



Pilot



Celebrating
over 50 years
of Aviation
Excellence



THE PILOT BRAND

Pilot is the best-selling general aviation media brand in the UK. Our print and digital platforms are packed full of authoritative and informative editorial features; from flight tests of aircraft old and new, to travel, adventure flying, career flying, safety, flight simulation, training, and the latest news. We are the only general aviation magazine to include content on rotary wing aircraft each issue and we ensure that we promote the latest and most exciting general aviation events from around the world online and in print.

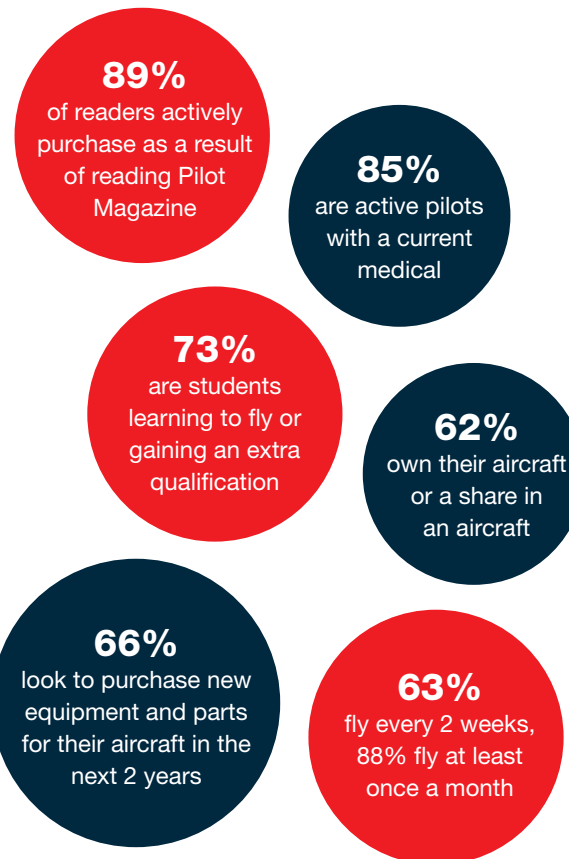
DISTRIBUTION

- Every issue Pilot Magazine distributes on average over 15,000 printed copies and receives over 2,700 downloads of our digital edition.
- Our magazine is for sale at all major retailers including Sainsbury's and WH Smith, plus at local flight schools and independent retailers in the UK and internationally.
- We ensure that our magazines go directly into the hands of pilots and general aviation enthusiasts alike by distributing at all major UK general aviation shows.

READERSHIP

Pilot readers are predominantly male, aged 35+ with high levels of disposable income.

Audience survey*



PILOTWEB.AERO

Average **23,981** unique visitors per month
 Average **39,583** page impressions per month
13,659 social media followers
 Newsletter **5,805** opted in subscribers per week with a **27% open rate**

UKGA.COM

Average **31,056** unique visitors per month
 Average **91,668** page impressions per month
3,500 social media followers
 Newsletter **19,328** opted in subscribers per week with a **65% open rate**

* Sources: Distribution - Publisher's statement 2020. Adobe Analytics Jan - Dec 2019 - Excl. Wavelength / Pilot audience survey Jun - Oct 2016 & 2013 / UKGA.com reader survey Sept - Oct 2016

TESTIMONIALS

“

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**

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Pooleys Flight Equipment has been working with Pilot Magazine since its inception over 50 years ago. During that time Pilot magazine has striven to set the standard in aviation journalism and the quality of its output continues to be excellent to this day. Although the people have changed over the years, we have always been privileged to work with individuals who understand our needs and those of our customers and have always acted in our best interests. Long may that continue.

**Sebastian Pooley, Managing Director
Pooleys Flight Equipment Limited**

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“

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**

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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.

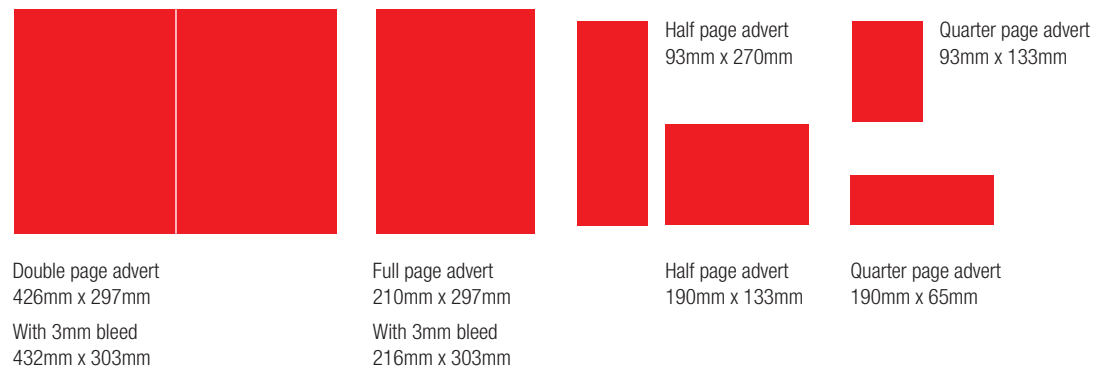
RATES

	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
Classified				
4 x 1 advert	£75	£68	£64	£60
4 x 2 advert	£150	£135	£128	£120
7 x 2 advert	£262	£236	£223	£210

Prices are per insertion and exclude VAT

Inserts from £40 per thousand | Reprints and booklets from £250

ADVERTISEMENT SIZES



Classified advert sizes on request

PILOT DIGITAL

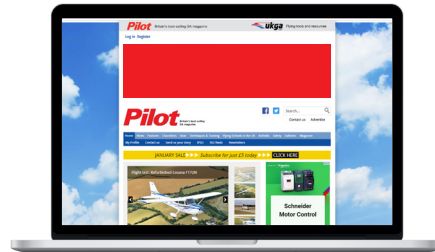
Wallpaper 1600 x 1200 pixels



From £400 per section on a tenancy basis

Wallpaper adverts are the best performing adverts on the UKGA and Pilot websites. They are ideal for branding and can be designed to attract attention for the reader to click through for more information. Wallpaper rates vary per section.

