



2027

MEDIA KIT



Hello Aviation Partner,

Thank you for the opportunity to present our monthly member association magazines, Cessna Flyer and Piper Flyer, for your marketing strategies.

At Aviation Group Ltd. (AGL), we are committed to helping your brand achieve strong recognition both regionally and globally. Advertising with us puts your message in front of qualified Cessna and Piper owners—100% decision makers who are passionate aviation enthusiasts.

Our platforms include:

- Monthly print distribution to a highly qualified end-user audience. Digital editions are left open for a short while, giving you additional global exposure.
- A respected and trusted web presence.
- A robust social media reach of 200,000 followers.
- 14,077 combined forum users.

Bonus distribution at leading aviation events, including AirVenture, Northwest Aviation Conference, Sun 'n Fun, Copperstate Fly-In, and Planes of Fame.

Whether you're looking for advertising options, special offers, rates, marketing strategies, or website opportunities, I'm here to listen and collaborate to create a solution that aligns with your goals.

I look forward to our next conversation.

Best regards,

A handwritten signature in black ink that reads "Kent Dellenbusch". The signature is written in a cursive, flowing style.

Kent Dellenbusch

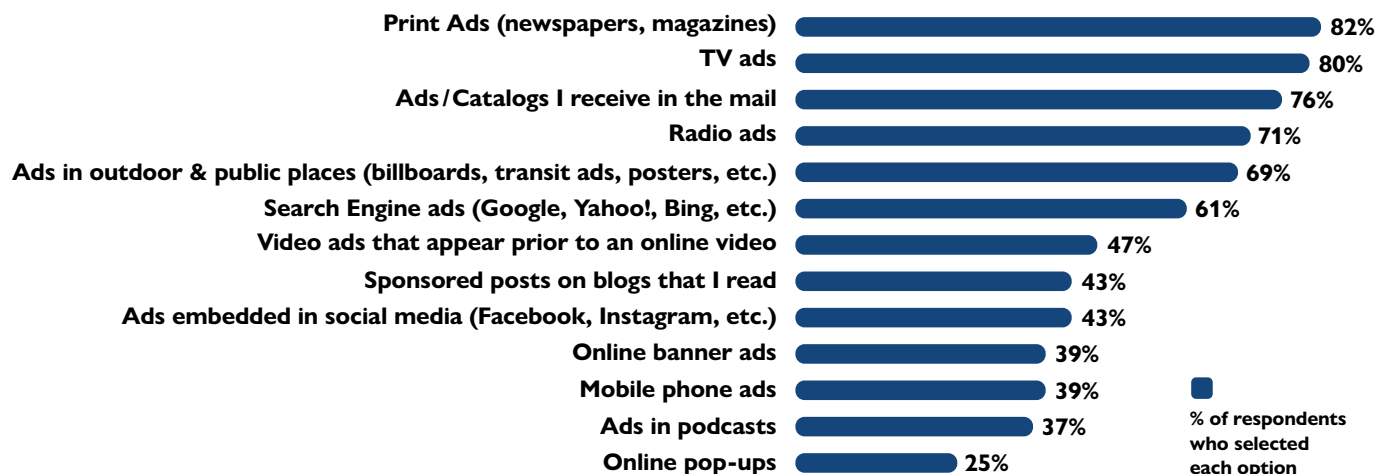
Vice President, Aviation Ltd. Group

CessnaFlyer.org | PiperFlyer.org



PIPER
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>

I've got to share some interesting facts about Print Advertising:

- ✎ **70% of households with an income above \$100,000 are newspaper readers.**
- ✎ Print Advertisements receive **an average response rate of 9%**, while email, paid search, and social media receive about 1%.
- ✎ Print marketing has a **70-80% higher recall rate** than digital advertising.
- ✎ The largest market within the print advertising market is Newspaper Advertising, with a market volume of **US\$33.35bn** in 2024.
- ✎ **8 out of 10 people trust Print Advertisements** the most when purchasing.
- ✎ **90% of Print Ads are opened**, while only 20-30% of emails get opened.

Source: <https://tinyurl.com/print-marketing-statistics>

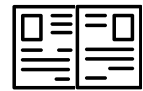
PIPER FLYER AND CESSNA FLYER

REACH DECISION MAKERS



200,000+

COMBINED PARTICIPANTS IN
CESSNA AND PIPER FLYER FORUMS
AND
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

58

MEDIAN AGE
OF READERS

\$13,700+

SPENT ANNUALLY ON AVIATION
PRODUCTS & SERVICES BY
MAJORITY OF MEMBERS

\$23,000+

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.



