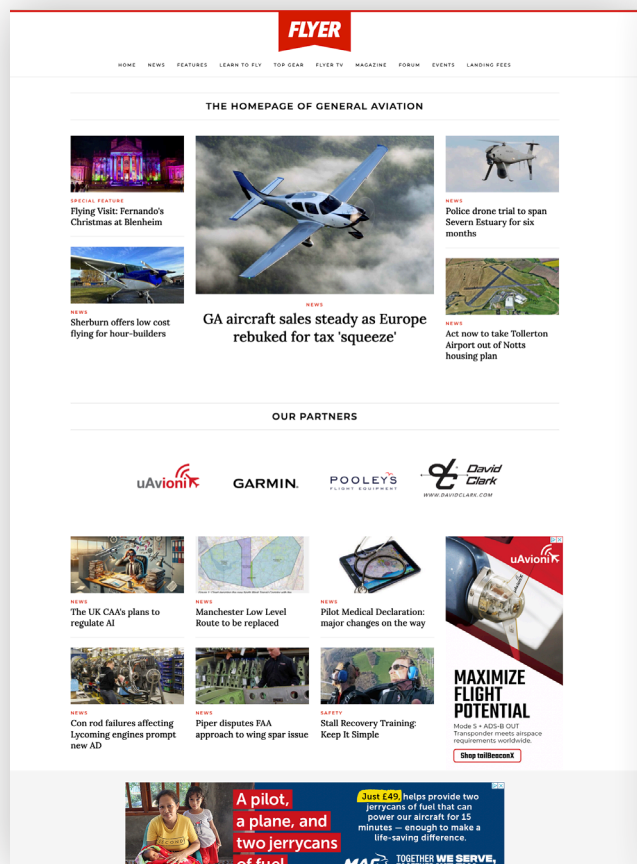
THE HOMEPAGE OF GENERAL AVIATION



FLYER MEDIA KIT

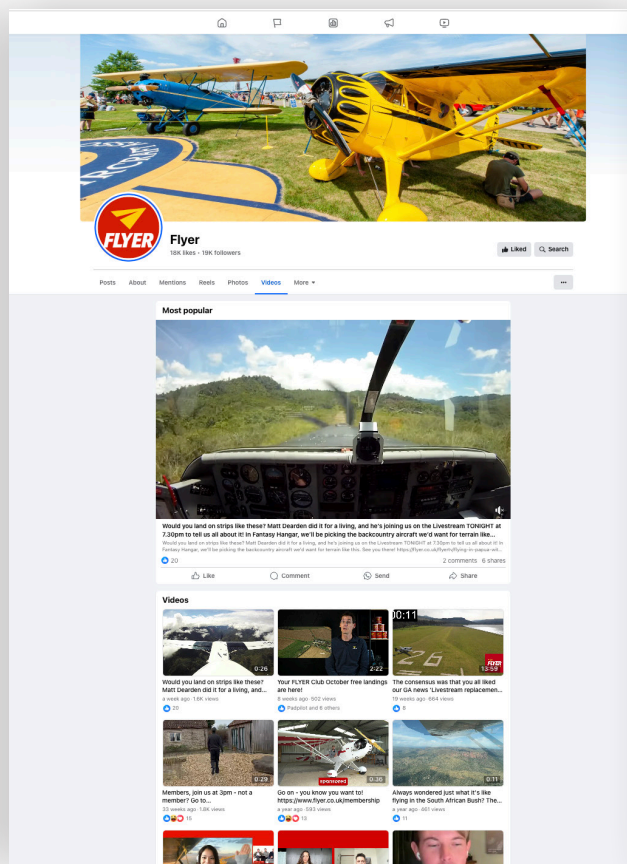
The thrill of flying flyer.co.uk

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



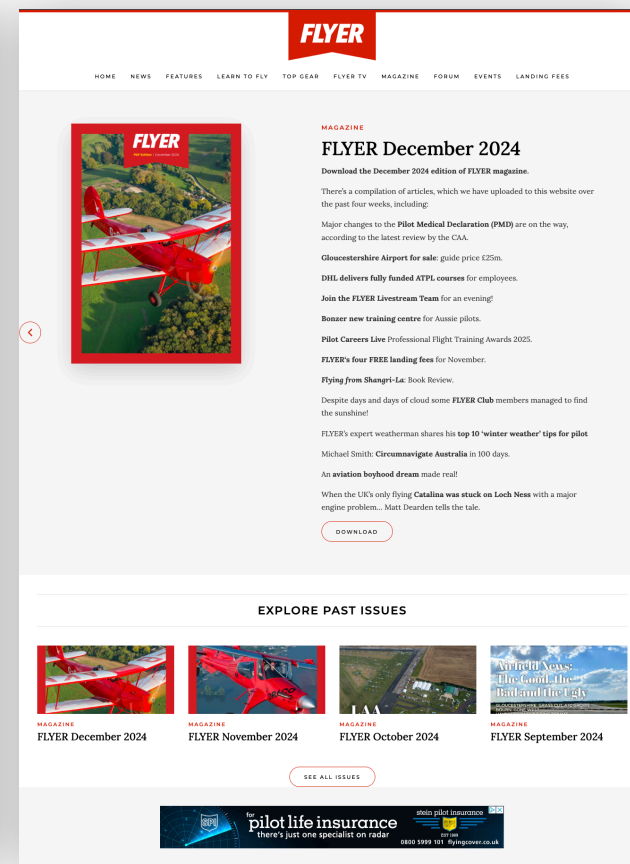
WEBSITE

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
Our audience	07
Brand Reach	09

WEBSITE OPPORTUNITIES

Ad Packages	12
Newsletter Advertising	13
Collaborative Content	14

SOCIAL MEDIA OPPORTUNITIES

Social Media Advertising	15
Sponsored Content	16

SALES & SUPPORT

Magazine Ad Formats	17
Advertising Creative	18
Contact	19

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.

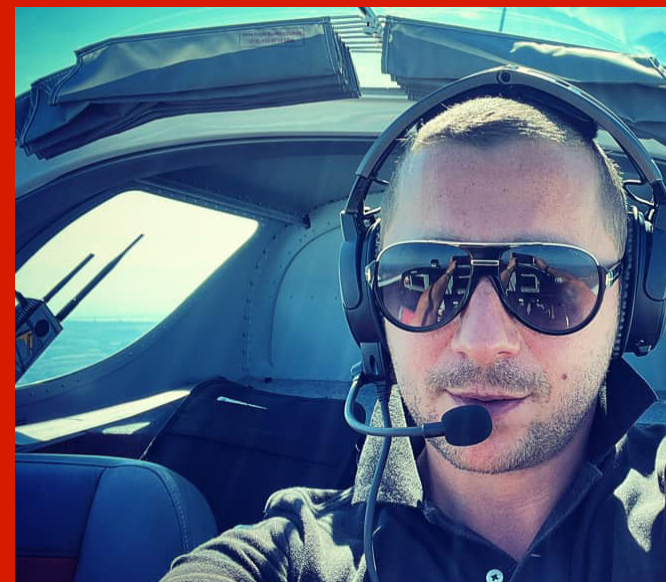
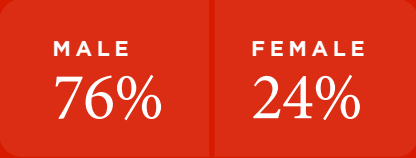
FLYER is written and read by the most active pilots – those who fly whenever they can, build their own aircraft and look to the future of GA. FLYER keeps the GA community up to date with the latest news, products, reviews, features and expert opinion. The brand also has Europe's busiest website/online 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





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.



84%

HAVE A PILOT LICENCE

74%

OWN/SHAREHOLDER IN AN AIRCRAFT

LATEST FEATURES

Flight Tests and Flying Adventures, First Solos and I Get Paid For This, Special Features and Technical Analysis

FLIGHT TESTS



FLIGHT TEST

Extra NG: German aerobatic ace gets all-composite makeover

Extra's aerobatic aircraft are a common sight at both competitions and displays but its high-performing two-seat top model, the 330LX, now has a 'better' brother – the Extra NG. What's more, this one's all composite...



FLIGHT TEST

Train with the 'Profes Tecnam's P-Mentor



FLIGHT TEST

Sling High Wing: the Cessna 182?

THE HOMEPAGE OF GENERAL AVIATION



SPECIAL FEATURE

How much does a TB20 really cost to own?

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.



