Julie Boatman
Editor-In-Chief

"The joy and connection we find talking with and flying with those who come from all realms of the flight experience, but share an active relationship with the sky— in an ongoing conversation with aviation— they spur us forward. We’re part of what we call our aviation family. 
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 nonaviation 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 deep and vital relationship to the world in which we live.
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 flight.

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 onramp 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.

Our Mission Statement
Editorial Calendar 2021

JAN/FEB 2021: PILOT PROFICIENCY
We test the latest entry-level single from Fight Design, and dive into the causes of VFR into IMC accidents.

LEARN TO FLY SPECIAL ISSUE 2021: LEARN TO FLY
We look at learning to fly from a 2021 perspective, with alternate ways to get into the air--or plan for your career.

SEPTEMBER 2021: INNOVATION
We take a look at a game-changing innovation in the owner-flown market, and survey the latest in new avionics.

DECEMBER 2021: WINTER FLYING
Time for fun on skis! And we go back to the races for a blast around the pylons.

MARCH 2021: SPRING TRAINING
We look at a sleek new speedster, continue our series on pilot proficiency, and debut the Editors Choice Awards for 2021.

JUNE/JULY 2021: TRAVEL IN STYLE
Whether your best way to get around is a turboprop twin, an experimental, or a classic cruiser, we have ideas for your summer travel plans via general aviation.

OCTOBER 2021: IFR TUNE-UP
We check out a super mid-size jet, and give you tips on brushing up on your instrument flying skills.

APRIL/MAY 2021: DREAM AIRCRAFT
We go behind the scenes with a legendary radial floatplane, and look at warbirds you can own.

AUGUST 2021: ADVENTURE!
You can find adventure in the backcountry or your own backyard, with recreational airstrips and the airplanes to access them.

NOVEMBER 2021: BIZAV WORKS; 2021 BUYERS GUIDE
We fly the premier business jet, and look at some smaller aircraft that work great for business trips.
**Audience**

**International Reach:**

**Website**
- 4.14% Canada
- 2.92% United Kingdom
- 2.23% Australia
- 1.50% India
- 17.77% Other

**Custom Email**
- 2.08% Canada
- .47% Australia
- 3.65% Other

**Editorial E-Newsletter**
- 2.20% Canada
- .52% Australia
- 3.98% Other

**Facebook - (People Reached)**
- 2.84% Brazil
- 2.60% Canada
- 1.79% United Kingdom
- 1.51% India

**Instagram**
- 6.4% Brazil
- 3.7% Canada
- 3.6% India
- 2.4% Mexico

Sources: Google Analytics – Oct 2019-October 2020, All Traffic; Cheetah Dec 2020; Facebook and Instagram Insights Dec 2020

**Total Circulation**

**Print and Digital (Replica)**
- Frequency: 8x + 1x Special Issue
- Rate Base: 160,000

**Digital Reach**

**Website**
- Average Monthly Unique Visitors: 410,000
- Average Monthly Page Views: 735,700

**Editorial E-Newsletters**
- Subscribers: 84,000
- Total Net Copies Distributed: 11,728,341
- Average Net Distribution Per Month: 977,362

**Custom Email**
- Subscribers: 55,000

**Social Media**
- Facebook Fans: 327,000+
- Instagram Followers: 57,500+
- Twitter: 64,600+
- YouTube: 6,000+

Sources: Google Analytics – May 2019-April 2020, All Traffic; Shareablee April 2020; 2018 Flying Audience Study, conducted by Bonnier Custom Insights
<table>
<thead>
<tr>
<th></th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>MALE</td>
<td>95%</td>
</tr>
<tr>
<td>AVERAGE AGE</td>
<td>54</td>
</tr>
<tr>
<td>COLLEGE EDUCATED</td>
<td>92%</td>
</tr>
<tr>
<td>AVERAGE HHI</td>
<td>$190,800</td>
</tr>
<tr>
<td>AVERAGE NET WORTH</td>
<td>$1,646,400</td>
</tr>
<tr>
<td>OWNER / EXECUTIVE SUITE</td>
<td>43%</td>
</tr>
<tr>
<td>ON BOARD OF DIRECTORS</td>
<td>5%</td>
</tr>
<tr>
<td>MANAGEMENT / PROFESSIONAL</td>
<td>29%</td>
</tr>
<tr>
<td>CAPTAIN</td>
<td>20%</td>
</tr>
<tr>
<td>PROFESSIONAL PILOT</td>
<td>27%</td>
</tr>
<tr>
<td>CHIEF PILOTS</td>
<td>5%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ARE PILOTS, TYPE OF LICENSE:</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>STUDENT</td>
<td>5%</td>
</tr>
<tr>
<td>PRIVATE</td>
<td>49%</td>
</tr>
<tr>
<td>COMMERCIAL</td>
<td>26%</td>
</tr>
<tr>
<td>ATP</td>
<td>19%</td>
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</table>

