

# FLYING<sup>®</sup>



MEDIA KIT 2022

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# FLYING<sup>®</sup>

**THE WORLD'S MOST WIDELY READ AVIATION MAGAZINE—**  
is the premier resource for pilots and aviation enthusiasts who have a passion for flying.

Published continuously since 1927, FLYING provides aircraft reviews, flying tales, safety counseling and expert opinion all written by and for active, engaged pilots. FLYING is focused on personal and business aviation but also gives readers a glimpse into airline cockpits and military and vintage aircraft.

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## OUR MISSION

**WE KNOW THE PLEASURE** that comes after a flight — when you're back in the hangar or coffee shop or lounge at home — those moments when you can sit down and thoroughly read through an issue of *FLYING* that you've been subscribing to for decades, or that you just picked up in order to feed your inspiration to fly.

The *FLYING* editorial team also applies the same technical rigor and personal-aviation-focused mindset to each of our digital channels.

We break news and analyze daily and weekly happenings on flyingmag.com; we provide up-to-the-second aviation industry commentary in our social feeds; we deliver behind-the-scenes moments on Instagram and YouTube; and we provide an on-ramp to those who wish to become pilots on each of those channels. We're dedicated to giving our audience the news, technical content, and entertainment they desire right where they "live" — and we're committed to continuous quality in every sector we reach.

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I TRULY BELIEVE THAT YOU NEVER ACTUALLY OWN FLYING. YOU MERELY LOOK AFTER IT FOR THE NEXT GENERATION. MY STAFF AND I ARE HONORED AND HUMBLLED TO HAVE THE CHANCE TO LOOK AFTER IT FOR A WHILE.

**Crag Fuller**  
**CEO, FLYING Media**



# WHO READS FLYING

**WE REACH BOTH** the aspiring pilot—the one who dreams of flight but hasn’t yet turned that into reality—and active pilots of varied backgrounds, whether professional aviators or non-aviation professionals, whose life pursuits provide a means to fuel their flying dreams.

To the new entrants to our family, there’s an invitation, a sense that they can make the approach and join the world of flight. To the longtime pilots, we speak to those who seek technical rigor and new thought on the topics—and aircraft—they care most about. To every enthusiast, we illuminate opportunities to mentor and give back through philanthropic pathways, to show that aviation reaches all ends of the Earth and has a

## MAGAZINE

MALE	95%
AVERAGE AGE	54
COLLEGE EDUCATED	92%
AVERAGE HHI	\$190,800
AVERAGE NET WORTH	\$1,646,400
OWNER/EXECUTIVE SUITE	43%
ON BOARD OF DIRECTORS	5%
MANAGEMENT/ PROFESSIONAL	29%
CAPTAIN	20%
PROFESSIONAL PILOT	27%
CHIEF PILOTS	5%

### ARE PILOTS 91%

#### Type of License:

STUDENT	5%
PRIVATE	49%
COMMERCIAL	26%
ATP	19%
CFI/CFII	24%

### TOTAL HOURS FLOWN

UP TO 300	22%
301-500	10%
501-1,000	16%
1,001-2,000	14%
2,001-5,000	17%
5,001+	21%

### ALL RATINGS HELD

INSTRUMENT	60%
MULTIENGINE	39%
HELICOPTER	6%
TYPE RATING	19%
CFI/CFII	24%

### AIRCRAFT OWNED

SINGLE ENGINE, FIXED GEAR	76%
SINGLE ENGINE, RETRACTABLE GEAR	34%
KIT/HOMEBUILT	9%
MULTI-ENGINE PISTON	8%
TURBOPROP	3%
TURBINE	2%
HELICOPTER	2%
OTHER	4%

## ONLINE

MALE	94%
AVERAGE AGE	46
COLLEGE EDUCATED	91%
AVERAGE HHI	\$181,200
AVERAGE NET WORTH	\$1,112,900
OWNER/EXECUTIVE SUITE	26%
ON BOARD OF DIRECTORS	6%
MANAGEMENT/ PROFESSIONAL	29%
CAPTAIN	11%
PROFESSIONAL PILOT	25%
CHIEF PILOT	4%

