

Media Kit

2025



Plane
&Pilot

PREPARING TODAY'S PILOTS FOR TOMORROW



Audience

\$272,000

Average Household Income

53%

Spend more than \$1,000 annually
on aviation products

87%

of readers are likely to purchase an aviation
product that is advertised or reviewed by
Plane & Pilot

Readers' plans over the next 12 months

34%

Plan to purchase mobile apps,
including navigation

17%

Plan to purchase a
used airplane

34%

Plan to travel domestically or
internationally for aviation

17%

Plan to purchase new avionics
for their aircraft

27%

Plan to purchase airplane refurbishment (e.g.
paint, interior, engine overhaul, parts)

15%

Plan to purchase new handheld avionics (e.g.
GPS or Nav/Com Radio)

20%

Plan to purchase a new
aviation headset

In aviation's fast lane, digital marketing is essential.

Total Monthly Audience

(Print, Digital, Social)

457K+ Per Month

PlaneAndPilotMag.com

169K+ Pageviews/mo

Email Subscriptions

30K+ Opt-In Subscribers

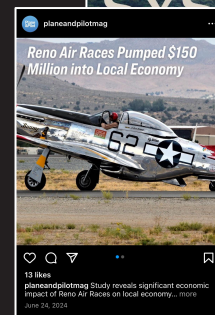
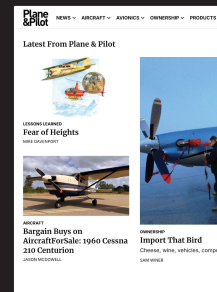
Print Readership

115K+ Per Copy


Social Media

11K+ Instagram followers

247K+ Facebook followers



How to Get Involved



Talk to a sales representative today to bundle in any of these additional promotions and solutions (detail on following pages):

+ **Website Display Advertising**

+ **Social**

+ **Email**

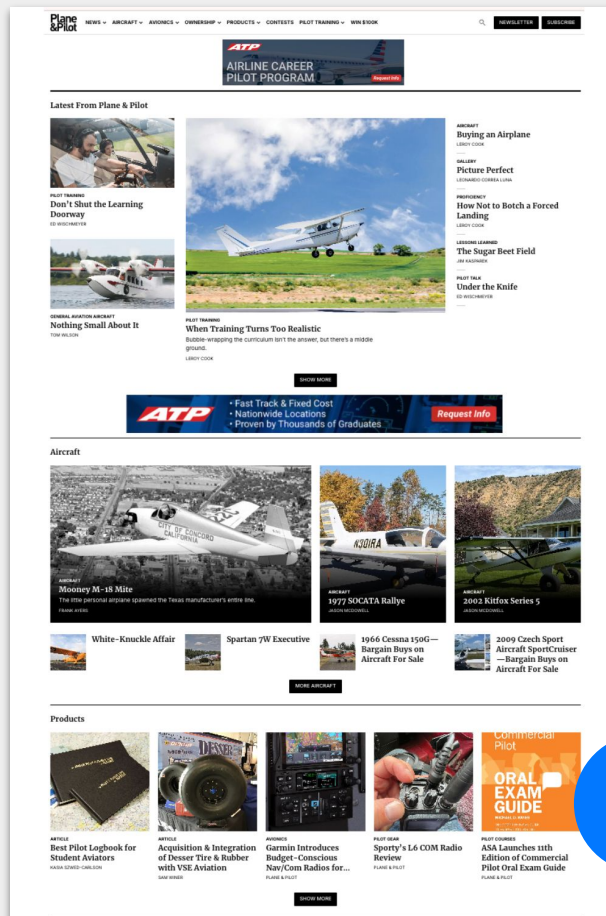
+ **Custom Content**

Please contact teresa.demers@firecrown.com to explore these solutions and get more information.



