



# **FLIGHT JOURNAL 2022 MEDIA KIT**

THE AVIATION ADVENTURE - PAST, PRESENT & FUTURE

# WHO WE ARE

# Flight Journal

## ABOUT FLIGHT JOURNAL

*Flight Journal* is the world's number one aviation adventure brand with a highly engaged and passionate audience. With stories from the cockpit by history-making pilots accompanied by images from the world's best air-to-air photographers, it is the go-to publication for aviation enthusiasts. The emphasis is on giving readers unexpected stories and making them part of the landmark experience in a way like no other media.

## *Flight Journal* delivers...

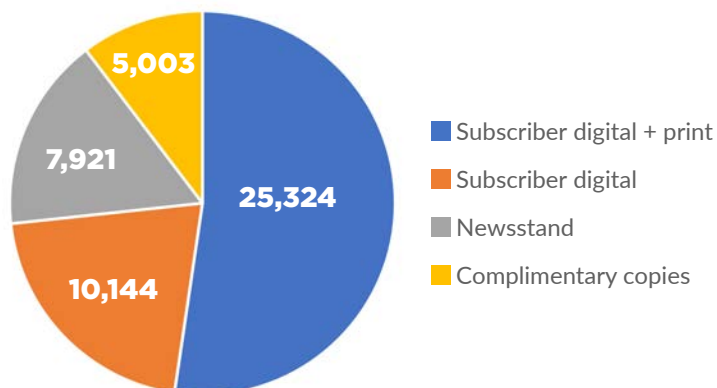
- Integrated media opportunities
- High reader engagement
- The best "I was there" content available
- High impact photography



# OUR AUDIENCE

# Flight Journal

## DIGITAL + PRINT EDITIONS



## DIGITAL REACH

*Flight Journal* has a significant digital + print audience with 250,000+ followers, subscribers, and fans.

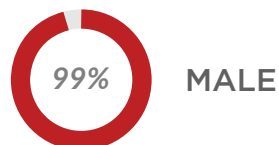
**73,029** Digital + Print Edition Audience

**76,553** Social Media Followers

**15,600** Bi-Monthly Opt-in Newsletter

**21,927** FlightJournal.com Monthly Page Views

**20,000** Per Month Unique Visitors



## WEBSITE STATS

PAGE VIEWS: **276,301**

UNIQUE VIEWS: **188,759**

AVERAGE TIME ON PAGE: **281**





## 2022 ADVERTISING CALENDER (DIGITAL & PRINT)

ISSUE	AD CLOSING/MATERIALS DUE	ON SALE
January/February	11/5/21	12/14/21
March/April	12/23/21	2/1/22
May/June	2/25/22	4/5/22
July/August	4/29/22	6/7/22
September/October	6/30/22	8/9/22
November/December	9/2/22	10/11/22
January/February (2022)	11/4/22	12/13/22
SPECIAL ISSUE		
Fighters	9/30/22	11/8/22

# OUR DIGITAL SOLUTIONS

# Flight Journal

Our hyper-targeted, data-driven solutions are a marketer's dream. Our team of digital strategists offers powerful campaign solutions: Display Ads, Branded Content, E-newsletters, Email Marketing, Sponsored Posts, Social Promotions & Advertisements, Contests & Sweepstakes, Site Takeovers.

## WEBSITE

	SPECS	RATE	3X RATE	6X RATE
Top of Site Banner	900X250	\$800/mth	\$700/mth	\$600/mth
In Line Banner	600X120	\$700/mth	\$600/mth	\$500/mth
RH Rail Top Position	275x125	\$600/mth	\$500/mth	\$400/mth
RH Rail 2nd Position	275x125	\$550/mth	\$450/mth	\$350/mth
RH Rail 3rd-5th Position	275X125	\$500/mth	\$400/mth	\$300/mth
RH Rail Video	Video	\$750/mth	\$650/mth	\$550/mth
RH Rail skyscraper	160X600	\$850/mth	\$700/mth	\$600/mth
RH 1x2 Portrait	160X600	\$900/mth	\$800/mth	\$700/mth
RH 1x3 Portrait	300X1050	\$1,600/mth	\$1,500/mth	\$1,400/mth
Search Button Sponsorship	10X35	\$700 /mth	\$600/mth	\$500/mth
Wallpaper Sponsorship	Homepage	\$2,000/mth	\$1,980/mth	\$1,650/mth

## E-NEWSLETTER

	SPECS	X/MTH	2X/MTH	2X/MTH FOR 6MTH	2X/MTH FOR 12MTH
Top Post Sponsorship	Specs on request	\$900 each	\$800 each	\$700 each	\$600 each
E-Newsletter in line Banners	450x 300	\$650 each	\$550 each	\$500 each	\$400 each
Native Top Post	Specs on request	\$1,200 each	\$1,100 each	\$1,000 each	\$900 each

