

Pilot Est. 1967-2017

Celebrating 50 years of
Aviation Excellence

Media Information 2018



“Transair has been a long standing advertiser in Pilot Magazine and it continues to play an important role in our marketing strategy”

Rob Norman, Transair

“We were looking for new distribution in the UK market and opted to partner with Pilot magazine to find a suitable candidate. We published a single insertion through their printed and digital channels which provided us with a number of strong quality leads”

Massimo Petrusa, Alpi Aviation

“We have advertised with Pilot magazine for some 30 years now and it has been a major contributing factor to the success of the Mendelssohn brand”

Harry Mendelssohn, Mendelssohn Pilot Supplies

The UK's longest running GA magazine...



...others have come and gone, but Pilot magazine has been going strong since 1967

Pilot magazine is the UK's best-selling GA magazine full of engaging editorial for the aviation enthusiast on new products, UK events, flight tests, safety and more, including our ever popular Pilot news and the sought-after "Where to Fly Guide".

With more than 32,000 consumers reading every copy, you can be sure that your message will reach an engaged and interested audience looking for the latest news and information on aircrafts and events.



Over 6,800 print subscribers



Pilot online has over 48,000 page views per month



Our UV's are up 57% year on year!



Visitors spend an average of 5 mins 30 seconds online



52% use mobiles & tablets to view Pilot online

**On sale
now for only
£4.25**



...Celebrating 50 years of Pilot magazine

- ✓ 32,646 readers in print (ABC verified)
- ✓ 2,459 readers of the e-edition
- ✓ 26,016 unique viewers
- ✓ 10,000+ social media followers

Over
78,584

opportunities to be
seen every month

Plus
34,355

Unique Viewers
on UKGA

Pilot in print

Written by aviators, for aviators – Pilot magazine is an authoritative and informative look into the industry and the products available on the UK market.

We are the longest running general aviation magazine in the country and our circulation is verified by the Audit Bureau of Circulations (ABC), the industry standard media measurement of distribution - so you can be confident that your message will reach our loyal audience of over 32,000 readers and 6,800 subscribers.

Let Pilot magazine place your message direct into the hands of affluent and engaged aviation enthusiasts.

Pilot in digital

Pilotweb.aero shares aviation information with over 26,000 unique viewers every month, our Pilot app has had 40,000 downloads since launch and our weekly newsletter goes direct into the inboxes of more than 9,000 subscribers. From classified adverts and news, to competitions and events, Pilot digital shares your message with digitally-savvy aviation consumers.



...the country's leading GA brand

UKGA online

In 2015, Pilot acquired the fantastic UKGA website ukga.com, a free online service for the UK's aviation community which enjoys over 34,000 unique viewers every month. From qualified pilots, to trainees and general enthusiasts' – UKGA has over 20,000 members all looking for information to help them plan and prepare their flights and share their experiences with other like-minded individuals.

Our Audience



89% actively purchase as a result of reading Pilot



85% active pilots with current medical



73% are student pilots learning to fly



62% own their aircraft or a share in aircraft



63% fly every 2 weeks, 88% fly at least once a month



45% self fly hire



21% looking to purchase an aircraft in next 2 years



66% looking to purchase new equipment and parts for their aircraft in the next 2 years

Photo credit Keith Wilson

Sources - Readership: Publishers Estimate Nov 2016 based on 10,882 Copies in Circulation & RPC calculations / Website: Omniture Monthly UV's Oct 2016 / Newsletters: Archant Opt'in Subscribers Nov 2016 / Facebook Likes & Twitter Followers Oct 2016 / Pilot audience survey Jun – Oct 2016 & 2013 / UKGA.com reader survey Sept – Oct 2016

Investment Opportunities

| | 1 insertion | 3+ insertions | 6+ insertions | 12+ insertions |
|--------------|-------------|---------------|---------------|----------------|
| DPS | £1995 | £1895.25 | £1795.50 | £1596 |
| Full Page | £1250 | £1187.50 | £1125 | £1000 |
| Half Page | £850 | £807.50 | £765 | £680 |
| Quarter Page | £500 | £475 | £450 | £400 |