### ARE PILOTS 86%

#### Type of License:

STUDENT	5%
PRIVATE	49%
COMMERCIAL	26%
ATP	14%
CFI/CFII	19%

### TOTAL HOURS FLOWN

UP TO 300	22%
300-500	10%
501-1000	16%
1001-2000	14%
2001-5000	17%
5001+	21%

### ALL RATINGS HELD

INSTRUMENT	51%
MULTIENGINE	31%
HELICOPTER	5%
TYPE RATING	16%
CFI/CFII	19%

### AIRCRAFT OWNED

SINGLE ENGINE, FIXED GEAR	76%
SINGLE ENGINE, RETRACTABLE GEAR	34%
KIT/HOMEBUILT	9%
MULTI-ENGINE PISTON	8%
TURBOPROP	4%
TURBINE	3%
HELICOPTER	2%
OTHER	6%



# DIGITAL OPPORTUNITIES

**TOGETHER, WE CAN** tell the story of your product to our engaged audience. We reach enthusiasts, hobbyists, professional pilots, aspiring pilots, business professionals, and more.

*We will use our reach to tell your brand story.*



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## 1,200,000

Unique Page Views

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## 84,000

Newsletter Subscribers

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## 55,000

Opt-in Marketing Email

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## 323,000

Facebook Likes

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## 75,000+

Instagram Followers

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## 64,000+

Twitter Followers

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## WHAT WE OFFER

### > SPONSORED ARTICLES

Articles that are (a) written by you and edited by the *FLYING* editorial team or (b) written solely by the *FLYING* team, with collaboration on content and subject. Content appears in the *FLYING* newsletter and on flyingmag.com. Articles may also be promoted through our social media channels.

### > SPONSORED FRANCHISES

Our editorial team is creating new franchises that will be weekly or monthly columns centered around topics like education, general aviation finance, women in aviation, aircraft ownership, and more. Ask us about upcoming franchises and partnering with us to bring them to our audience.

### > NEWSLETTERS

Newsletters are distributed via email to our network of subscribers and feature a top banner ad with sponsorship recognition in each issue. You can place your sponsored articles in-line with the editorial content to teach our readers more about your product and create lead generation.

### > WEBINARS/DEMO

Webinars or product demos are informative, educational sessions that are developed in collaboration with the sponsor and the *FLYING* team. Webinars are marketed and promoted to the *FLYING* audience and include pre- and post-webinar promotions across our media channels, including social media, flyingmag.com, and email blasts. Webinar sponsors also receive contact details for all webinar registrants.

### > INFOGRAPHICS

Infographics use compelling visual content to highlight product features or events in the industry. Similar to articles, *FLYING* editorial staff may create an infographic based on product releases or work in partnership with the sponsor to develop the theme. Infographics will appear in our newsletter and on the Flying site as well as receive promotion across our social media channels.

### > CUSTOM VIDEO CONTENT

Similar to sponsored articles, create your own video idea and let *FLYING* bring your story to life via rich media video that will live on our video platforms. Or, work with our editorial team with an idea for a video series and sponsor the content, giving your brand authority with our audience.

# DIGITAL CAPABILITES

## DISPLAY WEB ADS

- High Impact Units
- Prestitials
- Responsive design
- Targeting options include geo, key word and section sponsorship.
- 3rd Party Tracking Tags
- STANDARD • HIGH-IMPACT • MOBILE

## CUSTOM EMAIL

- 50,000+ Opt-ins
- 100% Share of Voice
- Above average open rates
- Highly engaged audience
- Retargeting Capabilities

## EDITORIAL NEWSLETTER

### The Daily (M to F)

- 80,000+ subscribers
- Above average open rates
- High impact integration opportunities for supplied content
- High visibility advertising
- Banner size: 600x100
- Up to 50 words of promotional copy with CTA

## EDITORIAL NEWSLETTER

### The Weekender (Sunday)

- A weekly wrap up of the best-read articles
- 80,000+ Subscribers
- High Open Rate
- Exclusive sponsorship opportunities - 100% SOV

## VIDEO UNITS: Video messaging.

Distribute your brand video that is between 15-30 seconds.