<table>
<thead>
<tr>
<th>TOTAL HOURS FLOWN:</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>UP TO 300</td>
<td>22%</td>
</tr>
<tr>
<td>301 TO 500</td>
<td>10%</td>
</tr>
<tr>
<td>501 TO 1,000</td>
<td>16%</td>
</tr>
<tr>
<td>1,001 TO 2,000</td>
<td>14%</td>
</tr>
<tr>
<td>2,001 TO 5,000</td>
<td>17%</td>
</tr>
<tr>
<td>5,001 PLUS</td>
<td>21%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ALL RATINGS HELD:</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>INSTRUMENT</td>
<td>60%</td>
</tr>
<tr>
<td>MULTIENGINE</td>
<td>39%</td>
</tr>
<tr>
<td>HELICOPTER</td>
<td>6%</td>
</tr>
<tr>
<td>TYPE RATING</td>
<td>19%</td>
</tr>
<tr>
<td>CFI/CFII</td>
<td>24%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AIRCRAFT OWNED:</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>SINGLE ENGINE, FIXED GEAR</td>
<td>76%</td>
</tr>
<tr>
<td>SINGLE ENGINE, RETRACTABLE GEAR</td>
<td>34%</td>
</tr>
<tr>
<td>KIT/HOMEBUILT</td>
<td>9%</td>
</tr>
<tr>
<td>MULTI-ENGINE PISTON</td>
<td>8%</td>
</tr>
<tr>
<td>TURBOPROP</td>
<td>3%</td>
</tr>
<tr>
<td>TURBINE</td>
<td>2%</td>
</tr>
<tr>
<td>HELICOPTER</td>
<td>2%</td>
</tr>
<tr>
<td>OTHER</td>
<td>4%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AIRCRAFT FLOWN:</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>SINGLE-ENGINE PISTON</td>
<td>84%</td>
</tr>
<tr>
<td>MULTI-ENGINE PISTON</td>
<td>16%</td>
</tr>
<tr>
<td>TURBOPROP</td>
<td>6%</td>
</tr>
<tr>
<td>TURBINE</td>
<td>8%</td>
</tr>
<tr>
<td>HELICOPTER</td>
<td>5%</td>
</tr>
</tbody>
</table>
# Audience Demographic

## Online Distribution:
- **United States**: 75.4%
- **International**: 24.5%

## Male:
- **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 Pilots:
- 4%

## Are Pilots, Type of License:
- **Student**: 12%
- **Private**: 51%
- **Commercial**: 22%
- **ATP**: 14%
- **CFI/CFII**: 19%

## Total Hours Flown:
- **Up to 300**: 38%
- **301 to 500**: 11%
- **501 to 1,000**: 13%
- **1,001 to 2,000**: 13%
- **2,001 to 5,000**: 11%
- **5,001 Plus**: 15%

## 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%

Sources: 2018 Flying Audience Study, conducted by Bonnier Custom Insights
Digital Capabilities

**DISPLAY:**
Standard and large IAB banner inventory across device types. We provide an array of targeting options including geo and site section.
- STANDARD
- HIGH-IMPACT
- MOBILE

**VIDEO UNITS:**
Video messaging. Distribute your brand video that is between 15-30 seconds.
- PRE-ROLL
- OUTSTREAM
- NATIVE

**EMAIL:**
Article inclusions and display banners in our editorial eNewsletter and 100% share-of-voice custom emails. Reach some of our most engaged audiences.

