



AUSTRALIAN  
***Flying***

**MEDIA KIT 2018**

DELIVERING AN AUDIENCE  
OF ENGAGED PILOTS AND  
FLYING ENTHUSIASTS.



## Australian Flying

*Australian Flying*, first published in 1963, is Australia's favourite aviation media brand. Devoted to the best of general, recreational, business and sport aviation, we value and celebrate the contribution each of these sectors make to the flying market in Australia.

For our dedicated audience, we deliver them incisive and trusted information via our print, digital, website, social and enews platforms. With a focus on the latest technologies and the most up-to-date news we are a vital and relevant source of information for those in the commercial, civil, recreational and operational sectors of the aviation industry.

A passion for aviation unites our clients and audience - whether it is personal jets, six-seat tourers, helicopters, vintage props, accessories, travel or technology - *Australian Flying* provides the perfect opportunity to engage with dedicated professionals and enthusiasts alike.



# Our audience, your customer

*Australian Flying* attracts a diverse audience from all areas of the aviation community.

## ABOUT THE AUSTRALIAN FLYING CUSTOMER



**92%**  
of our readers fly



**25%**  
own their own aircraft



**73%**  
will do training in the next year



**70%**  
save the mag for reference



**76%**  
visit the website weekly



**65%**  
make purchases based on advertising



**46%**  
spend \$100K+ on aircraft purchases



# Australian Flying platforms

## 1 MAGAZINE

Published bi-monthly, *Australian Flying* is staffed by an experienced team of writers and pilots who share a common goal -to inform, advise and entertain those whose passion is flying. Digital edition available to download via Zinio



1

**Distribution:** 5,600  
(PUBLISHER'S STATEMENT OCT 2017)

**Readership:** 30,000  
(PUBLISHER'S STATEMENT OCT 2017)

## 2 WEBSITE

australianflying.com.au delivers the latest news, reviews, features, events, destinations, galleries, videos, blogs, competitions. The hub boasts high engagement of active pilots and flying enthusiasts across



2

**Monthly Unique Users:** 11,854  
(GOOGLE ANALYTICS AUG 2017)

## 3 ENEWS

Weekly update of the latest news and information straight to our audience

**Subscribers:** 4,062  
(AS AT AUG 2017)



3

4

## 4 SOCIAL

A highly engaged community

**Facebook:** 2,104  
(AS AT OCT 2017)

# Magazine editorial schedule

## JAN/FEB 2018

**Basic Navigation:** Going without the GPS and the EFB

**Business Aviation:** The leading corporate aircraft examined and compared by cost and efficiency.

## MAR/APR 2018

**Aviation Weather:** An explanation of available forecasts, how to interpret them and how to relate them to the sky.

**Headsets:** Profiles and specifications of the best headsets and newest technology in the market place.

## MAY/JUN 2018

**Avionics:** Examines the best units available with a special focus on ADS-B.

**Light Sport Aircraft:** Has the LSA category already reached the zenith of technology? How do manufacturers plan to improve their products?

## JUL/AUG 2018

**Helicopters:** Where is technology taking the rotary industry. What are customers asking for and how are the manufacturers meeting that demand?

### Top 10 Student Mistakes:

Students make many mistakes, but what are the top 10 most common ones that should be avoided?

## SEP/OCT 2018

### The European Turbo-props:

Europe's two biggest makers of single-engined turbo-props are also

the most successful in the corporate transport sector. We go inside Daher and Pilatus.

**Hand-held Radios:** What's on the market and which ones are the best value?

## NOV/DEC 2018

**Multi Engined Aircraft:** The dangers of asymmetric flight.

**Upgrading your Panel:** What you need to know when installing new avionics in an old instrument panel.

## JAN/FEB 2019

**Do you really need Four Seats:** Examines the economics behind two - and four-seat aircraft and which type is the best for your average mission.

**Aviation Photography:** How to be a ground-to-air photography superstar.

## MAR/APR 2019

**Avalon Preview:** Previews all the colour and excitement of the 2019 Australian International Airshow.

**Waiting in the Wings:** What general aviation aircraft are still under development and how will they change aviation.

## MAY/JUN 2019

**Avalon Review:** Recounts the best moments of the 2019 Australian International Airshow.

**Glass Cockpit:** How are they different from analogue?



## Marketing solutions

In conjunction with the Yaffa Custom Content department, *Australian Flying* can develop and deliver a tailored marketing package to help your brand achieve its specific strategic objectives, featuring elements including:

- Advertising (off - and online)
- Event partnership
- Direct marketing
- Native advertising
- Social
- Inserts and covers
- Video
- Custom events
- White papers and educational tools
- Profiles (organisations and people)
- Reviews
- Opinion pieces