PlaneandPilotMag.com Website Advertising

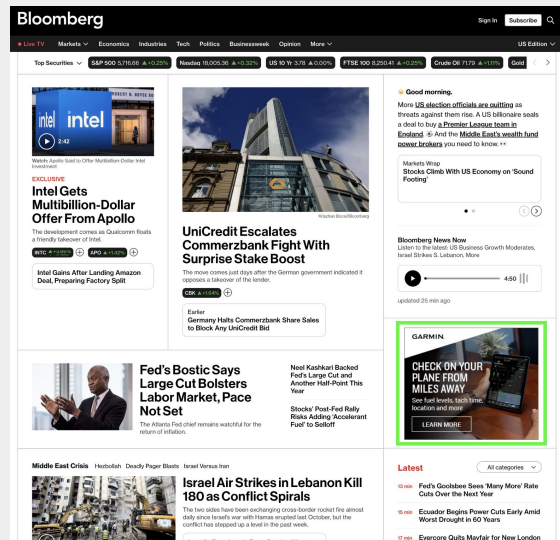
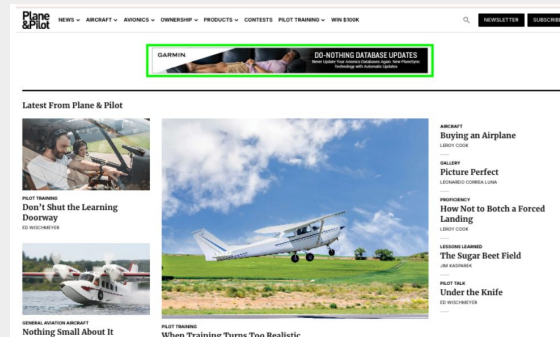
- Impression Based Campaign
 - Served Run Of Site (ROS)
 - CPM: \$25
- Category Sponsorship
 - 100% SOV - \$5,000/mo
 - 50% SOV - \$3,000/mo
 - Training
 - Aircraft
 - Avionics



Audience Extension Advertising Package

- Expand the effectiveness and reach of your campaign through audience extension
- Increase the touchpoints of your brand with your targets within Plane & Pilot audience
- Ability to target Plane & Pilot content categories, newsletter lists, or provide an ideal persona to the FMG ad ops team
- Impressions will be delivered and optimized through a premium blend of partner sites
- Avg. CTR: .15-.20%

Price Plans	Tier 1	Tier 2	Tier 3
Impressions	< 200K	< 600,000	> 1,000,000
ROS CPM	\$25	\$20	\$15
Investment	< \$5,000	< \$12,000	> \$15,000




Sponsored Social Posts

- Leverage the huge social following of our aviation brands with a dedicated social post promoting your aircraft or aircraft service
- Each post is hosted on the Plane & Pilot social handle


Advertiser must have a registered social handle on the platform of choice

Platform	Package Price
Facebook - Article	\$750
Facebook - Video	\$1,000
Instagram - Photo	\$750
Instagram - Story	\$750
Instagram - Reel	\$1,000




 **Flying Magazine**
Aug 23

Based at KTIW for 10 years, this polished 47' Bonanza has been meticulously maintained and upgraded. Every component, whether replaced or updated, showcases an uncompromising commitment to quality. This is a fantastic opportunity for enthusiasts or pilots looking for a reliable and beautifully preserved aircraft.

Sponsored by **AV8RS LLC**
<https://bit.ly/4fUQfON>
[Show Less](#)



AIRCRAFTFORSALE.COM
1947 Beechcraft 35 Bonanza - \$99,500 | Aircraft for Sale

 Like  Comment  Share

Boosted Social Posts

- Leverage the huge social following of our aviation brands with a dedicated social post promoting your aircraft or aircraft service
 - Each post retargets the engaged followers on our social channels
 - Varying scales of investment available, depending on the impressions that you would like guaranteed
-
- Facebook Followers: 246,000 followers
 - Instagram Followers: 4,000 followers

Advertiser must have a registered social handle on the platform of choice

Guaranteed Impressions	Package Price
Impressions Scalable by Commitment	TBD
Available on either Facebook, Instagram, LinkedIn	