39,000

MONTHLY WEBSITE USERS

20,000

FACEBOOK FOLLOWERS

44,000

MONTHLY FORUM USERS

34,000

FLYERTV VIEWS PER MONTH

8,000

NEWSLETTER SUBSCRIPTIONS

11,500

YOUTUBE SUBSCRIBERS

13%

USA & CANADA

78%

UK & EUROPE

1%

AUSTRALIA

A Global brand

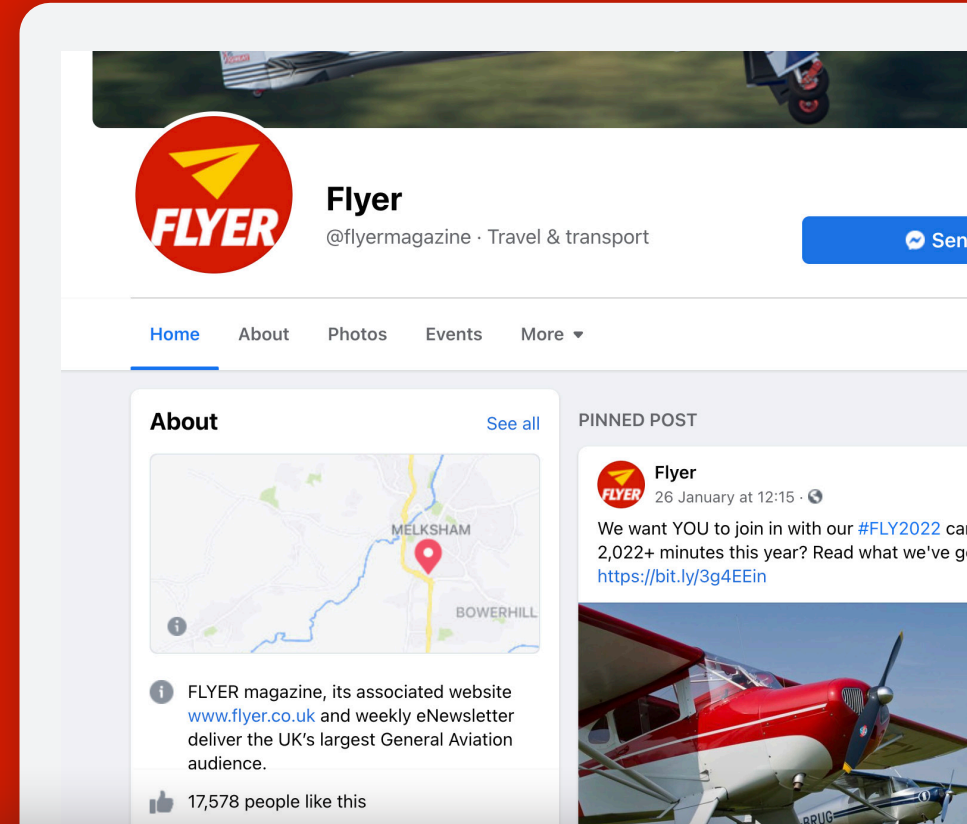
Some 60% of our monthly average of 80,000+ unique website and forum users come from the UK, but 30% of traffic is US-based and 10% European. FLYER's global reach and influence is also bolstered by the team's presence at such annual events as AERO Friedrichshafen and EAA AirVenture Oshkosh, the world's 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: 5.6k	REACH PER MONTH: 34k
	FOLLOWERS: 20k	REACH PER MONTH: 65k
	SUBSCRIBERS: 8.3k	VIEWS PER MONTH: 24k
	FOLLOWERS: 8.6k	IMPRESSIONS: 95k



Advertising packages

Across 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, tablet and mobile formats

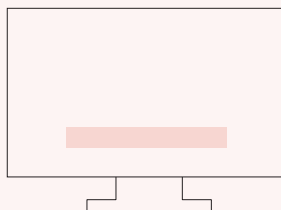
HOW IT WORKS

Select a Desktop ad format which are individually priced

+

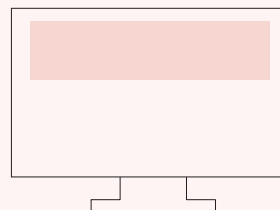
We'll work with you to select the format that best meets your marketing needs across both desktop and mobile

LEADERBOARD



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

BILLBOARD



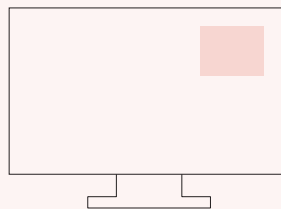
Dimension 970 x 250px
 RON Cost £25 cpm
 Targeted Cost £POA

MOBILE LEADERBOARD



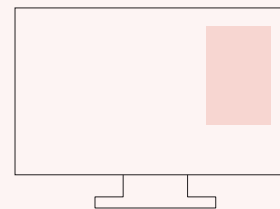
Dimension 320 x 50px

MPU (MID PAGE UNIT)



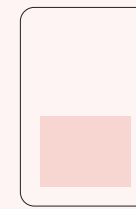
Dimension 300 x 250px
 RON Cost £15 cpm
 Targeted Cost £POA

DOUBLE MPU



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

MOBILE MPU



Dimension 300 x 250px

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.