**CUSTOM EMAIL:**
50,000 subscribers
- 100% custom partner messaging (client-provided or Bonnier-created)
- Available Monday-Friday

**EDITORIAL NEWSLETTER:**
80,000 subscribers
- 1728x90 and/or 300x250 display banner sponsorship of our editorial eNewsletter
- Article inclusion within email content
- Available on Tuesday and Thursday

**SOCIAL:**
Sponsored posts, brand ads, video ads, Facebook contest/sweepstakes from our page handles.
- FACEBOOK
- INSTAGRAM
- TWITTER

**CUSTOM CONTENT:**
Partner with FLYING to tell your product story directly to our audience in the way that only FLYING can. Our influence and your expertise provide a winning, custom content experience for our enthusiasts.
- VIDEOS
- PHOTOGRAPHY
- ARTICLES

**DISTRIBUTION TYPES AVAILABLE**
- PUBLISHED TO FLYINGMAG.COM
- Promoted in FLYING’s editorial eNewsletters and custom emails
- Promoted on FLYING’s social media channels
- Print advertorials and more!

**SPONSORED AND EDITORIAL CONTENT FEATURES AVAILABLE**

Digital specs available upon request.
## Print Specs

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>NON-BLEED</th>
<th>BLEED</th>
<th>TRIM</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>7&quot;w x 10&quot;h</td>
<td>8.125&quot;w x 10.75&quot;h</td>
<td>7.875&quot;w x 10.5&quot;h</td>
</tr>
<tr>
<td>TWO PAGE SPREAD</td>
<td>—</td>
<td>16&quot; x 10.75&quot;</td>
<td>15.75&quot; x 10.5&quot;</td>
</tr>
<tr>
<td>2/3 PAGE</td>
<td>4.375&quot; x 9.25&quot;</td>
<td>5.25&quot; x 10.75&quot;</td>
<td>5&quot; x 10.5&quot;</td>
</tr>
<tr>
<td>JR. SPREAD</td>
<td>14.875&quot; x 4.75&quot;</td>
<td>16&quot; x 5.5&quot;</td>
<td>15.75&quot; x 5.25&quot;</td>
</tr>
<tr>
<td>1/2 PAGE HORIZONTAL</td>
<td>6.625&quot; x 4.75&quot;</td>
<td>8.125&quot; x 5.5&quot;</td>
<td>7.875&quot; x 5.25&quot;</td>
</tr>
<tr>
<td>1/3 PAGE VERTICAL</td>
<td>2.125&quot; x 9.25&quot;</td>
<td>3&quot; x 10.75&quot;</td>
<td>2.75&quot; x 10.5&quot;</td>
</tr>
</tbody>
</table>

**MARKETPLACE**

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>NON-BLEED</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2 PAGE HORIZONTAL</td>
<td>6.875&quot; x 4.46&quot;</td>
</tr>
<tr>
<td>1/4 PAGE</td>
<td>3.3125&quot; x 4.46&quot;</td>
</tr>
<tr>
<td>1/8 PAGE HORIZONTAL</td>
<td>3.3125&quot; x 2.125&quot;</td>
</tr>
</tbody>
</table>

**LAYOUT/PRODUCTION NOTES:**

Allow .25 in. safety area within TRIM on all 4 sides (no live matter)

Ensure that crop marks are offset .125" from bleed.
Print Specs

Trim Size: 7.875” 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.

PROOFS: Bonnier Corporation utilizes Virtual Proofing technology. Hard copy guidance is no longer required. If you opt to send a proof for internal color approval, please send a Web Coated SWOP 2006 certified proof.

INSERTS: Consult your advertising representative. Production, design and prepress services are available; rates upon request.

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.

PRODUCTION GUIDELINES

For all bleed ads: Build file to trim size (see chart at right) 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%.

AD MATERIAL

Ad files should be submitted via our Ad Portal at adportal.bonniercorp.com.

For ads supplied electronically, advertiser must supply an additional content proofing jpg. We do not accept ads via e-mail. Electronic files are stored for one year only, unless otherwise requested in writing.

SEND ALL OTHER MATERIALS TO:

FLYING MAGAZINE
Attn: Peter Coffin
460 N. Orlando Ave., Suite 200
Winter Park, FL 32789

PRODUCTION CONTACT
407-571-4740
peter.coffin@bonniercorp.com
Contact:

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Brian Luke
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