Sponsored eBlast

- Plane & Pilot will distribute a sponsored e-blast with partner CTA
- eBlast will be sent to Plane & Pilot's full 6,200+ opt-in list
- The partner can provide images and copy and Plane & Pilot will create an email using a template
- Alternatively, the partner can provide an HTML file

Price Plans	Overview
Quantity	1X
List Size	6,200
Investment	\$3,500

Follow Up Email, Retargeting Unopened Users: \$2,500/per

Plane
&Pilot



The eBlast template features a green header with the 'Plane & Pilot' logo and an illustration of a man giving a thumbs up next to an AOPA Finance logo and an airport tower. The main body is dark blue with white text. It includes two customer testimonials in orange and blue callout boxes. The bottom section lists three bullet points: 'Competitive rates', 'Comprehensive options', and 'A network of dedicated aircraft lenders'. It also states 'We review more than \$1 billion in financing requests each year. We can help you, too!' and includes a 'GET A QUOTE' button and the phone number '1.800.627.5263'.

Plane & Pilot

AOPA FINANCE

IT'S MORE THAN OUR RATES.
IT'S OUR PEOPLE.

"The folks at AOPA were fantastic to work with. I was provided with answers to every question and given expert guidance along the way. This was my first aircraft purchase and I felt as though I was in good hands from beginning to end."

"From the first call, when I was just looking for information, through to the end everyone was absolutely great—knowledgeable and professional as well as friendly. I can't recommend the people in AOPA Finance enough!"

- Competitive rates
- Comprehensive options
- A network of dedicated aircraft lenders

We review more than \$1 billion in financing requests each year. We can help you, too!

GET A QUOTE

1.800.627.5263

Plane & Pilot Newsletter Sponsorship

- Distributed Wednesday and Sunday
- Distributed to Plane & Pilot's full, 23,800+ subscriber list
- Open Rate: 53%

Price Plans	Primary Sponsor	Secondary Sponsor	Third Sponsor	Content Inclusion / Announcement
Placements	<ul style="list-style-type: none"> ✓ Top Spot ✓ Logo ✓ 50 words ✓ CTA ✓ 600x100 or 600x300 ad 	<ul style="list-style-type: none"> ✓ 2nd Spot ✓ 600x100 or 600x300 ad 	<ul style="list-style-type: none"> ✓ 3rd Spot ✓ 600x100 or 600x300 ad 	<ul style="list-style-type: none"> ✓ Image (600x300px) ✓ 35 words of promotion copy ✓ CTA
Open Rate*	53%	53%	53%	53%
Investment	\$8,500/mo	\$4,500/mo	\$2,500/mo	\$1,000/each

*Open Rate is monthly average - updated August 2024

Plane & Pilot

Jan 16, 2025

Dear Plane & Pilot Readers,

Today, Ken Wittekind takes us on an adventure into the Alaskan wilderness, where a seemingly idyllic floatplane trip turned into a lesson in humility and problem-solving. When Wittekind and his friend found themselves stuck after a drop in lake levels, they faced a challenging and unexpected situation. He vividly recounts their struggle to free the Cessna 182 from its muddy predicament, offering valuable insights into the realities of flying in remote and unpredictable environments.

Through this tale, Wittekind emphasizes the importance of understanding and preparing for the unique challenges of floatplane operations, from thorough planning to adaptability. His experience underscores how even seasoned pilots can face unforeseen difficulties. Dive into this month's story to explore the lessons learned from a day when quick thinking and a bit of luck turned a potential disaster into a learning experience.