- PRE-ROLL • OUTSTREAM • NATIVE

## SOCIAL: Sponsored posts, brand ads, video ads

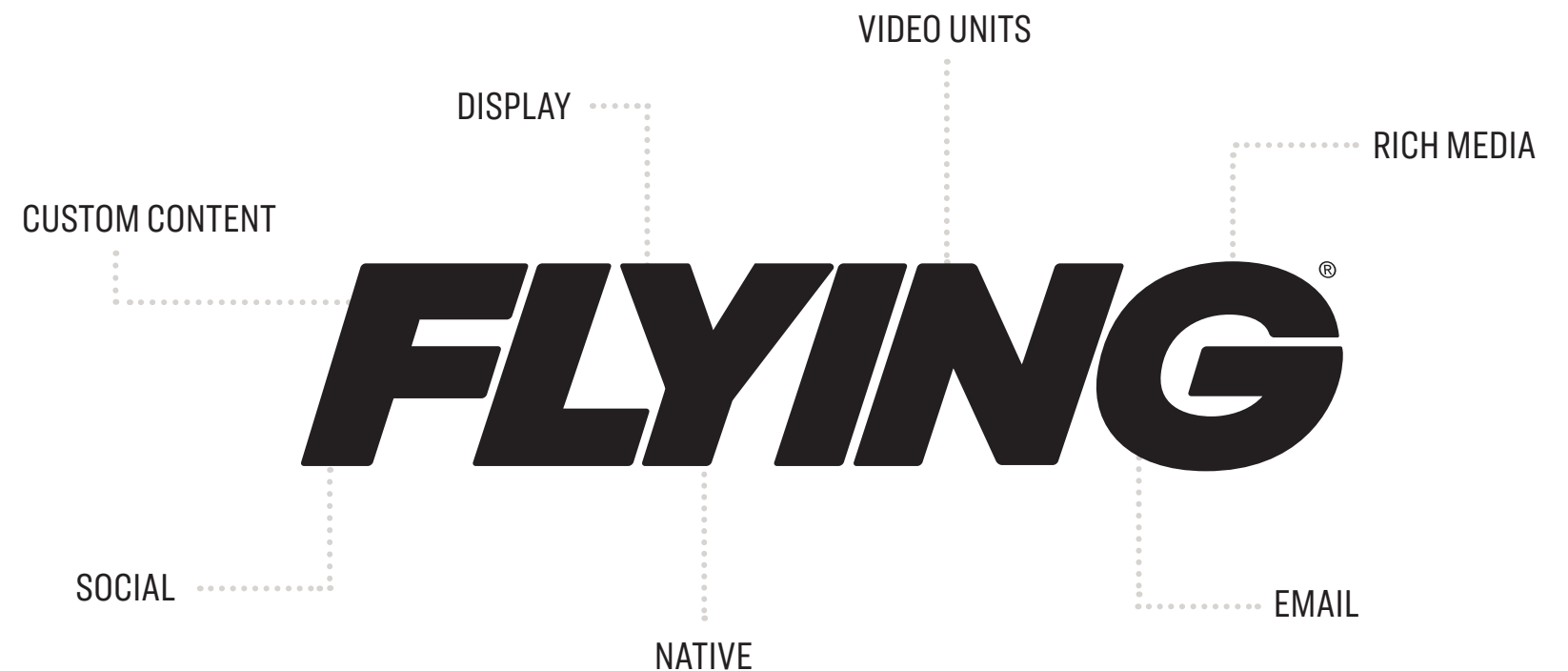
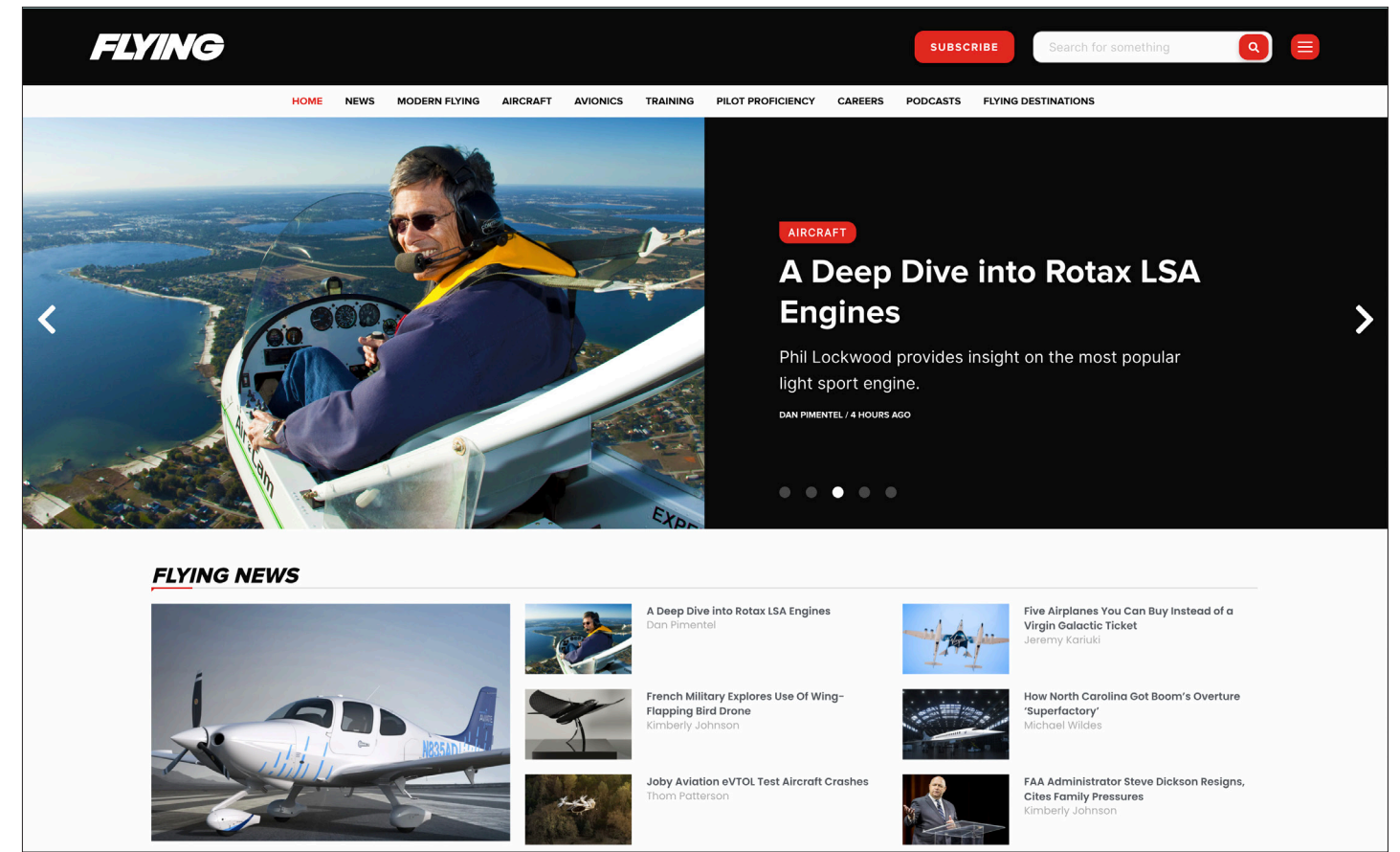
FACEBOOK • INSTAGRAM • TWITTER

