



CLIMB INTO THE COCKPIT

Flight Journal

Flight Journal strives to place readers in the cockpit and let them live the thrill and adventure of the aviation experience, as conveyed by those who know the technology and made the history.



THE MAGAZINE

Like no other aviation magazine in the world!

From cover to cover, gripping firsthand accounts of combat missions, spellbinding stories of legendary aviators and dramatic photography fill its pages. *Flight Journal* covers the world of aviation from its simple beginnings to its high-tech, no-holds-barred future.

Riveting Editorial

Hard-hitting action and heart-pounding drama draws in readers, keeping them on the edge of their seats. While *Flight Journal's* editorial digs into technical details, performance notes and design issues, the human experience is at the heart of the magazine. Editor-in-chief Budd Davison, a highly experienced pilot, instructor and author, ensures that each issue connects deeply with its readers.

Awe-Inspiring Images

The spectacular photography—from daredevil air-to-air shots to rarely seen archival photos—enhances each and every story. *Flight Journal* features work by world-renowned photographers including John Dibbs, Paul Bowen, Rick Llinares, Katsu Tokunaga, Ted Carlson and others.

Community of Readers

Historical photos prompt readers to share, in letters to the editor or online, when they recognize squadron buddies, friends or relatives. Descriptive narratives often generate responses from readers as they offer further details from their firsthand experiences.



“Each issue brings the stories of flight—past, present and future—to life”



“*Flight Journal* has restored American aviation journalism to the front rank in the world. No previous American aviation magazine approaches it in accuracy, information and photos.”

Col. Walter J. Boyne, USAF (ret.), author, aviation historian, co-founder of the Wingspan Channel and former director of the National Air & Space Museum

OUR READERS

Affluent and Active

Flight Journal readers are active consumers. In addition to airplanes, they also enjoy and own motorcycles, boats and antique automobiles. They are interested in travel, history, electronics, firearms and photography. With an average household income of \$81,973, they have the means to purchase a wide variety of luxury and high-end products. In *Flight Journal's* unique editorial environment, your advertising message will be seen by thousands of high-income, dynamic, involved customers.



55 age of average reader
99% male
\$81,973 average household income
61% own a plane or plan to buy one within the next year

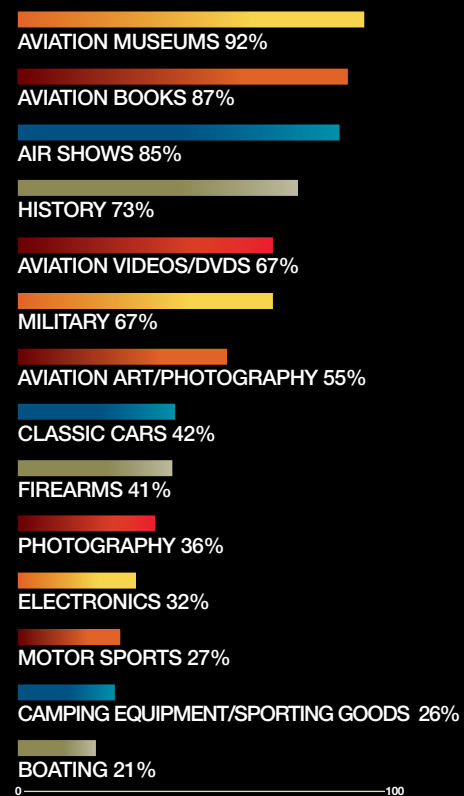
81% RENEW THEIR SUBSCRIPTIONS
 HAVE READ THREE OR FOUR OF THE PAST FOUR ISSUES

4 AVERAGE NUMBER OF TIMES A READER REFERS BACK TO AN ISSUE

2 HOURS **14** MINUTES AVERAGE TIME SPENT READING *FLIGHT JOURNAL* (average reader spends only 43 minutes reading a magazine. *Source: MRI, Fall 2009)

81% SAVE ISSUES FOR FUTURE REFERENCE

Interests



Our readers take action as a result of reading *Flight Journal*

66% VISITED AN ADVERTISER'S WEBSITE

29% PURCHASED A PRODUCT OR SERVICE

22% CONTACTED AN ADVERTISER FOR MORE INFORMATION

89% TURN TO *FLIGHT JOURNAL* BEFORE BUYING BOOKS, VIDEOS, AND OTHER AVIATION-RELATED PRODUCTS.