Prices are per insertion and exclude VAT

Advertisement Sizes



Double page advert
297mm x 426mm

With 3mm bleed
303mm x 432mm



Full page advert
297mm x 210mm

With 3mm bleed
303mm x 216mm



½ pg
advert
270 x 93mm



½ page advert
133mm x 190mm



¼ page
advert
133mm x 93mm



¼ page advert
65mm x 190mm

Classified advert sizes on request

Let Pilot magazine help you reach a large loyal audience of aviation enthusiasts across the country...
...To advertise call **01189 742518** or email **ads@pilotweb.aero**



Specifications

- ✓ All files should be in Adobe Portable Document Format (PDF) version 1.3, preferred PDF files from QuarkXPress or InDesign using Pass4Press PDF settings.
- ✓ All transparency and layers flattened.
- ✓ Magazine settings differ from the Newsprint settings in just four areas:
 - ✓ Transparency Flattener is 2400 and 600
 - ✓ Images, 300 dpi for contones
 - ✓ Minimum 600 dpi (max. 1200) for lineart
 - ✓ Total Ink Limit in images is 300%
- ✓ Fonts should be embedded/subset and should be PostScript Type1, TrueType or OpenType
- ✓ CMYK Colour only (No spot / Pantone colour or RGB colour)
- ✓ Magazine image resolution 300dpi
- ✓ Magazine TAC 300%, the use of ISOcoated_v2_300_eci.icc is recommended.
- ✓ Neither custom transfer functions nor custom halftones should be used
- ✓ Crop, Bleed and Trim marks must not be used, unless it is for a full page advert or double page spread.

Pilot

Est. 1967-2017



2018 Publication Dates & Deadlines



| Issue Name | Copy Deadline Design Required | Copy Deadline Artwork Supplied | Latest delivery date for inserts | Publication (On sale date) |
|----------------|----------------------------------|-----------------------------------|-------------------------------------|-------------------------------|
| March 2018 | 15th January 2018 | 17th January 2018 | 19th January 2018 | 31st January 2018 |
| Spring 2018 | 12th February 2018 | 14th February 2018 | 16th February 2018 | 28th February 2018 |
| April 2018 | 12th March 2018 | 14th March 2018 | 16th March 2018 | 28th March 2018 |
| May 2018 | 9th April 2018 | 11th April 2018 | 13th April 2018 | 25th April 2018 |
| June 2018 | 7th May 2018 | 9th May 2018 | 11th May 2018 | 23rd May 2018 |
| July 2018 | 6th June 2018 | 6th June 2018 | 8th June 2018 | 20th June 2018 |
| August 2018 | 2nd July 2018 | 4th July 2018 | 6th July 2018 | 18th July 2018 |
| September 2018 | 30th August 2018 | 1st August 2018 | 3rd August 2018 | 15th August 2018 |
| October 2018 | 27th August 2018 | 29th August 2018 | 31st August 2018 | 12th September 2018 |
| November 2018 | 24th September 2018 | 26th September 2018 | 28th Septber 2018 | 10th October 2018 |
| December 2018 | 22nd October 2018 | 24th October 2018 | 6th October 2018 | 7th November 2018 |
| January 2018 | 19th November 2018 | 21st November 2018 | 23rd November 2018 | 5th December 2018 |
| February 2018 | 14th December 2018 | 17th December 2018 | 21st December 2018 | 9th January 2019 |

SUPPLYING PDFs

For mechanical data and technical specifications please visit www.digitalnorfolk.com/gateway

IMPORTANT NOTE: We want to make sure your adverts look their best on our pages, so please check our guidelines carefully before submitting any artwork.

For technical help please contact the Magazines Supplied Advert Desk on 01603 772563.

**To advertise call 01189 742518
or email ads@pilotweb.aero**

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