Fly safe,

The Plane & Pilot Team

Upcoming Events

Waukesha Airport Food Truck Friday | Aug 23, 11 a.m. to 1:30 p.m.
Location: Waukesha County, Wisconsin

[Learn More](#)

Airshow of the Cascades | Aug 23 – 24, 2024

Location: Medford, Oregon

[Learn More](#)

Frontiers in Flight Open House & Air Show | Aug 24 – 25, 2024

Location: McConnell AFB, Kansas

[Learn More](#)

Vintage Biplane Fly-In and Dutchess County Fair | Aug 24 – 25, 2024

Location: Old Rhinebeck Aerodrome, Red Hook, New York

[Learn More](#)

For more information, visit our [Aviation Events](#) calendar:

[Aviation Events](#)



When Push Comes to Shove

After a few years of teaching in the Super Cub, I felt confident that I had the necessary skills and knowledge to tackle the greater challenge of Alaska. I had even made a previous trip flying a friend's floatplane around the Kenai Peninsula for a few days with no problems. I was building my hours and experience toward the next great adventure. In short, I was the poster child for "you don't know what you don't know."

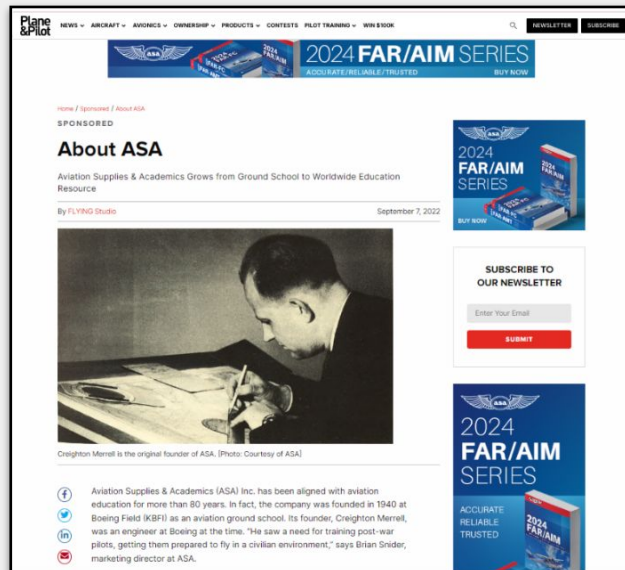
[Read More](#)

Sponsored Editorial Articles

- Leverage Plane & Pilot's expert staff writers to craft a relevant piece of sponsored content about your product or service (max 1,200 words)
- Partner's determine the topic that best highlights their brand; Plane & Pilot provides written draft for review

Price Plans	Tier 1	Tier 2
Organic 1st Party Promotions	<ul style="list-style-type: none"> ✓ Plane & Pilot Weekly NL ✓ Facebook, Instagram, & Twitter/X ✓ Planeandpilotmag.com 	<ul style="list-style-type: none"> ✓ Plane & Pilot Weekly NL ✓ Facebook, Instagram, & Twitter/X ✓ Planeandpilotmag.com
ICP (Ideal Customer Profile) Social Boosting	—	Up to 200,000 added impressions guaranteed*
Average Metrics	+ 400-1,000 pageviews	+ 2,000-5,000 pageviews
Investment	\$6,000	\$10,000

*If specific ICP selected (ex. Student pilots, etc.) - guarantee to calibrate accordingly



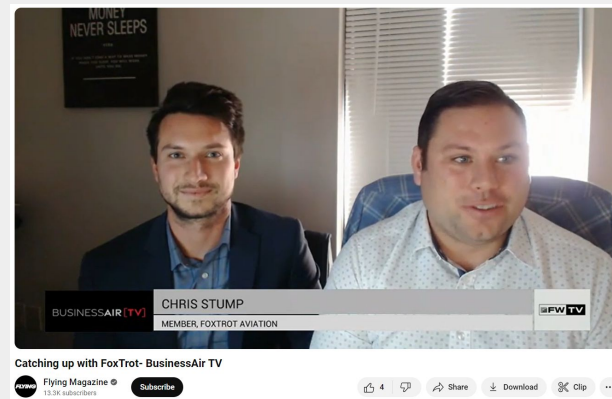
Plane & Pilot TV - Executive Studio Interviews

