

2022



**MEDIA
KIT**

PIPER FLYER AND **CESSNA FLYER**



Hello Aviation Partner,

Thank you for giving me the opportunity to present our monthly member association magazines – Cessna Flyer and Piper Flyer – for your consideration.

At Aviation Group Ltd. (AGL) we are committed to providing you with excellent brand recognition regionally and globally. Your print and digital advertisements in Cessna Flyer and Piper Flyer are seen by our members: dedicated and enthusiastic Cessna and Piper owners who are 100% decision makers. We are the most respected member association in our industry.

We offer a highly qualified, end-user annual print distribution, a highly respected web presence, and a phenomenal social media reach of 167,000+.

Additionally, we have bonus distribution at the major aviation trade shows: AirVenture, Northwest Aviation Conference, Sun-n-Fun, Coppersate Fly-In to name a few.

If you have any questions regarding advertising, special offers, rates, marketing strategies, or website opportunities please give me a call. I'm here to listen and work together to tailor a solution to meet your marketing objectives.

I look forward to adding you to our expanding list of supporters.

Best regards.

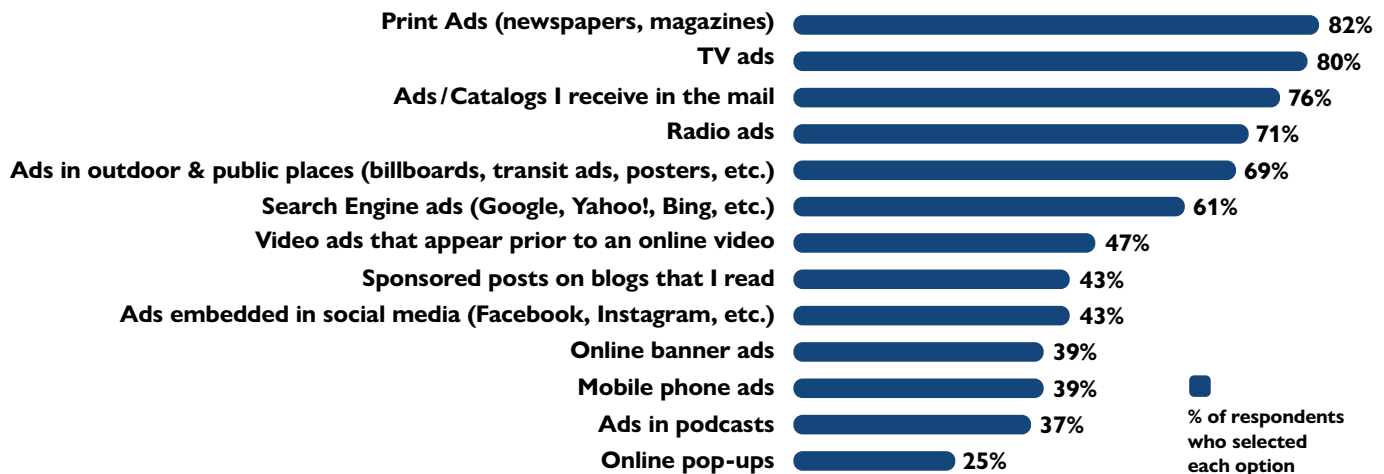
A handwritten signature in black ink that reads "Kent Dellenbusch". The signature is written in a cursive style with a large, sweeping "K" and "D".

Kent Dellenbusch
Vice President, Aviation Ltd. Group
CessnaFlyer.org | PiperFlyer.org



PIPER FLYER
AND
CESSNA FLYER
ASSOCIATIONS

Survey shows print advertising is trusted more when making purchase decisions.