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

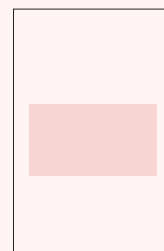
54%
OPEN RATE

17.95%
UK NATIONAL AVG

12%
AVG CTR

2.81%
UK NATIONAL AVG

DISPLAY BANNER



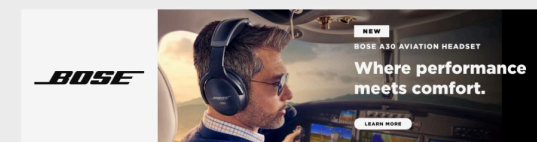
Dimension 970 x 250px
Format Jpeg/Gif
Cost (2 weeks) £250

Cirrus launches G7 models with touchscreen avionics



Cirrus Aircraft has launched the latest upgrade to its SR series aircraft, bringing new avionics and upgraded safety features to the high performance sales leader.

[Read more](#)



ADVERTISE WITH US

Watch our video walk-through of the new Cirrus G7



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

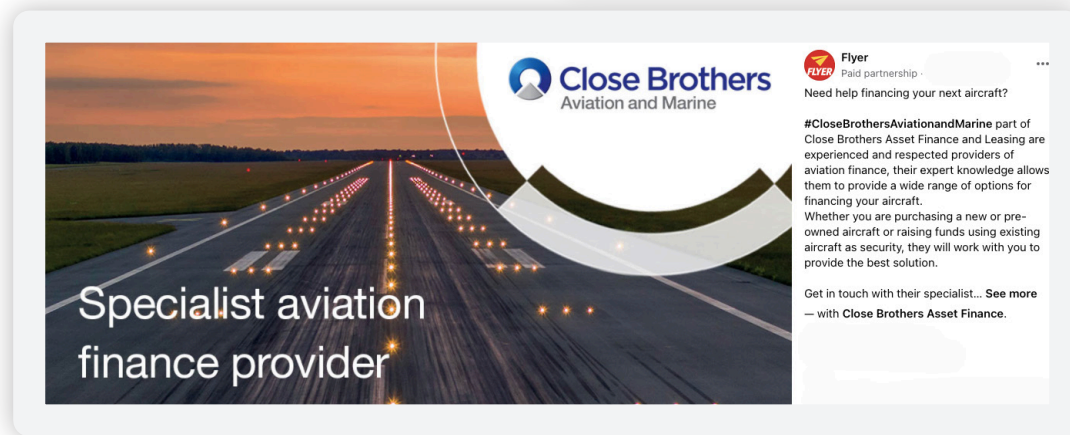
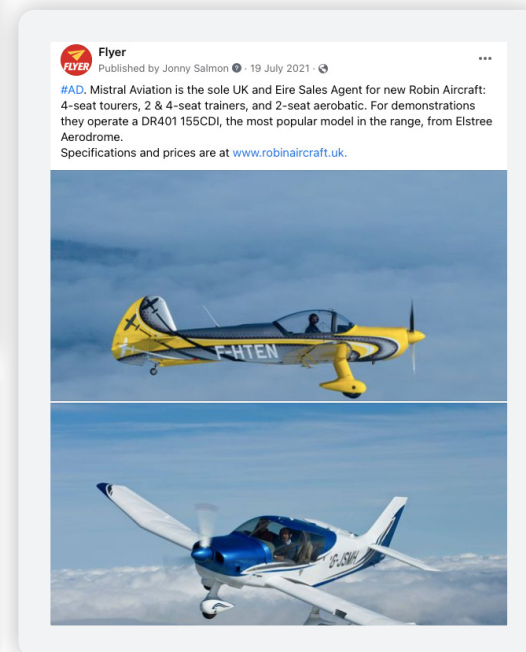
The screenshot shows a website layout for 'FLYER'. At the top, there is a navigation menu with links for NEWS, FEATURES, LEARN TO FLY, MAGAZINE, FLYER TV, EVENTS, FORUM, and STORE. A search icon and a 'SIGN IN' button are also present. The main content area features a large, vibrant image of a green Cirrus SR22 aircraft flying over a landscape. Below the image, the article title 'First flight in a £1m+ G7 Cirrus SR22' is displayed in a large, bold font. The article text begins with 'Pay something north of \$1,000,000 and you'll get yourself the very latest Generation 7 Cirrus SR22. There's been a significant change to the avionics, a whole new interior and some great additional upgrades...'. To the left of the text is a vertical social media sharing bar with icons for Facebook, Twitter, LinkedIn, Email, and Print. To the right is a small advertisement for 'pilot life insurance' featuring a radar graphic and the text 'there's just one specialist on radar'. The 'FLYER' logo is prominently displayed in a red banner at the top of the page.

