

Cessna Flyer

Media Kit 2012



Cessna Flyer Association

Thank you for giving us the opportunity to send you our monthly magazine, *Cessna Flyer*, for your consideration.

Aviation Group Ltd. (AGL) is **committed to the satisfaction** of its advertisers, and we offer excellent coverage for your investment. With a one-year commitment, your ad will reach:

- **32,000 Cessna owners annually;**
- **Selected General Aviation airports (FBOs).**

PLUS we have bonus distribution at the major aviation trade shows:

- **Sun 'n Fun, Aero Friedrichshafen, Alaska Airmen's Show, EAA AirVenture and AOPA Aviation Summit.**

We are proud to be the **fastest-growing member association in this market**, and would like to add your company to our expanding list of supporters. Statistics show **our members do patronize our advertisers first** over the competition.

When you partner with Aviation Group Ltd., our marketing staff will assist you with **concept and design at no charge**. We are happy to work with your supplied files as well.

If you have any questions on the materials, including **special offers and rates**, other **marketing ideas**, or **web site advertising**, please contact us. We'd be happy to work with you on a tailored solution.

Best Regards,



Kent Dellenbusch
Vice President
Kent@aviationgrouppltd.com



Put our knowledge and enthusiasm to work for you



The Members

Frequent flyers = frequent buyers



The members of the Cessna Flyer association are not merely “aviation enthusiasts”, they live the Cessna lifestyle every day. These are the people who **spend real money** on products and services to keep their planes in airworthy condition and themselves current and competent with their flying.

They have a strong sense of brand loyalty and prefer to stick with the Cessna product line when upgrading to a new airplane. **Their passion for all things Cessna translates into sales for you.** Our members patronize the advertisers in their member magazine first.

The Demographics

- **97% of our members own a Cessna aircraft** and many own more than one.
- More than **50% are instrument rated.**
- Average hours flown annually exceeds 125.
- Over 50% of members say they spend more than \$5,000 annually on aviation products and services, with more than 15% spending \$15,000 or more.
- Median age - 50.
- Median household income - **\$200,000.**



Reach the decision makers



The Magazine

The Cessna Flyer Association delivers the best type club magazine—bar none—to our members' door steps each month. With quality, first-run material that is available nowhere else every issue of Cessna Flyer magazine is a must-read for our members. This avid readership assures that your advertising will be seen. After all, if you advertise in a magazine that doesn't get read, your message doesn't get seen.

Every type club knows they must deliver the technical support end of the package that keeps the airplanes flying at the lowest possible cost, and we provide that, too. But that's where most type clubs end...

At the Cessna Flyer Association, we help our members keep the gears turning, but we also embrace the passion of flight and celebrate the joy and fun that flying is at its best. This approach appeals to the owner of a legacy Cessna as well as to the owner of a brand new Cessna



Browse the pages of Cessna Flyer magazine and you'll find articles on fun and exciting places to fly and events to attend. You'll read columns by authors like Lyn Freeman and David Hipschman that celebrate flight or provoke discussion.

Destination articles cover fun places for a \$100 Hamburger run or an extended stay. While pilot reports and product reviews keep members up to date with the latest products and services.



Give your ad maximum exposure

Cessna Flyer Association/Aviation Group Ltd., 2450 N Lake Ave #113, Altadena, CA 91001. 626-844-0125



The Distribution

Each month we distribute bonus copies of Cessna Flyer magazine to qualified Cessna owners and FBOs. These copies are cover wrapped and mailed or handed out at aviation trade shows throughout the year. Not just “pass-along” distribution we print and distribute 2,500 additional magazines each month and get them in the hands of Cessna owners who are not already members of the Cessna Flyer Association.

This is part of our ongoing and aggressive member acquisition program and you can ride along with us as we grow our membership.

| ISSUE | SHOW | SPACE DDL | COPY DDL |
|-----------|-----------------------------------|-----------|----------|
| January | Bonus 2,500 mailed | Nov 15 | Nov 20 |
| February | Fredericksburg, TX & Sun 'n Fun | Dec 15 | Dec 20 |
| March | Sun 'n Fun & Aero Friedrichshafen | Jan 15 | Jan 20 |
| April | Aero Friedrichshafen | Feb 15 | Feb 20 |
| May | Alaska Airmen's | Mar 15 | Mar 20 |
| June | Bonus 2,500 mailed | Apr 15 | Apr 20 |
| July | AirVenture Oshkosh | May 15 | May 20 |
| August | AirVenture Oshkosh | Jun 15 | Jun 20 |
| September | AOPA Summit | Jul 15 | Jul 20 |
| October | AOPA Summit & Copperstate | Aug 15 | Aug 20 |
| November | Bonus 2,500 mailed | Sep 15 | Sep 20 |
| December | Bonus 2,500 mailed | Oct 15 | Oct 20 |



We reach your target market



**NO
RATE INCREASE
FOR 2012!**

Rates & Sp

We'll work to find a advertising program that fits your budget and your needs.
Call us to discuss your advertising goals.

| BLACK & WHITE | 1 Time | 3 Times | 6 Times | 12 Times |
|----------------------------|---------|---------|---------|----------|
| <i>Full Page</i> | \$990 | \$891 | \$851 | \$802 |
| <i>2/3</i> | \$792 | \$713 | \$681 | \$598 |
| <i>1/2</i> | \$644 | \$579 | \$553 | \$450 |
| <i>1/3</i> | \$356 | \$321 | \$307 | \$289 |
| <i>1/6</i> | \$216 | \$195 | \$186 | \$165 |
| <i>Flyer's Marketplace</i> | \$75 | \$75 | \$75 | \$75 |
| 4-COLOR | 1 Time | 3 Times | 6 Times | 12 Times |
| <i>Full Page</i> | \$1,100 | \$990 | \$946 | \$891 |
| <i>2/3</i> | \$880 | \$792 | \$757 | \$713 |
| <i>1/2</i> | \$715 | \$644 | \$615 | \$579 |
| <i>1/3</i> | \$495 | \$446 | \$426 | \$400 |
| <i>1/6</i> | \$300 | \$270 | \$258 | \$243 |

Spot Colors Add \$50.00 each. | **Covers** Contact us for exact quote. | **Web Advertising** Contact us for exact quote.