Highlight your brand's executive team and vision in dedicated Bloomberg-style video interview (5-10 minutes)

- [Example #1](#) - Business Air TV Interview (Tier 1 Package)
- [Example #2](#) - Business Air TV interview (Tier 2 Package [includes recap article])

Price Plans	Tier 1	2
Organic 1st Party Promotions	<ul style="list-style-type: none"> ✓ Plane & Pilot Weekly NL ✓ Facebook, Instagram, & Twitter/X ✓ Planeandpilotmag.com 	<ul style="list-style-type: none"> ✓ Plane & Pilot Weekly NL ✓ Facebook, Instagram, & Twitter/X ✓ Planeandpilotmag.com
ICP (ideal Customer Profile) Social Boosting	—	Up to 200,000 added impressions guaranteed*
Recap Article on Planeandpilotmag.com	—	✓
Average Metrics	+ 400-1,000 pageviews	+ 2,000-5,000 pageviews
Investment	\$8,000	\$12,000

**If specific ICP selected (ex. Student pilots, etc.) - guarantee to calibrate accordingly*



Print Media Issue Dates, Rates and Advertising Specs

DIARY OF THE LAST RENO AIR RACE

Plane. & Pilot



YOUR MAGNETIC COMPASS:
Old Reliable

HELEN RICHEY:
Aviation Pioneer

GALLERY:
Building a Zenith Rudder

PIPISTREL AVIATION:

THE FUTURE OF FLYING IS ELECTRIC

JANUARY/FEBRUARY 2024

PLANEANDPILOTMAG.COM

THIS INCREDIBLE PILOT BY SHALYN MARCHETTI

Roscoe Turner

More than a barnstormer with a flair for the drama

History remembers him as the pilot with the lion. While he did have a flair for the dramatic, and that included flying around with a lion cub, Roscoe Turner's accomplishments both in and out of the cockpit paint a picture of a man who earned his place in history as a true aviation pioneer.

Born in September 1895 in Corinth, Mississippi, Turner quickly decided life on a farm wasn't for him. He ran away from home at the age of 16, traveling to Memphis, Tennessee. There, he found jobs driving taxis and as a street mechanic while also working as an auto mechanic.

Turner first saw an airplane in 1913, and with the outbreak of World War I, decided to enlist in the aviation section of the U.S. Army Signal Corps. He was denied, due to a lack of college education. He would go on to enlist in the Ambulance Corps, and from there was able to transfer to an aviation section. While he saw combat in that unit, he would never do so as a pilot.

Turner ended his military service in 1919. Like many of his fellow pilots, he would go on to purchase a surplus Canuck biplane and begin barnstorming. This began his flair for the dramatic, styling himself in a custom-made, military-style uniform—complete with custom wings with “RT” in the center. His barnstorming career would last for five years, and to drum up publicity he was even married in the cockpit of his plane, with the officiant standing beside.

In 1925, Turner would acquire a Sikorsky S-29-A. His intent was to use the plane for publicity campaigns, charters, and joyrides. But this airplane would lead to Turner getting the



His barnstorming career would last for five years, and to drum up publicity he was even married in the cockpit of his plane.

taste of fame he seemed to crave. The Sikorsky, flown by Turner, would have a prominent role in Howard Hughes' WWI 1930 movie epic Hell's Angels. Turner landed the role of a handsome British airman and went on to play small roles in three other films—all as pilots.

Turner turned to the world of racing, making his first appearance at the 1926 National Air Races. He flew a plane owned by the airline he had started—Nevada Air Lines. The carrier ceased operations in 1930,

and its planes would be repossessed, but Turner wasn't quite ready to be done with air racing. He convinced the Gilmore Oil Company to purchase a Lockheed Air Express and painted it with the company's lion on the side. To further complete the image, he purchased a lion cub that he named Gilmore.