## CUSTOM CONTENT:

Partner with FLYING to tell your story in a meaningful and in-depth way to active and aspiring pilots. Our influence and your expertise provide a winning, custom content experience for our enthusiasts.

- VIDEOS
- PHOTOGRAPHY
- ARTICLES
- PUBLISHED TO FLYINGMAG.COM
  - Promoted in FLYING's editorial eNews-letters and custom emails
  - Promoted on FLYING's social media channels

\*Digital specs available upon request.



# THE POWER OF PRINT

*FLYING Magazine helps you turn our readers into your customers*

**FROM THE SOFT-TOUCH FEEL** of the cover, the high quality paper and the rich colors precisely applied by the latest in offset press technology to the fascinating stories it tells, FLYING Magazine is an experience that stimulates the mind and the senses.

As renowned communication theorist Marshall McLuhan aptly said in the 1960s, “The medium is the message.” The vehicle through which stories and advertisements are presented impacts the way readers process and receive them.

Now, in the 21st century, McLuhan’s statement is especially true. In our digitally saturated world, the tactile experience of peering into people’s lives through a beautifully designed combination of printed text, illustrations, and images makes a powerful and lasting impression.

Research shows that printed content aids reader comprehension by focusing a person’s attention—almost in a meditative state—and creating an immersive experience. People tend to slow down and take their time when reading print media, in contrast to the web-surfing manner in which they consume digital content. Scientific studies also show that printed materials activate areas of the brain that process emotions, and that consumers assign a greater level of trust to the content they read in print.

At FLYING, we take these advantages seriously. Since 1927, we’ve created impactful calls to action for our advertisers that turn our subscribers into their next sales, helping to boost our partners’ bottom lines. The best part: There’s no pretense involved. Our advertisers are members of the FLYING community and they bring products and services that our readers need and are looking for. FLYING Magazine is the vehicle that facilitates this mutually beneficial relationship.

In today’s environment—where consumers are constantly barraged by digital messages that scream for their attention—print offers a welcome respite. Now as a quarterly publication, FLYING Magazine is designed to be saved and revisited as a “good book” and credible information resource. With this longer-lasting impact, FLYING will find a home on our readers’ desks and coffee tables—engaging your audience for weeks or months as they revisit its pages.

