

AUSTRALIAN *Flying*

In its 48th year of publication



Media kit 2011: Print

Australian Flying is Australia's top-selling ABC-audited aviation magazine – with full coverage of the world of General Aviation.

THE MAGAZINE

Published continuously since February 1963, *Australian Flying* is Australia's only magazine devoted solely to General Aviation, the largest and most diverse sector of the industry.

Frequency & content

Australian Flying is published bi-monthly - and is strongly supported by an interactive website and a free weekly e-newsletter.

Every issue provides readers with flight tests of new aircraft and news on aircraft equipment and technologies, changes in the regulatory environment, career opportunities and all that's happening in terms of people and events.

There's also expert advice on maintaining and enhancing flying skills, guidance on ratings and endorsements, and plenty of suggestions for places to visit in light aircraft across the country.



Circulation

Australian Flying is a paid circulation magazine, which means that readers choose to purchase it either by subscription or from the newsstands.

It is also distributed at high-profile events, such as the Australian International Airshow at Avalon.

It reaches private recreational and business pilots, training institutions and flying instructors, and those for whom a pilot licence is still an aspiration, but a passionate one.

This broad appeal means that an advertisement in *Australian Flying* reaches the most comprehensive readership in that large GA sector.

Exposure

Australian Flying's loyal readership is evident from its strong newsstand sales and subscriber base.

Advertisers in *Australian Flying* benefit from the magazine's strong brand and respected market position. It is perceived as a reliable, trustworthy and consistent provider of information and entertainment for the passionate flyer.

Australian Flying readers are affluent, educated and committed to flying as a lifestyle. They are early adopters of new technologies even peripheral to their passion for flight.



Why advertise in *Australian Flying*?

- Top-selling in the GA sector in Australia
- Long-established and well-respected
- Total distribution in excess of 18,000 copies

www.australianflying.com.au



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THE TEAM

Backed by one of Australia's leading independent publishers, we have assembled a highly successful team for this magazine, backed by independent expert contributors.



Editor: Justin Grey

Based in Sydney, Justin is directing his journalism training and experience towards specialisation in aviation. He is well into training for his private pilot licence and intends to extend that into the commercial sphere at the earliest opportunity.

He is also assistant editor of the highly respected *Aviation Business Magazine*.

> justingrey@yaffa.com.au > Tel 02 9213 8265



Publisher: Doug Nancarrow

Also based in Sydney, Doug Nancarrow has been editor of *Australian Flying* and *Flightpath* magazines before taking on the publishing role with the magazine.

He is also editor of *Aviation Business* magazine and was named Aviation Journalist of the Year in Australia for 2006

> dougnancarrow@yaffa.com.au > Tel 02 9213 8267



Advertising & Features Manager: Andrew Murphy

Based in Sydney, Andrew Murphy is a media and advertising expert. Andrew has extensive experience across business to business and consumer magazine titles.

This practical experience enables him to assist advertisers to effectively communicate with their target market.

> andrewmurphy@yaffa.com.au > Tel 02 9213 8272

> (International +61 2 9213 8272)



Feature Writer: Shelley Ross

A former Editor of *Australian Flying*, Shelley Ross is an active pilot with a passion for exploring the furthest corners of the Australian outback via light aircraft. Shelley holds a Commercial Pilots Licence (fixed-wing).



Senior Contributor: Steve Hitchen

Steve Hitchen has spent the last 25 years indulging his aviation addiction. He is a former AOPA representative, an airshow regular and a member of the Antique Aeroplane Association of Australia. He holds a Private Pilot Licence (fixed-wing) and has been writing for *Australian Flying* since 2000.



Flight Test Pilot: John Absolon

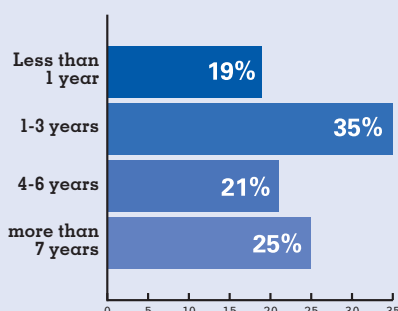
John Absolon has been involved in aviation for more than 40 years since he began learning to fly as a teenager. Following a career in the RAAF that saw him instruct cadets, John moved into his current position as a commercial airline pilot and has amassed over 20,000 flying hours. He is also a part-time professional photographer.

OUR READERS

Readership

Australian Flying has a loyal and dedicated readership. We asked our readers 'How long have you been reading *Australian Flying*?'

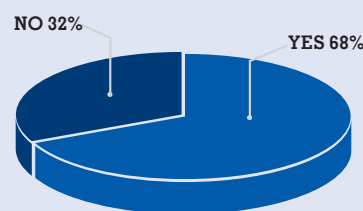
How long have you been reading Australian Flying?



Purchasing Decisions

When readers were asked if they had ever made a purchase based on information or advertising in *Australian Flying*, 68% of readers said they already had, which clearly illustrates the effectiveness of regular magazine exposure.

Have you ever made a purchase based on information or advertising in Australian Flying?



Flying intention

Australian Flying readers plan to do further training. A staggering 79% of readers plan to undertake further training in the next 12 months, giving you the largest available audience for aviation training courses.

Will you be undertaking any further training in the next 12 months?