DISTRIBUTION

The Leader in all Channels

#1 in Newsstand Distribution

Found in all leading national chain stores, including supermarkets, drugstores, mass merchandisers and bookstores, and top-quality independent stores, *Flight Journal* benefits from Air Age Media's powerful leverage in the newsstand market.



#1 in Mass Distribution

Flight Journal is distributed nationally and to over 104 countries internationally by Kable Distribution Services, Inc. In addition, a variety of targeted special interest groups including aviation medical examiners and veterans homes also receive *Flight Journal*. Additional bonus copies are delivered to shows, events and contests, reaching an even wider variety of individuals across the country and around the world. It is also on sale at over 100 military exchanges including the Army and Air Force Exchange Service (AAFES), the Navy Exchange Service Command (NEXCOM) and the Marine Corp Exchange (MCX).



#1 in Specialty Distribution

Flight Journal is distributed to over 900 hobby shops across the U.S. through an exclusive partnership with Kalmbach Distribution.

Digital editions of *Flight Journal's* special issues are available at AirAgeStore.com with full accessibility for the iPhone, iPod and iPad.

#1 in Integrated Media

Flight Journal is published by Air Age Media, the world's leading multimedia company for enthusiasts of aviation, radio-control planes, cars and boats, and diecast collecting. With its network of six category-leading magazines plus special issues, books, DVDs, nine websites, *The Radio Control Show* (a weekly web broadcast) and RCX, the world's largest radio control expo, Air Age Media reaches more than one million interested consumers across the full age spectrum, from young action-sports fans to seasoned modelers. A fully integrated media strategy cross-promotes all of our brands—in print, online, via social media, interactive community outlets and by the continuous development of new products.



PAID CIRCULATION
55,531

SUBSCRIBERS
41,390

NEWSSTAND
14,141

EVENTS
4,526

READERS PER COPY
3.5

=210,200*

TOTAL READERS PER ISSUE

*Source: *Flight Journal* Statement of Ownership 2009

"I love your magazine. I read it cover to cover and then pass it on to other airmen to enjoy."

Barrie Davis,
 Zebulon, NC

THE WEBSITE

Reach for the sky on FlightJournal.com

FlightJournal.com, the most dynamic, informative and comprehensive website for aviation enthusiasts, complements our print magazine. Web-specific content that's not found in the print edition is regularly posted including videos, blogs, podcasts, news, and reader commentary. Flying enthusiasts stay connected, updated and in-the-know with FlightJournal.com!



Multiple advertising opportunities include sponsorships of FlightJournal.com videos, events page, podcasts, wallpaper, and more! Custom sales opportunities are specifically designed to help you optimize your message to existing and potential customers.

Our audience, your customers

22,800 PAGE VIEWS PER MONTH **60%** OF THE VISITORS EACH MONTH ARE NEW*

5,000 UNIQUE VISITORS SPEND AN AVERAGE OF **3 MINUTES 12 SECONDS** ON THE SITE WITH EACH VISIT

*Source: Google Analytics, June 2010



"I truly appreciate the articles in *Flight Journal*. Keep up the good work!"

Scott D. Sommer
SM/Sgt. USAF

JOHN DIBBS/PLANEPICTURE.COM



2011 Calendar

Each year, six regular issues and two special collector's editions offer *Flight Journal* readers a wealth of aviation history, news, stories and breathtaking photos.

MONTH	CLOSING DATE	ON SALE
February	October 18, 2010	December 7, 2010
April	December 13, 2010	February 1, 2011
June	February 14, 2011	April 5, 2011
August	April 18, 2011	June 7, 2011
October	June 13, 2011	August 2, 2011
December	August 15, 2011	October 4, 2011

Rates

	1x	3x	6x
Full Page	\$4,790	\$4,311	\$3,880
2/3	\$3,449	\$3,276	\$3,113
1/2	\$2,922	\$2,776	\$2,637
1/3	\$2,060	\$1,957	\$1,859
1/6	\$1,054	\$1,001	\$951
Cover 2	N/A	N/A	\$5,988
Cover 3	N/A	N/A	\$5,509
Cover 4	N/A	N/A	\$6,467

Special Issues

Two special issues of *Flight Journal* are also produced every year. Each one is devoted to an extraordinary time period or plane in aviation history. Past issues have included *German Fighters*, *Pacific Fighters*, *Greatest Aviation Photos*, *WW II Bombers*, and *Modern Air Power*, among many others. *Flight Journal's* special issues are available in print and digitally and quickly become collector's issues for aviation enthusiasts around the world.