Agency Discount

You receive a **15% discount** on space for camera-ready ads which fit our page format and dimensions.

Payment Terms

Net 30. A service charge of 1-1/2% per month is charged on all past due accounts. Cancellations must be received prior to space closing deadline.

File Formats

PREFERRED FILE FORMATS: CMYK TIFF or EPS files, 300 dpi or higher at actual size. High-resolution (600 dpi or higher) PDF files are also acceptable, provided you are using the "print" or "press" distiller options (so that the artwork doesn't get downsampled). If submitting a TIFF, EPS or PDF, please provide a hard copy proof so we can double-check that all items display as intended.

Files submitted as RGB will be converted to CMYK in the ripping process and we can't guarantee a color match.

ACCEPTED FILE FORMATS: Quark files (.qxd); InDesign files (.idd); Photoshop files (.psd); Adobe Illustrator (.ai); and Macromedia FreeHand editable eps files (.eps). Make sure to send all necessary support files if submitting in these formats, including fonts and all embedded / linked graphics. Please provide a hard copy proof or a PDF so we can ensure that your ad prints the way you intended.

FILE FORMATS WE CANNOT ACCEPT: Ads created using Microsoft Publisher, Microsoft Word or PowerPoint cannot be placed into our magazine. While these are great programs for internal business documents and business-to-business marketing, these file formats do not produce good results in professional printing applications. If you have an ad in one of these formats, please contact us about getting the ad re-created for optimum results.

We offer added value



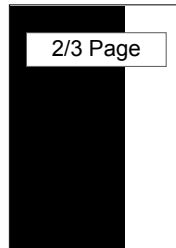
Specifications

NO
RATE INCREASE
FOR 2012!

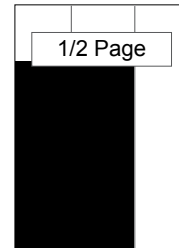
Full Page Bleeds
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Live Area: 7.125 x 10 in.



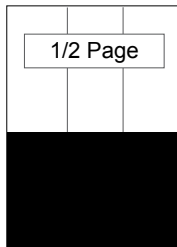
Bleed Size: 8.75 x 11.25 in.



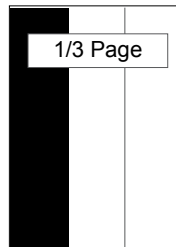
4.625 x 10 in.



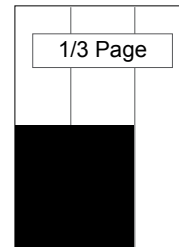
4.625 x 7.4375 in.



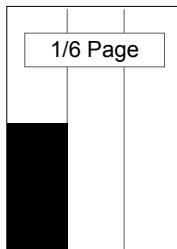
7.125 x 4.9375 in.



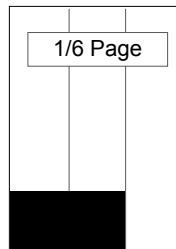
2.250" x 10 in.



4.625 x 4.9375 in.



2.25 x 4.9375 in.



4.625 x 2.4375 in



2.25 x 3 in

Our publications are read by owners and technicians

Cessna Flyer Association/Aviation Group Ltd., 2450 N Lake Ave #113, Altadena, CA 91001. 626-844-0125



Added Value and Enhancements

By advertising in *Cessna Flyer* magazine, you reach our dedicated and growing membership base in a variety of ways:

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 magazine publishes press releases on your products and services and strives to give your company maximum editorial while maintaining high editorial standards.

Web Link – We will post a link from our Association web sites to yours.

Digital Magazine Enhancements - We can offer embedded video in our online digital editions of our magazines.

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 the money spent Call for a 2012 sponsorship packet.

Cover Wraps and BRCs - Target a specific segment of the Cessna market or let us choose the distribution for a cover wrap mailing. Bound Reply Cards offer another way to connect to readers.

Member Discount Program – If you are able to offer discounts to members, you can be assured that our members will turn to you first. Your special offer will be included in our eFlyer to members and in a page in our monthly magazines.

Attending Gatherings – We look to our advertisers as our first, best source of informative speakers at our Association events. We also offer exhibit booth space at discounted rates with some advertising programs. Or just come to an event and spend some quality one-on-one time with our members.

Graphic Design Services – When needed we can make changes to your ad, or create a new ad (to be placed in our magazines) at no additional charge.

Coming soon - Social media, QRCs, Apps and more!

We offer you more than just an ad in our magazines



We want to work with you



Now that you've been able to see what we're about, we'd like to ask you to **add Cessna Flyer to your advertising budget.**

Let us show you what an excellent venue our magazines, web sites and events are for promoting your products and services to the decision makers.

We offer unparalleled flexibility in order to meet your needs—just give us a call and let us share our enthusiasm for our product with you.

Thank you for your time and consideration,

A handwritten signature in black ink that reads "Kent".

Kent

Let us know your budget—we will work with you