2027 DEADLINE SCHEDULE

ISSUE	SPACE DDL*	MATERIALS DDL**
JAN	11/15/26	11/22/26
FEB	12/15/26	12/22/26
MARCH	01/15/27	01/22/27
APRIL	02/15/27	02/22/27
MAY	03/15/27	03/22/27
JUNE	04/15/27	04/22/27
JULY	05/15/27	05/22/27
AUG	06/15/27	06/22/27
SEPT	07/15/27	07/22/27
OCT	08/15/27	08/22/27
NOV	09/15/27	09/22/27
DEC	10/15/27	10/22/27

* 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.

Did I ever tell you?

Our digital editions are downloaded hundreds to thousands of times while many other niche publications are behind a paywall. I consider this additional distribution that stands the test of time. I’d be happy to share screenshots.

Extra Show Distribution



2027 AVIATION SHOW ISSUES

SHOW	SHOW DATE	ISSUES AT SHOW
AOPA Fly-In at the Buckeye Air Fair	Feb 26-28	JAN & FEB
NW Avtn Conf	Feb 27-28	JAN & FEB
Sun-n-Fun	April 6-11	FEB & MAR
EAA	July 26-Aug 1	JUN & JUL
Planes of Fame	TBA	SEP & OCT



2027 AVIATION EVENTS — BONUS DISTRIBUTION

Your advertising receives additional exposure through bonus distribution at the aviation industry's premier events. Complimentary copies of Cessna Flyer and Piper Flyer are placed directly into the hands of aircraft owners, pilots, mechanics, and aviation enthusiasts attending these major shows, extending the life and reach of every issue beyond our regular member distribution. This added exposure is included at no additional cost to our advertisers.





PRINT AD RATES

4 - COLOR	1 X	3 X	6 X	12 X
2-Page Spread	\$3,900	\$3,500	\$3,350	\$3,130
Full Page	\$2,040	\$1,840	\$1,760	\$1,650
2/3 Page	\$1,640	\$1,470	\$1,360	\$1,330
1/2 Page	\$1,320	\$1,190	\$1,140	\$1,080
1/3 Page	\$930	\$830	\$800	\$740
1/6 Page	\$560	\$500	\$470	\$450

PAYMENT TERMS

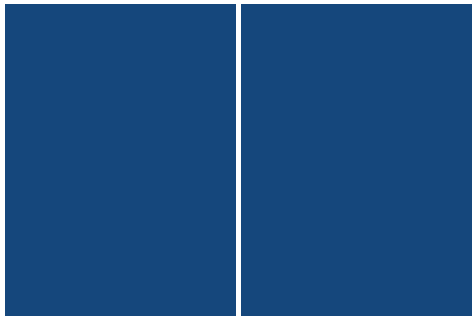
Net 30. A service charge of 1.5% per month is charged on all past due accounts. Cancellations must be received prior to space closing deadline. Payment by credit card and paperless invoicing available. Discounts available with credit card on file or prepayment. And please. No live or frozen poultry accepted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

AD CREATION

Free creation with six-month minimum commitment.

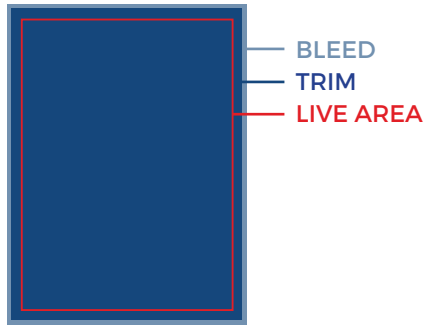
ACCEPTED FILE FORMATS

- 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.



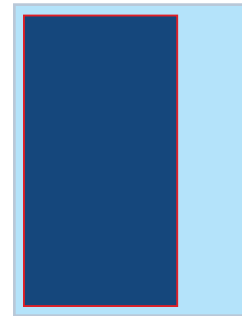
2-Page Spread

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.



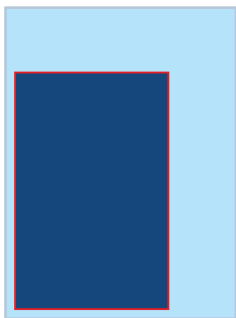
Full Page

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.