	CLOSING DATE	ON SALE
<i>WW II Aces and Their Aircraft</i>	May 30, 2011	July 19, 2011
<i>Best WW II Fighters</i>	September 12, 2011	November 1, 2011

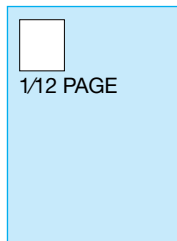
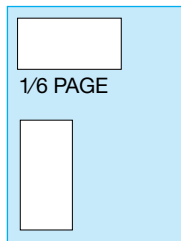
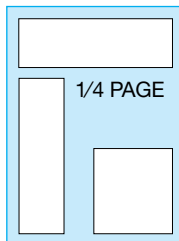
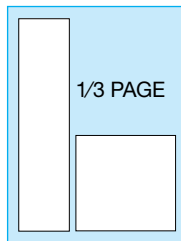
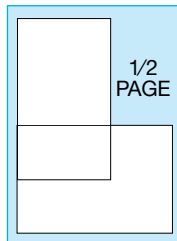
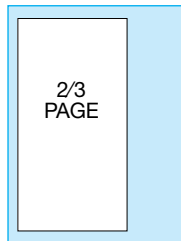
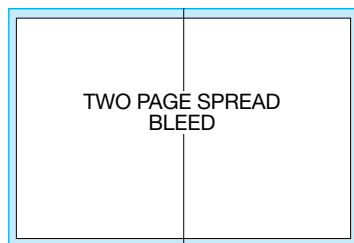
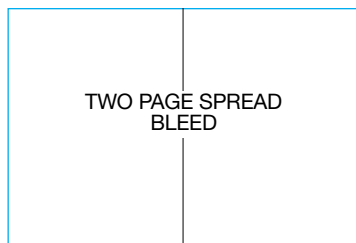


AD SPECIFICATIONS

SIZES	WIDTH	DEPTH
Spread—With 1/8" bleed on all sides.	16 1/4"	11 1/8"
Spread—Non Bleed	14 1/4"	10"
Full Page—Non Bleed	7"	10"
Full Page—With 1/8" bleed on all sides.	8 1/4"	11 1/8"
2/3 Page	4 3/4"	10"
1/2 Page (V)	4 3/4"	7 3/8"
1/2 Page (H)	7"	4 7/8"
1/3 Page (V)	2 1/4"	10"
1/3 Page (S)	4 3/4"	4 7/8"
1/4 Page (H)	7"	2 3/8"
1/4 Page (V)	2 1/4"	7 3/8"
1/4 Page (S)	4 3/4"	3 5/8"
1/6 Page (H)	4 3/4"	2 3/8"
1/6 Page (V)	2 1/4"	4 7/8"
1/12 Page (S)	2 1/4"	2 3/8"

H = Horizontal, V = Vertical, S = Square

ON ALL ADS WITH BLEEDS, KEEP LIVE MATERIAL 3/8" FROM TRIM AND GUTTER



Flight Journal

flightjournal.com

TRIM SIZE: 8" x 10 7/8"

PRINTING PROCESS: Web Offset

REQUIRED AD MATERIAL: Digital files only—or high-resolution PDF/X-1a, flattened EPS, or TIFF. Please outline, embed, or include all fonts used in application files.

LINE SCREEN: 133-line/266 ppi is acceptable. Maximum combined density, not to exceed 300 percent. No more than one solid should be used. A minimum of 5 percent highlight dot is required in any image intended to print. All material must be prepared to meet SWOP (Specifications for Web Offset Publications) standards.

PROOFS: For accurate color reproduction, please supply digital proofs (Kodak Approval preferred). These should meet SWOP standards. Laser printouts will not be accepted as proofs for color. Laser printouts will be used to confirm content integrity only.

EMAIL

Files up to 10MB (use Stuffit or WinZip to compress larger files) to production@airage.com

FOR FTP INFORMATION CONTACT

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Contact Us

To discuss how we can help you reach your target audience, please contact Sales at **203-529-4630** or sales@airage.com



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