

# 2023



# MEDIA KIT



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## 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 169,075+.

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.

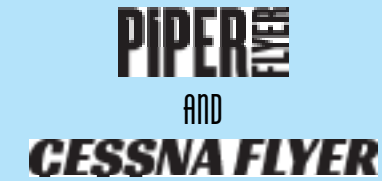
I look forward to adding you to our expanding list of supporters.

Best regards,

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



**PIPER FLYER**  
AND  
**CESSNA FLYER**  
ASSOCIATIONS



## WHY PRINT MATTERS

## 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/>



**103,051**  
COMBINED AVG MONTHLY  
PAGE VIEWS

**91,214**  
COMBINED AVG MONTHLY  
UNIQUE VISITORS



**12,255+**  
PARTICIPANTS IN CESSNA  
AND PIPER FLYER FORUMS



**169,075+**  
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.



### 2023 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



### 2023 SHOW ISSUES

| SHOW           | SHOW DATE          | ISSUE(S) AT SHOW |
|----------------|--------------------|------------------|
| CopperState    | Feb 17-19          | DEC & JAN        |
| NW Avtn Conf   | Feb 25-26          | DEC & JAN        |
| Sun-n-Fun      | March 28 - April 2 | FEB & MAR        |
| EAA            | July 24-30         | 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 | \$3,370 | \$3,025 | \$2,892 | \$2,702 |
| Full Page     | \$1,764 | \$1,586 | \$1,521 | \$1,428 |
| 2/3 Page      | \$1,415 | \$1,267 | \$1,214 | \$1,145 |
| 1/2 Page      | \$1,141 | \$1,032 | \$984   | \$933   |
| 1/3 Page      | \$801   | \$716   | \$688   | \$642   |
| 1/6 Page      | \$483   | \$435   | \$411   | \$389   |

**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.

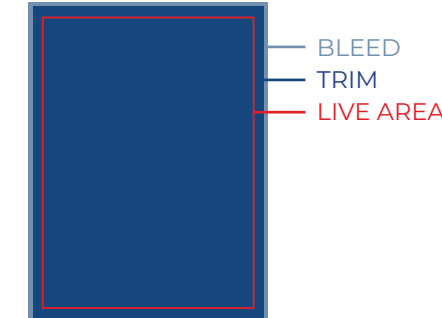
**ACCEPTED FILE FORMATS**

- 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.



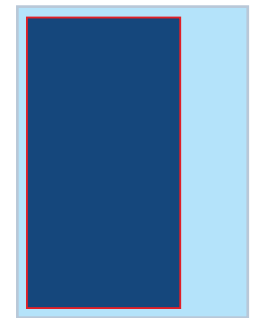
**2-Page Spread**

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.



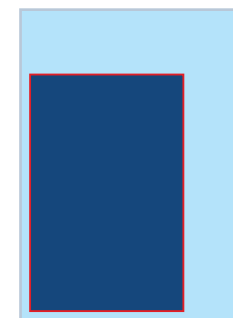
**Full Page**

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.



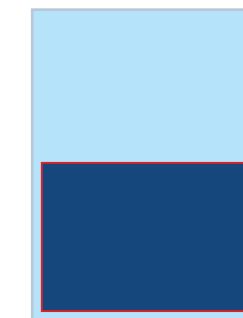
**2/3 Page**

4.625 x 10 in.



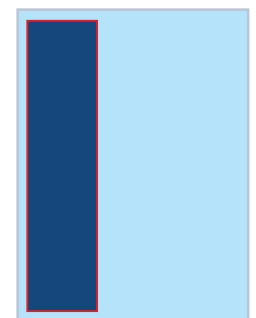
**1/2 Page Vertical**

4.625 x 7.4375 in.



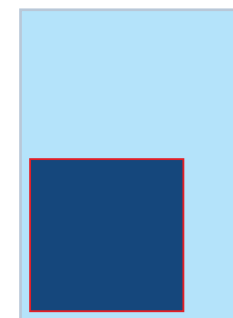
**1/2 Page Horizontal**

7.125 x 4.9375 in.



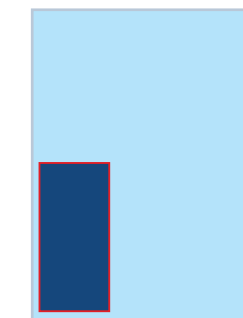
**1/3 Page Vertical**

2.25 x 10 in.



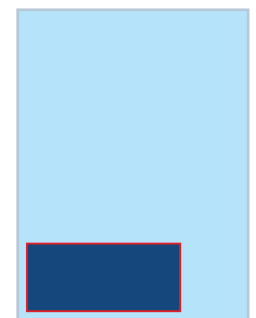
**1/3 Page Horizontal**

4.625 x 4.9375 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 | \$217 | \$190       | 1.75"H X 2.125"W |
| TIER-2 -190 PX X 200 PX | \$340 | \$291       | 2.25"H X 2.125"W |
| TIER-3 -190 PX X 400 PX | \$404 | \$343       | 4.50"H X 2.125"W |
| TIER-4 -190 PX X 600 PX | \$444 | \$413       | 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        | \$1800 |
| SILVER          | \$1200 |
| 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**