Turner and Gilmore would fly more than 25,000 miles together, setting east-to-west and Canada-to-Mexico flight records. But an adult lion in an airplane wasn't exactly practical, and Gilmore would be grounded after they finished fifth in the 1930 Los Angeles-to-Chicago derby race.

The 1930s were an active time for Turner. He won the Bendis Trophy race in 1933 and the Thompson Trophy race in '34, '38, and '39. He was the only three-time winner of the Thompson competition. Upon receiving that trophy in 1939, Turner said, “Make room for the photographers. It's their last chance to shoot me. Racing is a young man's game. I'm 43!”

But Turner's retirement from racing wasn't his farewell to the aviation world. He established the Turner Aviation Institute in Indianapolis and went on to train pilots, flight instructors, and mechanics for World War II. In 1949, through a special act of Congress, Turner would become the last civilian to be awarded the Distinguished Flying Cross.

Turner died in 1970 at the age of 74 and was buried in Indianapolis. His lion, Gilmore, was taxidermied and sits on display at the Smithsonian National Air and Space Museum in Washington, D.C., alongside Turner's “uniform” and his plane. **PP**



the flight kitchen produced box lunches complete with large submarine sandwiches. After I gobbled one of these gut busters down in a hurry, I spent the next hour fighting the fatigue monster. An alert flight surgeon clued me into smart snacking to keep the blood flowing evenly to the brain and stomach. My favorites these days are energy bars, crackers, and other small snack items at regular intervals.

Fitness
You knew this was coming. For the 30-something pilots out there, you

seem to stay fit through daily living, so enjoy it while you can. For as older types, a regular exercise routine can develop our aerobic capacity and muscle tone. Pilots who exercise even a little tell me they sleep better, seem to process oxygen more efficiently, and at the end of a long day of flying are more alert and make better decisions. Hmm, I just might have to get up off the couch and try that!

Put It Together
The real trick is recognizing when all of these human factors try to gang up on you. Planning to address the

Aperè me ego comme omnequam molum nest cles extrum proptis confit.

human factors present during that trip to AirVenture will keep you on top of your game as you merge with the traffic at Ripon and Pisk. On the other hand, if you are tired, “hangry,” dehydrated, frozen, overheated, mildly hypoxic, and out of shape, be thinking about getting on the ground and staying there. As the saying goes, “It is better to be down here wishing you were up there, instead of up there, wishing you were on the ground.” **PP**

Rate Card



2025 GENERAL DISPLAY RATES

GENERAL DISPLAY 4-COLOR (ALL RATES ARE GROSS)

	1X	3X	6X	9X
2 Page Spread	\$11,700	\$11,115	\$10,004	\$8,503
Full Page	\$6,500	\$6,175	\$5,558	\$4,724
2/3 Page	\$4,769	\$4,531	\$4,078	\$3,466
1/2 Page	\$3,900	\$3,705	\$3,335	\$2,834
1/3 Page	\$2,814	\$2,673	\$2,406	\$2,045
1/4 Page	\$2,275	\$2,238	\$2,015	\$1,712
1/6 Page	\$1,619	\$1,538	\$1,384	\$1,176
Cover 2	\$7,800	\$7,101	\$6,391	\$5,432
Cover 3	\$7,475	\$7,101	\$6,391	\$5,432
Cover 4	\$8,125	\$7,719	\$6,947	\$5,905

2025 CLOSING DATES

Issue	Space Close	Materials Due	Ship Date
January/February	11/26/24	12/5/24	12/26/24
March	1/27/25	2/5/25	2/25/25
April	2/24/25	3/5/25	3/25/25
May	3/31/25	4/9/25	4/29/25
June	4/21/25	4/30/25	5/20/25
July	5/27/25	6/4/25	6/24/25
August	6/23/25	7/2/25	7/22/25
September	7/21/25	7/30/25	8/19/25
October	8/18/25	8/27/25	9/16/25
November/December	9/15/25	9/24/25	10/14/25
January/February	11/24/25	12/3/25	12/23/25