**CONTACT YOUR SALES MANAGER FOR CUSTOMISED PACKAGES**

# Rate card and material specifications

# 2018

## Magazine Rates

Size	Casual	3x	6x
DPS	\$3950	\$3540	\$2980
Full page	\$2470	\$2210	\$1870
½ page	\$1870	\$1690	\$1410
¼ page	\$1370	\$1230	\$1040
⅓ page	\$1000	\$930	\$760
¼ page	\$710	\$680	\$580

RATES EXCLUDE 10% GST  
PREFERRED POSITION LOADING: OBC +30%, IFC +20%

## Material Specifications

Size	Width	Height
DPS (trimmed)	440	275
FP (trimmed)	220	275
½ page vertical	95	245
½ page horizontal	195	121
⅓ page vertical	62	245
⅓ page horizontal	195	80
¼ page horizontal	195	58
¼ page square	94	121

ALL SPECS ARE IN MM  
PLEASE INCLUDE 5MM BLEED ON FP AND DPS ADS

## Deadlines

Issue	Booking	Material	Publication
Jan/Feb	6 Nov	13 Nov	15 Dec
Mar/Apr	10 Jan	17 Jan	19 Feb
May/Jun	6 Mar	13 Mar	17 Apr
Jul/Aug	4 May	11 May	15 Jun
Sep/Oct	3 Jul	10 Jul	13 Aug
Nov/Dec	6 Sep	13 Sep	18 Oct

## Website Rates

Section	Size	Monthly
Exclusive positioning	Rails (x2)*	\$1800
	Billboard*	\$1200
	Extended Leaderboard	\$1100
	Leaderboard	\$900
	MREC	\$700
Run of site	SREC	\$250
	Background Skin*	\$2490
	Pop-up	\$1990
	Video	\$1590
	Leaderboard	\$600
	MREC	\$400
	SREC	\$250

\* DOES NOT DISPLAY ON MOBILE SITE  
RATES EXCLUDE 10% GST - PLEASE CONTACT THE SALES MANAGER FOR FURTHER DIGITAL OPTIONS

## Material Specifications

Size	Width	Height
Background Skin	1920	1200
Rails (x2)	160	750
Pop-up (desktop)	590	490
Pop-up (mobile)	300	250
Billboard	960	250
Extended Leaderboard	960	90
Leaderboard	728	90
MREC	300	250
SREC	300	100
Video	16:9 aspect ratio	

ALL SPECS ARE IN PIXELS

## eNewsletter Rates

Size	Monthly
eDM	\$2490 (per broadcast)
Banner	\$900
Medium Banner	\$800
MREC	\$580

RATES EXCLUDE 10% GST - PLEASE CONTACT THE SALES MANAGER FOR FURTHER DIGITAL OPTIONS

## Material Specifications

Size	Width	Height
eDM	600	900
Banner	600	90
Medium Banner	468	60
MREC	300	250

ALL SPECS ARE IN PIXELS

## Deadlines

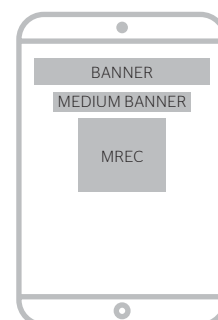
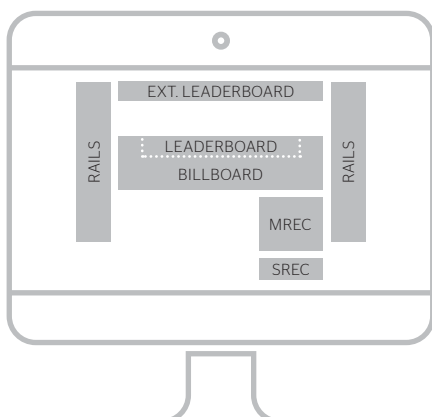
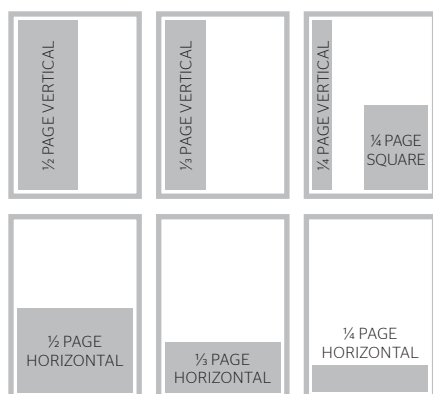
Website and eNewsletter online material deadline is five days prior to publishing. eDM broadcast material deadline is 10 days prior to publishing.

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## Content Marketing

Custom content/advertorial options are available for all print and digital platforms. Card rates apply with a 30% production fee loading if Yaffa creates the content.



Large, abstract black shapes that resemble stylized leaves or petals, positioned on the left and right sides of the page, framing the central content area.

## Contact

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