Source: MarketingSherpa <https://www.marketingsherpa.com/article/chart/channels-customers-trust-most-when-purchasing>

Here are some current articles on the importance of print marketing. Click on any link below for more information:

- 1 “ So is print still dead? Far from it. It’s presently enjoying a resurgence as one way for individuals to disconnect from a noisy online world. It’s also a trusted and tangible medium that provides an emotional connection and longevity that you cannot replicate by screen. In fact, it’s safe to say that print has the potential to disrupt other digital media channels. It’s unique enough to command the attention of your target audience and compel them to explore something they otherwise might not have.”
<http://blog.ironmarkusa.com/print-is-not-dead>
- 2 “ Backing up this claim, the Two Sides survey showed that, “88% of respondents indicated that they understood, retained or used information better when they read print on paper compared to lower percentages (64% and less) when reading on electronic devices. The same trend was found for reading complicated documents with 80% indicating a clear preference for reading print on paper.” <http://www.catapult-me.com/assets/pdfs/HubCast-White-Paper-10-Reasons-Print-is-NOT-Dead.pdf>
- 3 “ The Modern Printing Industry incorporates cost-effective full-color digital printing and large format printing that strengthens brand awareness and trust. Printing helps achieve that goal because it is a tangible product that people can touch, feel, and trust. In fact, Marketing Sherpa reports that 82% of Internet users say they trust print ads when making purchasing decisions, making print media the most trusted form of advertising. **DID YOU KNOW? Over 60% of online searches are conducted because of print marketing campaigns.**
<https://minutemanpressfranchise.com/news/2019/02/07/is-print-dead-or-dying-3-reasons-why-the-printing-industry-is-as-powerful-and-effective-as-ever-in-marketing-your-business-and-establishing-brand-awareness/>
- 4 “ Statistics show that consumers are more engaged when reading printed material; websites can be scanned in about 15 seconds and then ignored, whereas print pieces can float around a person’s house for months. Similarly, lengthy information is more readily consumed when it’s in a person’s hands, as opposed to sending several PDF attachments that can be lost in an archive for “later reading.” <https://advertisersprinting.com/blog/four-reasons-why-print-marketing-still-matters/>



100,381
COMBINED AVG MONTHLY
PAGE VIEWS

86,672
COMBINED AVG MONTHLY
UNIQUE VISITORS



11,507+
PARTICIPANTS IN CESSNA
AND PIPER FLYER FORUMS



167,000+
SOCIAL MEDIA
FOLLOWERS -
AND GROWING!



95%+
OF OUR READERS
KEEP THEIR ISSUES FOR
FUTURE TECHNICAL REFERENCE

Demographics

\$200K
MEDIAN
HOUSEHOLD INCOME

99%
CESSNA OR PIPER OWNERS
(MANY OWNING MORE THAN ONE)

125+
AVG ANNUAL
HOURS FLOWN

50
MEDIAN AGE
OF READERS

\$7,000+
SPENT ANNUALLY ON AVIATION
PRODUCTS & SERVICES BY
MAJORITY OF MEMBERS

\$15,000+
AMOUNT SPENT ANNUALLY
BY 15% OF MEMBERS

The Best Magazines for Piper and Cessna Owners. The Best Magazines for Advertisers.



The Cessna Flyer and Piper Flyer Associations deliver the best type club magazine—bar none—to our members' and prospects' doorsteps every month.

We feature quality, first-run material that is available nowhere else. Every issue of the magazines is a must-read for our members. They tell us they read it cover to cover.

Our mix of technical articles and destination articles, historical pieces, flight reviews and commentary from leading aviation writers appeals to the owner of a legacy Cessna or Piper as well as to the owner of a brand-new model.

Press releases help advertisers stay in front of our readers with new product announcements and news. And with advertising placed throughout and next to editorial, your advertising will be seen.



Product News, Featured Aircraft, Q&A, Safety Alerts, Destinations, Events, and more

Your Target Market Delivered.