Contrary to popular opinion, print is not dead. It’s likely the best and most targeted way to reach your audience. Join the FLYING community today by advertising in FLYING Magazine and let us introduce you to our loyal readers and subscribers—your future customers.



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# PRINT SPECS

## Trim Size: 7.75" x 10.5"

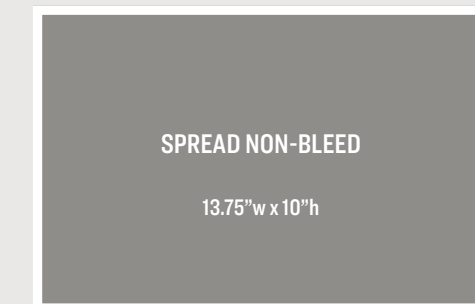
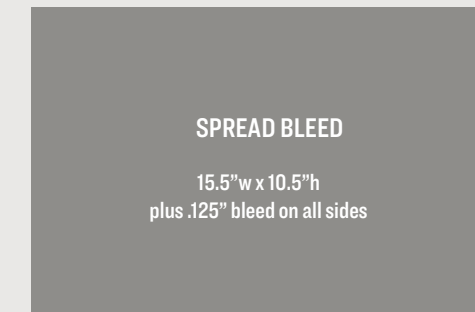
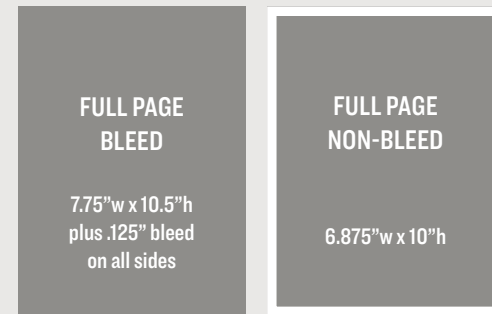
Issues will be Perfect Bound, Jog to Foot

Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production. All ads supplied must be CMYK. For ads requiring a spot color, please contact your production manager for specifications.

**AD SIZES:** Follow ad size specifications and guidelines provided in this document. Ads that do not meet exact size specifications listed on the rate card will incur charges for resizing.

**REQUIRED FORMAT:** PDF/X-1a format files required for submission. Files should conform to SWOP guidelines, and total ink density should not exceed 300%. View specifications online at [www.swop.org](http://www.swop.org).

**PROOFS:** Flying Media Group utilizes Virtual Proofing technology. If you opt to send a proof for internal color approval, please send a Web Coated SWOP 2006 certified proof.



## DEADLINES

	Ad Close	Ad Material Due	Ship Date
Summer Adventure	MAY 9, 2022	MAY 16, 2022	JULY 5, 2022
Summer	JUNE 14, 2022	JUNE 21, 2022	AUG 2, 2022
Buyer's Guide	AUG 26, 2022	SEPT 2, 2022	OCT 6, 2022
November	SEPT 22, 2022	SEPT 29, 2022	NOV 2, 2022
December	OCT 21, 2022	OCT 28, 2022	DEC 12, 2022
January	NOV 21, 2022	NOV 28, 2022	JAN 4, 2022
February	DEC 23, 2022	DEC 30, 2022	FEB 2, 2022

**NOTE:** If we do not receive instructions regarding your materials, the most recent ad of the same size scheduled will be picked up. Ad materials received after the deadline may incur late fees, unless an ad extension is arranged with ad services prior to the deadline.



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# PRODUCTION GUIDELINES

**For all bleed ads:** Build file to trim size (see chart on previous page) and add .125" bleed on all 4 sides. Ensure that crop marks are offset .125" from bleed. Allow .25" safety area within trim on all 4 sides (no live matter)

**Spread ads:** Supply in a single document

## MATERIALS REQUIREMENTS FOR IN-HOUSE DESIGN SERVICES

**PHOTOS:** Supplied images should be high res (300 dpi) in CMYK. B/W images must be high res (300 dpi) grayscale. Images supplied in RGB will be converted to CMYK.

**LOGOS:** Vector .eps or .ai files are preferred. Type must be converted to outlines unless the fonts are provided. Jpgs should be 300 dpi.

Native files supplied for corrections/adjustments, must be accompanied by the fonts and links used in those files. (Recommended: use the packaging function in InDesign to gather fonts and links.) Black type on light background should be defined as 100% black only. Files should conform to SWOP guidelines, and total ink density should not exceed 300%.

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# ADVERTISE WITH US

**LISA DEFREES**, Senior Vice President of Global Sales & Partnerships

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# ***FLYING***<sup>®</sup>