## EMAIL

	SPECS	1-2X RATE	3-5X RATE	6+X RATE
Dedicated e-blast	Client branded	\$1,450	\$1,300	\$1,150

# OUR DIGITAL SOLUTIONS

# Flight Journal

## FACEBOOK

	SPECS	RATE
Facebook Cover Image	851 x 315	\$1,200/mth
Facebook Product Post	Links to our website article, see below	
Facebook Live	Specs on request	on request
RATE	REACH	CPR
\$1,000	50,000	\$0.020
\$2,500	100,000	\$0.025
\$5,000	250,000	\$0.020
\$10,000	500,000	\$0.020

## DIGITAL EDITION

	SPECS	RATE
Cover Zero	Specs on request	on request
Digital Edition Belly Band Banner	Specs on request	on request
Digital Edition Pop-Up Banner	Specs on request	on request
Digital Edition Video Embed	Specs on request	on request
Mobile App Launch Banner	Specs on request	on request

## CUSTOM DIGITAL PROGRAMS AVAILABLE ON REQUEST

	SPECS
YouTube	Specs and rates on request
Instagram	Specs and rates on request
Digital Sweepstakes Promotion	Specs and rates on request
Event Coverage Sponsorship	Specs and rates on request
Sponsored Thread on Forums	Specs and rates on request

### DIGITAL & PRINT MAGAZINE MEDIA

Ad Size	1x	3x	6x
Spread	\$7,124	\$5,628	\$4,844
Full page	\$3,749	\$2,962	\$2,549
2/3 page	\$2,699	\$2,132	\$1,835
1/2 page	\$2,287	\$1,807	\$1,555
1/3 page	\$1,612	\$1,274	\$1,096
1/6 page	\$825	\$652	\$561
Cover 2	NA	NA	\$2,882
Cover 3	NA	NA	\$2,784
Cover 4	NA	NA	\$2,987
Native Spread	\$9,124	\$7,628	\$6,844

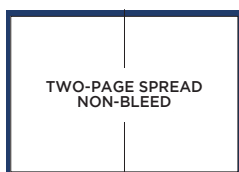
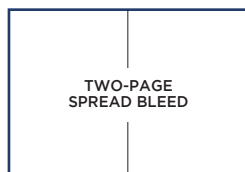
# PRINT AD SPECS

# Flight Journal

## PRINT

SIZES	WIDTH	HEIGHT
Spread—with 1/8" Bleed On All Sides	16.25"	11.125"
Spread—Non-Bleed	15"	10"
Full Page—Non-Bleed	7"	10"
Full Page—With 1/8" bleed on all sides	8.25"	11.125"
2/3 Page	4.625"	10"
1/2 Page (V)	4.625"	7.375"
1/2 Page (H)	7"	4.875"
1/3 Page (V)	2.25"	10"
1/3 Page (S)	4.625"	4.875"
1/4 Page (H)	7"	2.375"
1/4 Page (V)	2.25"	7.375"
1/6 Page (H)	4.625"	2.375"
1/6 Page (V)	2.25"	4.875"

H = Horizontal, V = Vertical, S = Square



On All Ads With Bleeds, Keep Critical Content 3/8" Or More From Trim And Gutter



## AD SPECS FOR PRINT:

### PRINTING PROCESS:

Web Offset

### BINDING PROCESS:

Saddle Stitch

### PROOFS:

If you provide a hard proof, it must be made to SWOP standards from an industry recognized proofing system. Laser printouts will be used to confirm content integrity only, and will not be accepted as proofs for color.

## REQUIRED AD MATERIAL:

**File Info:** 300 dpi PDF files created to PDF/X-1a settings strongly preferred

**Ad Sizes:** Please adhere to Air Age Media Ad Size requirements when building your ad files.

**Fonts:** All fonts must be embedded in the file.

**Safety Area:** On all ads with bleeds, keep critical content 3/8" or more from the trim and gutter.

**Knockout type:** You must make sure your font size and thickness is sufficient for type that is knocking out of image and colors.

**Black type:** Should always be set to 100K (100K, 40C for rich black) and set to overprint.

**Coloration:** All color data must be CMYK. The file should not contain any RGB, LAB, etc. Maximum combined density must not exceed 290%. Material should be prepared to SWOP (Specifications for Web Offset Publications) standards.

### AD FILE DUE DATES:

In order for Air Age to properly review ad file materials, it is important for our advertisers to adhere to Air Age Media's Ad Material Due Dates. Please contact [production@airage.com](mailto:production@airage.com) or your Air Age Media sales representative if you need a list of our Ad Closing and Due Dates.