2022 DEADLINE SCHEDULE

ISSUE	SPACE DDL*	COPY DDL**
JAN	NOV 15	NOV 22
FEB	DEC 15	DEC 22
MAR	JAN 15	JAN 22
APR	FEB 15	FEB 22
MAY	MAR 15	MAR 22
JUN	APR 15	APR 22
JUL	MAY 15	MAY 22
AUG	JUN 15	JUN 22
SEP	JUL 15	JUL 22
OCT	AUG 15	AUG 22
NOV	SEP 15	SEP 22
DEC	OCT 15	OCT 22

* Space DDL: ad space reservation deadline

** Copy DDL: artwork submission deadline

Each month our magazines are delivered to our loyal members and to qualified Cessna and Piper owners and FBOs. Bonus copies are cover wrapped and mailed and also handed out at aviation trade shows throughout the year.

Not just “pass-along” or “readership” numbers—we print and distribute magazines each month and get them in the hands of our members and other prospective members of the Associations. Need to see a mailing statement? Just ask and we’ll be happy to provide it.

Extra Show Distribution



2022 SHOW ISSUES

SHOW	SHOW DATE	ISSUE(S) AT SHOW
CopperState	Feb 17-20	DEC & JAN
NW Avtn Conf	Feb 26-27	DEC & JAN
Sun-n-Fun	April 5-10	FEB & MAR
EAA	July 25-31	JUN & JUL
Planes of Fame	Oct 29-30	SEP & OCT





PRINT AD RATES

4 - COLOR	1 X	3 X	6 X	12 X
2-Page Spread	\$3,150	\$2,828	\$2,703	\$2,526
Full Page	\$1,649	\$1,483	\$1,422	\$1,335
2/3 Page	\$1,323	\$1,185	\$1,135	\$1,071
1/2 Page	\$1,067	\$965	\$920	\$872
1/3 Page H	\$749	\$670	\$643	\$600
1/6 Page V	\$452	\$407	\$385	\$364

PAYMENT TERMS

Net 30. A service charge of 1.5% per month is charged on all past due accounts. Cancellations must be received prior to space closing deadline. Payment by credit card and paperless invoicing available. Discounts available with credit card on file or prepayment. And please. No live or frozen poultry accepted for payment at this time. Ask Kent for details.

AD CREATION

Free creation with six-month minimum commitment.

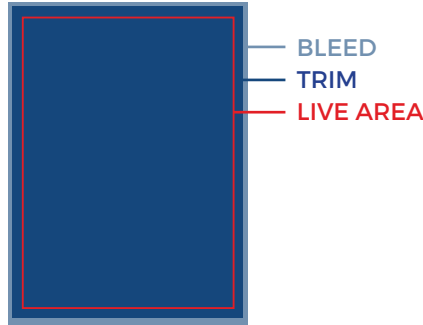
ACCEPTED FILE FORMATS

- PDF files are preferred.
- TIFF, JPG or EPS files (300 dpi or higher, no compression) in CMYK color space. Files submitted as RGB will be converted to CMYK in preflight and we can't guarantee a color match. If submitting a TIFF, JPG or EPS, convert all text to outlines and/or flatten layers.
- InDesign files (.idd), Photoshop files (.psd) and Adobe Illustrator (.ai) are also acceptable. Be sure to send all necessary support files if submitting in these formats, including all fonts and all embedded/linked graphics, and provide a hard copy proof or a PDF so we can ensure that your ad prints the way you intend.



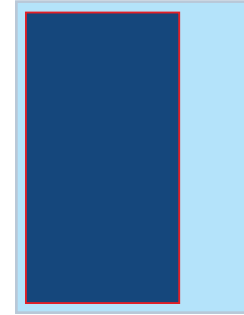
2-Page Spread

Trim Size: 16.5 x 10.75 in.
Bleed Size: 17.00 x 11.25 in.
(Bleed 0.25 in. on all four sides)
Live area: 14.25 x 10 in.



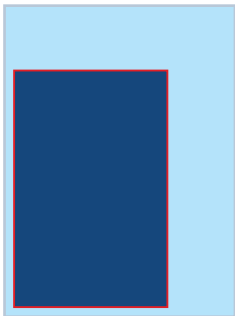
Full Page

Trim Size: 8.25 x 10.75 in.
Bleed Size: 8.75 x 11.25 in.
(Bleed 0.25 in. on all four sides)
Live area: 7.125 x 10 in.