Billboard 970 x 250 pixels



£35 per thousand impressions

A billboard is the first advertisement website visitors will see on Pilotweb or UKGA.com, offering a prominent position at the top of every webpage which links directly to your site.

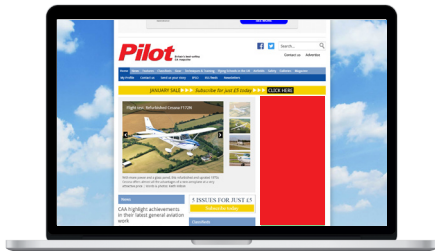
MPU 300 x 500 pixels



£25 per thousand

MPU adverts offer prime placement across the entire website, alongside our relevant content, linking directly to your website

Half Page 300 x 600 pixels

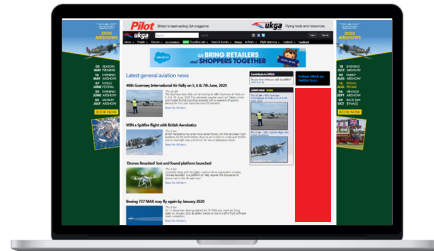


£30 per thousand

A premium website placement appearing alongside our engaging and relevant editorial content, half page and skyscraper ads provide your business with high visibility and create excellent brand awareness, with a link directly to your website.

Half Page **Pilot website only**

Skyscraper 160 x 600 pixels



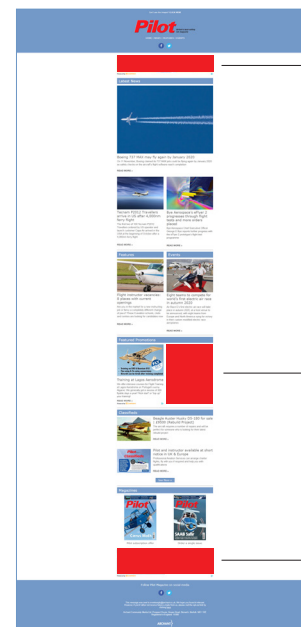
£30 per thousand

A premium website placement appearing alongside our engaging and relevant editorial content, half page and skyscraper ads provide your business with high visibility and create excellent brand awareness, with a link directly to your website.

Skyscraper **UKGA website only**

Newsletter

The UKGA and Pilot newsletters are sent every Friday to a huge general aviation audience who have all opted in to receive the latest industry information from us.



Top banner £150

Featured placement £100

Bottom banner £125





FURTHER DIGITAL PRODUCTS

TARGETED DISPLAY ADVERTISING

We can put your digital display adverts in front of potential clients who are looking at content related to what you offer anywhere online. This can be a local, national or even international campaign. **Rates start from £240.**

ONLINE CONTENT

Our in-house journalists produce content which builds brand awareness and establishes trust in your business and what you offer. The content is SEO friendly, meaning that it will appear within search results pages, which helps you to gain an audience who are looking specifically for what you do. This content will be published online on UKGA.com. **Rates starting from £450.**

HOMEPAGE TAKEOVER – PILOT.AERO

Our homepage takeovers are very popular for high impact campaigns. Your business will have exclusive occupancy of every advert slot on the homepage of the Pilot website for a whole month. **Rates starting from £800 per month.**

VIDEO

We specialise in working with brands to create and amplify video content that doesn't just entertain viewers, but that moves the needle for businesses. We can help you understand video marketing and work closely with you to create video and content that truly works across a variety of platforms and channels. **POA**

FACEBOOK ADVERTISING

With our expert Facebook advertising services, your business will reach a larger pool of potential customers. **POA**

PAY PER CLICK

Pay Per Click means you only pay for an advert when someone clicks on it. Whilst the premise is simple, there is a science behind creating effective Pay Per Click campaigns. The good news is that we do all the work for you, such as building the ads, targeting and bidding, leaving you to run your business. **POA**

COMPETITIONS

By promoting your competition to our readers, you can reach both new and existing customers and increase awareness, all whilst capturing valuable data for your business. **Rates starting from £500 for a national campaign.**

WEBSITE DESIGN

Your website is the shop window for your company and it usually creates the first impression for potential customers. Giving a credible, professional and engaging online presence requires work and patience, but we are here to help. **POA**

2020 - 2021 PUBLICATION DATES AND DEADLINES

Issue Name	Copy Deadline (Design Required)	Copy Deadline (Artwork Supplied)	Latest delivery date for inserts	Publication (On sale date)
March 2020	20th January	22nd January	24th January	5th February
Spring 2020	17th February	19th February	21st February	4th March
April 2020	16th March	18th March	20th March	1st April
May 2020	13th April	15th April	17th April	29th April
June 2020	11th May	13th May	15th May	27th May
July 2020	8th June	10th June	12th June	24th June
August 2020	6th July	8th July	10th July	22nd July
September 2020	3rd August	5th August	7th August	19th August
October 2020	31st August	2nd September	4th September	16th September
November 2020	28th September	30th September	2nd October	14th October
December 2020	26th October	28th October	30th October	11th November
January 2021	23rd November	25th November	27th November	9th December
February 2021	14th December	17th December	21st December	6th January
March 2021	18th January	20th January	22nd January	3rd February