### EMAIL:

Files up to 10MB can be emailed to [production@airage.com](mailto:production@airage.com) (large files should be zipped)

### FOR FTP INFORMATION

CONTACT:  
Production (203) 529-4604  
[production@airage.com](mailto:production@airage.com)

# DIGITAL AD SPECS – WEBSITE

# Flight Journal

Top of Site  
900x250

## TOP OF SITE BANNER 900x250

The top of site banner appears sitewide (homepage and subsequent pages in all views). Three positions are available, your banner will run in rotation with other assigned banners.

Current IAB available  
vertical sizes:

Ad Unit Name	Size
1x2	300x600
1x3 Portrait	300x1050
1x4 Skyscraper	160x600

## VIDEO PLACEMENT

The video player appears in the top right corner. Advertiser videos will appear with several editorial videos. To submit a video please send embed code from videos hosted on Youtube or Vimeo. The video player appears on the homepage.

## SIDEBAR BANNER 275x125

Five banner positions are available in the right hand sidebar. The banners will run sitewide (homepage and subsequent pages in all views). Three banners are assigned to each spot, your banner will run in rotation with other assigned banners.

## INLINE BANNER 600x120

Inline banners dish up wherever collections of posts appear. Up to three banners are assigned to each spot, your banner will run in rotation with other assigned banners. Inline banners display between content posts in mobile view.

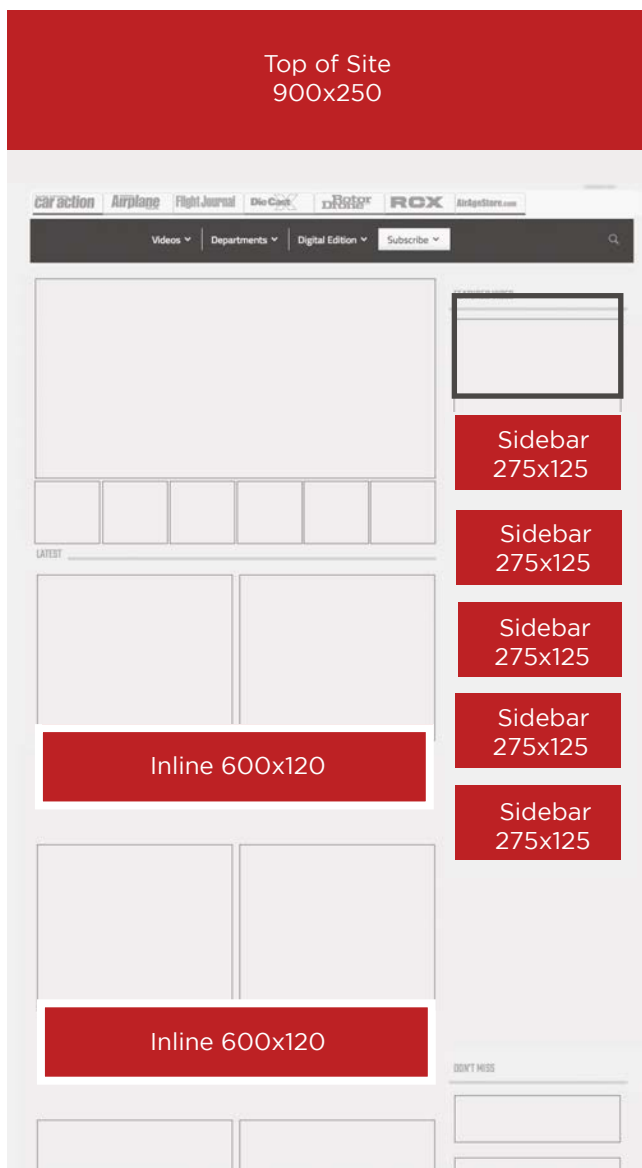
## SPECIFICATIONS

72dpi RGB. Format Jpeg, GIF, or PNG. Animated gifs acceptable.