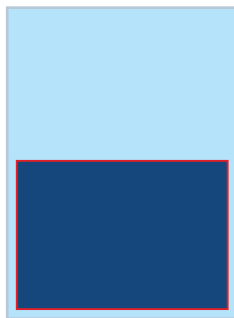
2/3 Page

4.625 x 10 in.



1/2 Page Vertical

4.625 x 7.4375 in.



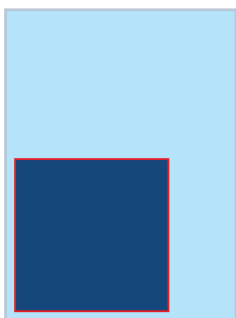
1/2 Page Horizontal

7.125 x 4.9375 in.



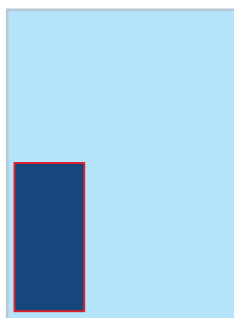
1/3 Page Vertical

2.25 x 10 in.



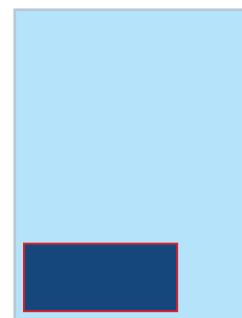
1/3 Page Horizontal

4.625 x 4.9375 in.



1/6 Page Vertical

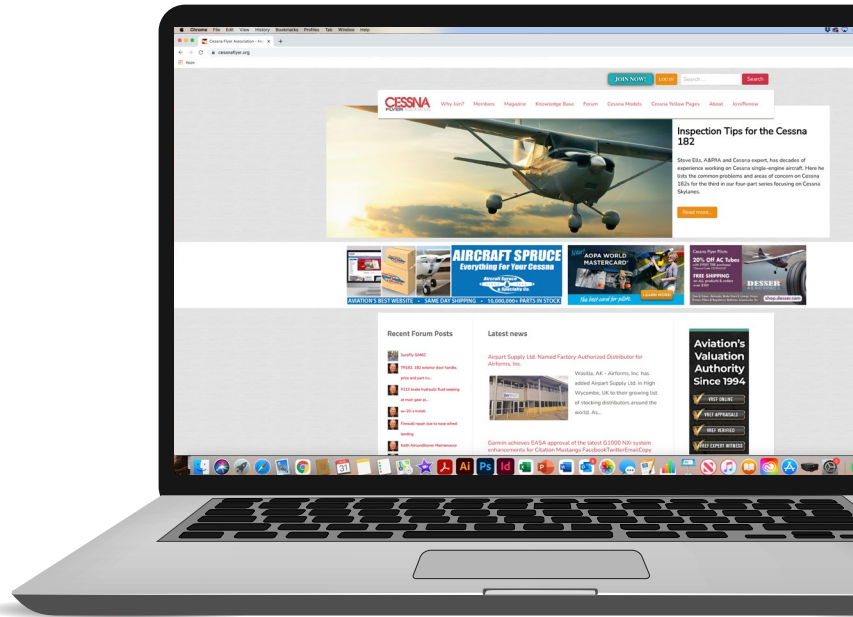
2.25 x 4.9375 in.



1/6 Page Horizontal

4.625 x 2.4375 in.

Digital Coverage to Reach Your Target Audience



WEBSITE BANNER AD RATES

BANNER TIER	1 - 5X	6X OR MORE	DIMENSIONS
TIER-1- 190 PX X 150 PX	\$270	\$240	1.75"H X 2.125"W
TIER-2 -190 PX X 200 PX	\$420	\$360	2.25"H X 2.125"W
TIER-3 -190 PX X 400 PX	\$500	\$420	4.50"H X 2.125"W
TIER-4 -190 PX X 600 PX	\$550	\$510	6.75"H X 2.125"W

**NEWSLETTER CUSTOM BANNER: \$500.00/MONTH/NEWSLETTER 547 PX X 100 PX
(54+ % OPEN RATE)**

**FORUM, BANNER TOP BOARD: \$600.00/MONTH/WEBSITE 570 PX X 190 PX
LIMITED AVAILABILITY (12X COMMITMENT)**

ALL PRICES ARE NET.

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 followings are 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	\$1900
SILVER	\$1320
BRONZE	\$935
COPPER	\$550
PROUD SUPPORTER	\$390

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