We speak to active pilots and future pilots around the globe, in the international language of aviation. We communicate a passion that only fellow aviators can embrace. We reach out to all segments of general and business aviation, focusing on the more purposeful, personal and business aspects of this market. We engage, educate and entertain in each issue, showcasing new products and services while providing expert advice on technique and safety through the experience of a dedicated editorial staff of pilots and aircraft owners.
Every issue of FLYING contains comprehensive reports on aviation news, aircraft, avionics, pilot supplies and equipment, safety and pilot technique, shows, events, maintenance and flight training.

FLYING DELIVERS MORE VALUE WITH INTERNATIONAL REACH THAT YOU’RE NOT GETTING ANYWHERE ELSE.

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IPSOS AFFLUENT STUDY FALL 2017 TOTAL BRAND FOOTPRINT AUDIENCE

DIGITAL REACH

WEBSITE
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AVERAGE MONTHLY PAGE VIEWS 1,277,000

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SUBSCRIBERS 80,000
TOTAL NET COPIES DISTRIBUTED 11,728,341
AVERAGE NET DISTRIBUTION PER MONTH 977,362

CUSTOM EMAIL
SUBSCRIBERS 48,000

SOCIAL MEDIA
FACEBOOK FANS 331,000+
INSTAGRAM FOLLOWERS 17,700+
### Audience

**Magazine**

<table>
<thead>
<tr>
<th>Category</th>
<th>Male</th>
<th>Average Age</th>
<th>College Educated</th>
<th>Average HHI</th>
<th>Average Net Worth</th>
<th>Owner/Executive Suite</th>
<th>On Board of Directors</th>
<th>Management/Professional</th>
<th>Captain</th>
<th>Professional Pilot</th>
<th>Chief Pilots</th>
<th>Are Pilots, Type of License</th>
<th>All Ratings Held</th>
<th>Aircraft Flown</th>
<th>Total Hours Flown</th>
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<tr>
<td></td>
<td>95%</td>
<td>54</td>
<td>92%</td>
<td>$190,800</td>
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<td>28%</td>
<td>24%</td>
<td>29%</td>
<td>20%</td>
<td>19%</td>
<td>5%</td>
<td>91% Student, 5% Private, 49% Commercial, 26% ATP</td>
<td>Instrument 96%, Multiengine 39%, Helicopter 6%, Type Rating 19%, CFI/CFII 24%</td>
<td>Single-Engine Piston 84%, Multi-Engine Piston 16%, Turboprop 6%, Turbine 8%, Helicopter 5%</td>
<td>Up to 300 23%, 301 to 500 10%, 501 to 1,000 16%, 1,001 to 2,000 14%, 2,001 to 5,000 31%, 5,001 Plus 22%</td>
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**Online**

<table>
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<th>Male</th>
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<tr>
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<td>95%</td>
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<td>19%</td>
<td>4%</td>
<td>86% Student, 12% Private, 51% Commercial, 22% ATP</td>
<td>Instrument 79%, Multiengine 31%, Helicopter 5%, Type Rating 16%, CFI/CFII 19%</td>
<td>Single-Engine Piston 84%, Multi-Engine Piston 16%, Turboprop 6%, Turbine 8%, Helicopter 5%</td>
<td>Up to 300 38%, 301 to 500 11%, 501 to 1,000 13%, 1,001 to 2,000 13%, 2,001 to 5,000 24%, 5,001 Plus 16%</td>
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</tbody>
</table>

### Geographic Distribution

**Magazine**

- New England: 4%
- Mid-Atlantic: 13%
- South Atlantic: 15%
- East North Central: 14%
- East South Central: 5%
- West North Central: 8%
- West South Central: 11%
- Mountain: 10%
- Pacific: 17%
- Canada/International: 3%