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





FLYER
LIVE 12-16 April
Incorporating Learn To Fly Week

BOSE AVIATION | GARMIN | uAvionix | Leading Edge Aviation | POOLEYS | Mistral Aviation ROBIN

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



FULL PAGE

Dimensions 210x297mm

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

HALF PAGE HORIZONTAL

Dimensions 190x135mm

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

HALF PAGE VERTICAL

Dimensions 277x92mm

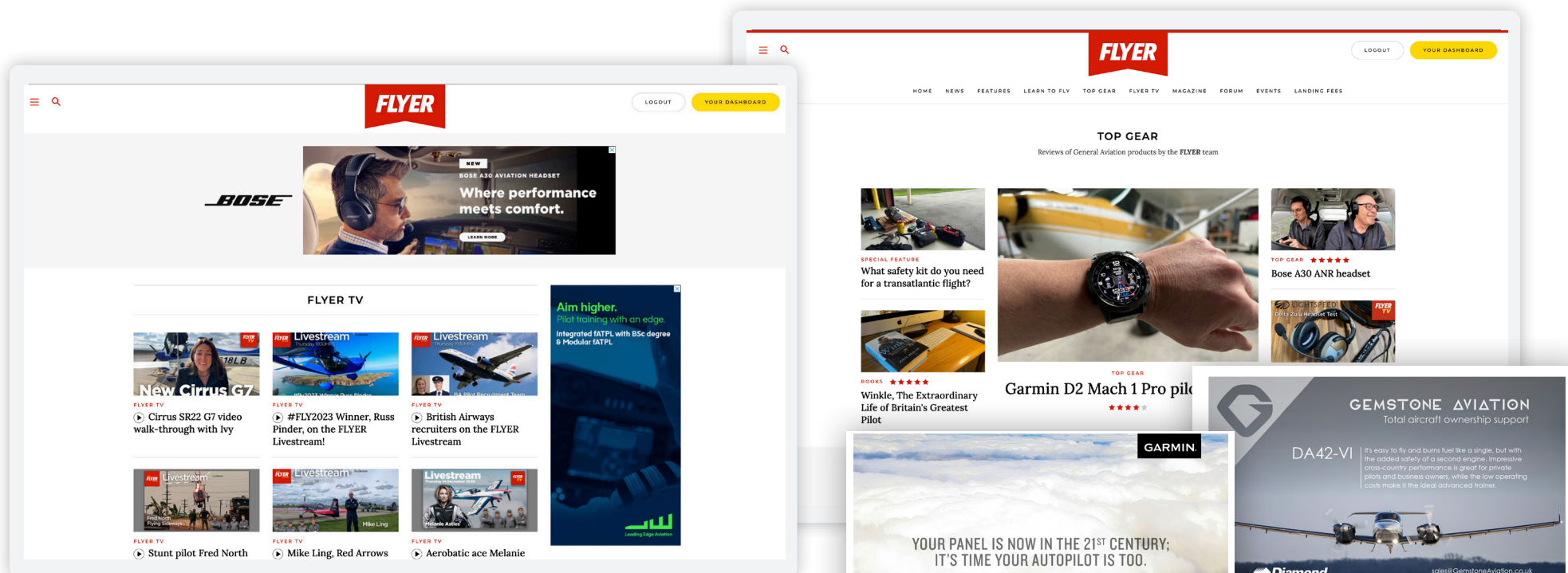
Single insert	£940
6 series	£846
13 series.	£752

QUARTER PAGE

Dimensions 92x135mm

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

For Advertising Creative



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

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