PLANEANDPILOTMAG.COM // MEDIA GUIDE 2025 // REVISED OCTOBER 2024

ADVERTISING TERMS AND CONDITIONS

- Submission of advertising for publication constitutes acceptance of these terms by Advertiser and Agency. No conditions other than those set forth on this rate card and the insertion order shall be binding on Publisher unless specifically agreed to in writing by Publisher.
- All advertisements and their content are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time. Publisher shall not be liable for any costs or damages beyond advertising rates if for any reason Publisher fails to publish an advertisement, or for errors in key number or advertiser index.
- Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher, except as specified in a signed contract, and are based on combined print and digital circulation. Cancellation of any space reservation by the Advertiser or its Agency for any reason other than a change in rates will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.
- Cancellation or changes in orders may not be made by Advertiser or Agency after specified closing date or digital campaign close date. Failure to submit creative materials will result in full charge for all reserved space. Advertisements not received by closing date will not be entitled to approval or revision by Advertiser or Agency. In the event of timely cancellation, Advertiser and Agency agree to reimburse Publisher for any unit-related outside production costs incurred prior to cancellation.
- Positioning of advertisements is at the discretion of Publisher except where specific positioning is granted, in writing, by Publisher.
- Publisher is not liable for delays in delivery, or non-delivery, in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow down, or any condition beyond the control of Publisher affecting production or delivery in any manner. Any claim for underdelivery not asserted within one year of insertion is waived.
- Advertiser and Agency shall be jointly and severally liable for monies due and payable to Publisher for advertising ordered. Should collection efforts become necessary, Advertiser and Agency agree to pay reasonable attorney fees, expenses, and costs incurred in connection with collection of all monies due, and agree that Orange County, Florida shall be exclusive venue for resolution of any disputes hereunder.
- Advertiser and Agency warrant that they are properly authorized to publish the entire content and subject matter of all advertising submitted for publication. When advertisements containing the names, likenesses and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a warranty by Advertiser and Agency that they have obtained written consent of the use of the name, likeness and/or testimonial of each and every living person which is contained therein. Advertiser and Agency agree to indemnify and hold Publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for misappropriation, libel, violation of rights of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement as provided by Advertiser or Agency.
- Creative work produced by Publisher remains the sole property of Publisher.
- Until credit is approved, Advertisements are run on a prepaid basis only.

Print Advertising Specs

MATERIAL SPECIFICATIONS:

- Adobe Acrobat PDF recommended. Mac format preferred.
- PDF files should be PDF/X-1a compliant or Press Quality with all fonts embedded.
- Files should be CMYK.
- NO SPOT COLORS.
- Images must be at least 300 dpi at final print size.
- Bleed ads should have a .3125" safety margin and have a .125" bleed allowance.

	NONBLEED	BLEED*	TRIMS TO
Spread	15.25" x 10"	16" x 10.75"	15.75" x 10.5"
Full Page	7" x 9.75"	8.125" x 10.75"	7.875" x 10.5"
2/3 vert.	4.5625" x 9.75"	5.1875" x 10.75"	4.875" x 10.5"
1/2 island	4.5625" x 7.1875"	5.1875" x 7.75"	4.875" x 8"
1/2 horz.	7" x 4.75"	8.125" x 5.25"	7.875" x 5"
1/3 vert.	2.125" x 9.75"	2.75" x 10.75"	2.875" x 10.5"
1/3 square	4.5625" x 4.75"	5.1875" x 5.25"	4.875" x 5.5"
1/4 horz.	4.5625" x 3.5"	Not Applicable	Not Applicable
1/6 horz.	4.5625" x 2.25"	Not Applicable	Not Applicable
1/6 vert.	2.125" x 4.75"	Not Applicable	Not Applicable

*Bleed ads should have a .3125" safety margin from the trim and have a .125" bleed allowance

AVAILABLE SIZES