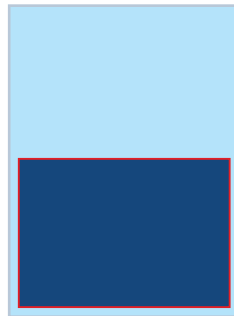
2/3 Page

4.625 x 10 in.



1/2 Page Vertical

4.625 x 7.4375 in.



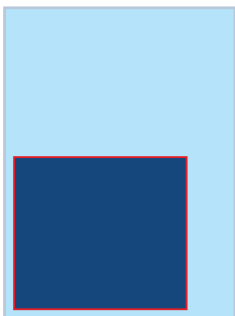
1/2 Page Horizontal

7.125 x 4.9375 in.



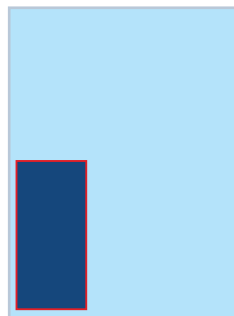
1/3 Page Vertical

2.25 x 10 in.



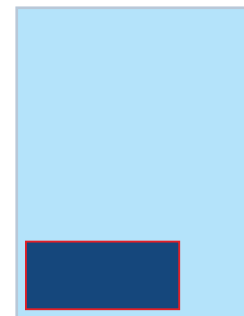
1/3 Page Horizontal

4.9375 x 4.625 in.



1/6 Page Vertical

2.25 x 4.9375 in.



1/6 Page Horizontal

4.625 x 2.4375 in.

Digital Coverage to Reach Your Target Audience



WEBSITE BANNER AD RATES

BANNER TIER	1 X	6 X OR MORE	DIMENSIONS
TIER-1 -190 PX X 150 PX	\$203	\$178	1.75”H X 2.125”W
TIER-2 -190 PX X 200 PX	\$318	\$272	2.25”H X 2.125”W
TIER-3 -190 PX X 400 PX	\$378	\$321	4.50”H X 2.125”W
TIER-4 -190 PX X 600 PX	\$415	\$386	6.75”H X 2.125”W

Give me a call! I like to make deals.
– Kent

Sponsorships, Added-Value Opportunities & Special Promotions

Referrals to Your Company

Every day, we field calls from our members who request parts, services and advice through our member support hotline. We refer our members to our advertisers first.

Editorial Support

Cessna Flyer and Piper Flyer magazines publish press releases on your products and services and give your company maximum coverage while maintaining high editorial standards.

Social Media

Cessna Flyer and Piper Flyer have the largest social media following of any Cessna or Piper type club by far. Our Facebook and Twitter following is growing daily and our advertisers can tap into this extraordinary audience through our social media outreach program.



Member Discount Program

Member discounts on your products and services are a much appreciated, added incentive for our members to turn to you first and discounts are a proven way to create brand loyalty. Your special offer will be included in our emails to members and in a page in our monthly magazines.

Event Sponsorships

Advertisers also have the opportunity to sponsor Association events throughout the year. That's another great way to get your name in front of our members and build brand loyalty. Combining advertising and sponsorships can give you the best value for your money.

THE GATHERING AT WAUPACA SPONSORSHIPS

LEVELS

PLATINUM	\$1600
SILVER	\$1100
BRONZE	\$850
COPPER	\$500
PROUD SUPPORTER	\$350

Call today for sponsorship level details.

Cover Wraps and BRCs

Target a specific segment of the Cessna and/or Piper markets or let us choose the distribution for a cover wrap mailing. Bound Reply Cards offer another way to connect to readers.

Make Piper Flyer and Cessna Flyer Magazines part of your Strategic Advertising Plan.

Print + Digital Editions



PiperFlyer.org & CessnaFlyer.org



Annual Event



KENT DELLENBUSCH
626 . 844 . 0125 | KENT@AVIATIONGROUPLTD.COM

CessnaFlyer.org | PiperFlyer.org