TOP OF SITE: 900X250

SIDEBAR: 275X125

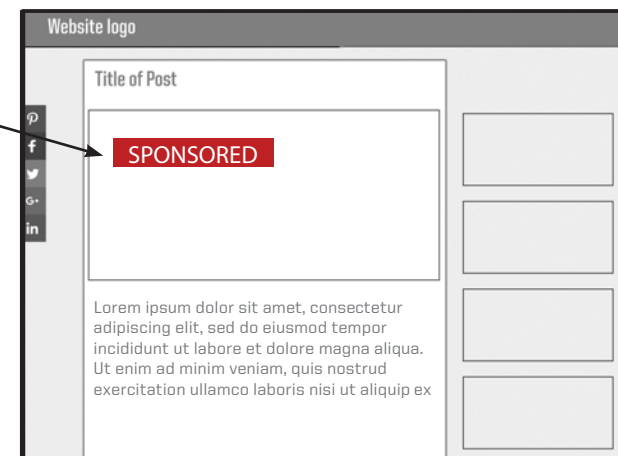
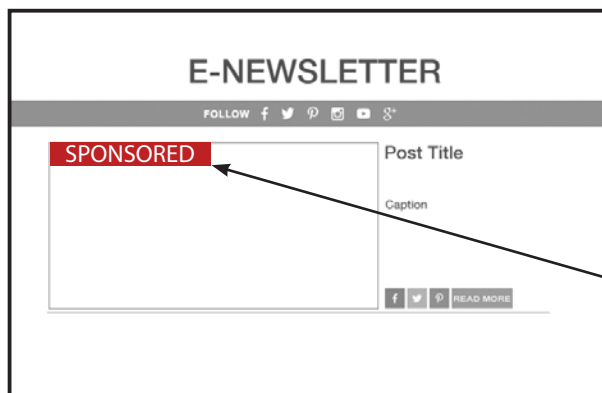
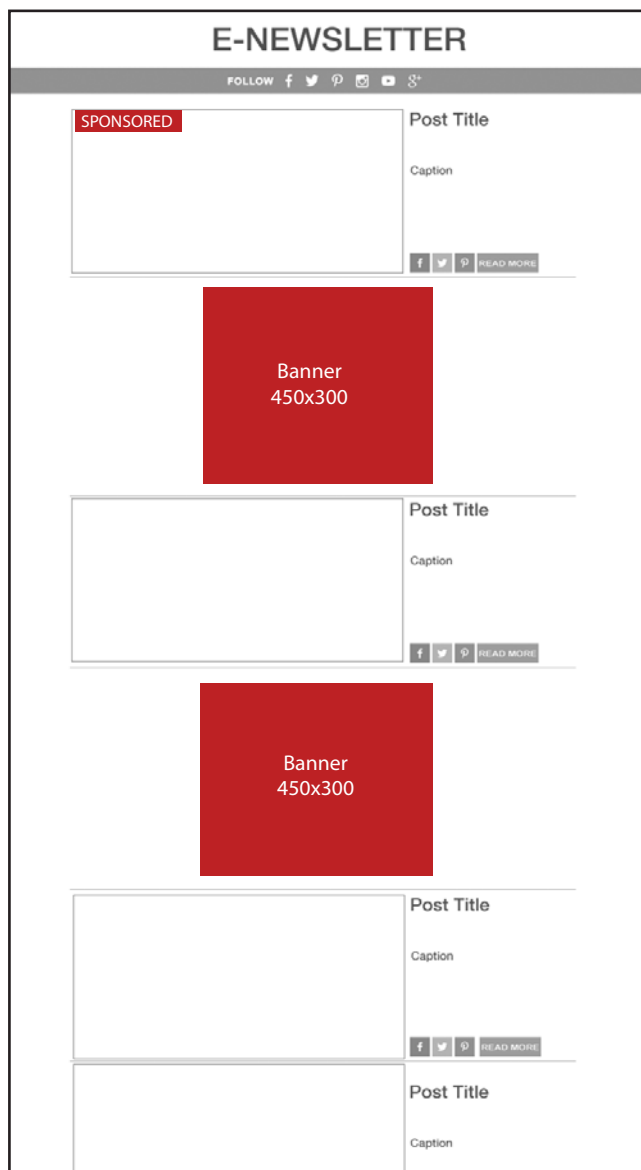
INLINE: 600X120





# DIGITAL AD SPECS - E-NEWSLETTER

# Flight Journal



## SPONSORED POST

The sponsored post option appears as the first news item. The image is marked with a callout [sponsored]. The post will point to an advertiser submitted news item. All news items will be reviewed and posted by editorial staff, and may include multiple images and links to the advertiser's website. The featured image on the post will be marked as [sponsored].

## NEWSLETTER BANNERS 450x300

Newsletter banners appear between news items. Five positions are available per newsletter.

## SPONSORED POST:

News item, can be review, how to, tips that relates to your business.. Up to 10 images, 300dpi at approximately 1000 pixels wide/high, or 72 dpi approximately 1800 pixels wide/high.

## SPECIFICATIONS

Banners: 72dpi RGB. Format Jpeg, GIF, or PNG. Animated gifs acceptable. 300x250

We want to help put your brand at the center of it all  
– let's work together to make it happen!



**We're Here To Help You!**



Fox Associates



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