**Online**

- United States: 71%
- Europe: 11%
- Canada: 4%
- Asia: 4%
- Pacific: 3%
- Middle East/Africa: 2%
- South America: 2%
- Central America: 1%
<table>
<thead>
<tr>
<th>Month</th>
<th>Issue Title</th>
<th>Description</th>
<th>Ad Close</th>
<th>Materials Due</th>
<th>On Sale Date</th>
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</thead>
<tbody>
<tr>
<td>JAN/FEB</td>
<td>PILOT TUNE-UP</td>
<td>We offer tips on how to ace your checkride, plus ideas on better flight instruction.</td>
<td>10/29/19</td>
<td>11/05/19</td>
<td>12/17/19</td>
</tr>
<tr>
<td>MARCH</td>
<td>NEW TECH</td>
<td>We take a look at the latest from Epic, and how Robinson Helicopter has modernized its factory for the times.</td>
<td>01/07/20</td>
<td>01/14/20</td>
<td>02/25/20</td>
</tr>
<tr>
<td>APRIL</td>
<td>ECO-AVIATION/AERO</td>
<td>We fly one of the first electric aircraft offered for the training market, plus dive into how pilots are helping environmental causes through philanthropic flying.</td>
<td>02/04/20</td>
<td>02/11/20</td>
<td>03/24/20</td>
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<tr>
<td>MAY</td>
<td>TRAVEL</td>
<td>We look at a low-cost, fun-to-fly travelling airplane, and flying into the backcountry.</td>
<td>03/03/20</td>
<td>03/110/20</td>
<td>04/21/20</td>
</tr>
<tr>
<td>JUNE</td>
<td>FIRST FLYING EXPERIENCE</td>
<td>Everyone recalls the first time they flew--and whether a pilot got their certificate through civilian flying or in the military, it’s a unique experience.</td>
<td>04/07/20</td>
<td>04/14/20</td>
<td>05/26/20</td>
</tr>
<tr>
<td>JULY</td>
<td>BUILD YOUR OWN</td>
<td>We test fly one of the most popular homebuilt aircraft, plus we look ahead to Oshkosh and the many forums available to pilots.</td>
<td>05/05/20</td>
<td>05/12/20</td>
<td>06/23/20</td>
</tr>
<tr>
<td>AUGUST</td>
<td>WARBIRDS</td>
<td>We take a look at warbirds that won’t break the bank, plus review some of the hottest ones of the summer flyins.</td>
<td>06/02/20</td>
<td>06/09/20</td>
<td>07/21/20</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>ADVENTURE</td>
<td>Pilots love adventure, and in this issue we fly in an exotic international locale, plus look at floatplanes that can take you into unique places.</td>
<td>06/30/20</td>
<td>07/07/20</td>
<td>08/18/20</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>COOL MODS</td>
<td>Just about every aircraft owner looks to ways to spruce up--and power up their airplanes, and we look at some of the most popular mods for turboprops and more.</td>
<td>07/21/20</td>
<td>08/04/20</td>
<td>09/08/20</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>BIZAV/NBAA</td>
<td>We fly one of the hottest business jet aircraft of 2020, and take you behind the scenes at a turbine manufacturer that really delivers.</td>
<td>09/01/20</td>
<td>09/08/20</td>
<td>10/20/20</td>
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<tr>
<td>DECEMBER</td>
<td>SPEED</td>
<td>We go to the races, but also show you how you can fly fast in your own airplane, no matter what you fly.</td>
<td>09/29/20</td>
<td>10/06/20</td>
<td>11/17/20</td>
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BUYER’S GUIDE
Round up of the latest new aircraft plus a window into the used market.

<table>
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<tr>
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<tr>
<td>07/21/20</td>
<td>07/28/20</td>
<td>08/08/20</td>
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</table>
PRINT SPECIFICATIONS

Trim Size: 7.875” x 10.5”
issues will be Perfect Bound, Jog to Foot

Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production. All ads supplied must be CMYK. For ads requiring a spot color, please contact your production manager for specifications.

AD SIZES: Follow ad size specifications and guidelines provided in this document. Ads that do not meet exact size specifications listed on the rate card will incur charges for resizing.

REQUIRED FORMAT: PDF/X-1a format files required for submission. Files should conform to SWOP guidelines, and total ink density should not exceed 300%. View specifications online at www.swop.org.

PROOFS: Bonnier Corporation utilizes Virtual Proofing technology. Hard copy guidance is no longer required. If you opt to send a proof for internal color approval, please send a Web Coated SWOP 2006 certified proof.

INSERTS: Consult your advertising representative. Production, design and prepress services are available; rates upon request.

If we do not receive instructions regarding your materials, the most recent ad of the same size scheduled will be picked up. Ad materials received after the deadline may incur late fees, unless an ad extension is arranged with ad services prior to the deadline.

2020 ISSUES & CLOSING DATES

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPACE CLOSE</th>
<th>MATERIALS DUE</th>
<th>ON SALE</th>
<th>ON TABLETS</th>
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<tr>
<td>January/February '20</td>
<td>10/29/19</td>
<td>11/5/19</td>
<td>12/17/19</td>
<td>12/9/19</td>
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<td>Learn To Fly</td>
<td>12/2/19</td>
<td>12/6/19</td>
<td>1/21/20</td>
<td>PENDING</td>
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<td>June</td>
<td>4/7/20</td>
<td>4/14/20</td>
<td>5/26/20</td>
<td>5/18/20</td>
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<td>August</td>
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<td>7/7/20</td>
<td>8/18/20</td>
<td>8/10/20</td>
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<td>Buyer’s Guide</td>
<td>7/21/20</td>
<td>7/28/20</td>
<td>9/8/20</td>
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<td>October</td>
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<td>8/11/20</td>
<td>9/22/20</td>
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<td>November</td>
<td>9/1/20</td>
<td>9/8/20</td>
<td>10/20/20</td>
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<td>10/27/20</td>
<td>11/3/20</td>
<td>12/15/20</td>
<td>12/7/20</td>
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</table>

AD MATERIAL SUBMISSIONS

Ad files should be submitted via our Ad Portal at adportal.bonniercorp.com.

For ads supplied electronically, advertiser must supply an additional content proofing jpg. We do not accept ads via e-mail. Electronic files are stored for one year only, unless otherwise requested in writing.

SEND ALL OTHER MATERIALS TO:

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Winter Park, FL 32789

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