



# AVIATOR

RATE CARD  
ARTWORK SPECS

2011



Aviator is Australia's fastest growing aviation industry magazine, distributed by Gordon & Gotch to over 2,500 newsagents across Australia and New Zealand as well as our substantial paid subscription base. The publication is a monthly, high gloss, coffee table style magazine with a dedicated readership of over 23,670.

## FEATURES

A team of experienced writers collaborate each month to bring readers up to date with the latest in business, technology, news, developments, regulations, tips and techniques that affect the day to day operation of the aviation industry. Aviator is an inclusive title that brings together the cream of the GA, Recreational and Rotary sectors.

- \* Aviation Industry News
- \* Aircraft Test Flights and 'At a Glance' Review
- \* Product Reviews
- \* 'Flying Visit' aviation 'Road Trips'
- \* Pilot reports
- \* Tech Talk – Fixed Wing & Rotary flying tips and techniques
- \* Training – inside hints for the student pilot
- \* Regulations & Safe Skies – Accident and Regulatory briefs
- \* Maintenance – engineers' inside tips
- \* ATC – the skies from an air traffic controller's perspective
- \* Legal – legal issues facing today's pilots
- \* Hot Spot – interesting 'fly-in' locations
- \* Second Opinion – Used Craft reviews
- \* High Flyer – high end aircraft profiled
- \* One of the largest Classified & Marketplace sections

## READERSHIP

### Gender Ration

87% Male, 13% Female

### Average Income

\$148,000

### Family Stats

Married, access to two or more cars, Holiday Frequency

Average Three holidays per annum

### Core Audience

Pilots, Aircraft Owners, Flight Training Schools, Commercial Managers, Airport Managers, Engineers, Operators, Government Departments, Procurement Officers

### Readership

23,670

### Distribution

Nationwide Australia, New Zealand – Newsstand

### Magazine Statistics

Monthly, A4, Four Colour, High Gloss, Perfect Bound





A limited number of advertising PRICING opportunities are available within Aviator. The highly competitive package includes:

1. A full colour presentation within the relevant editorial section
2. Association with Australia's premier aviation magazine.
3. Exceptional marketing reach, direct access to a wealth of proven affluent spenders.
4. Formidable exposure to the strongest aviation industry in the Asia-Pacific region.



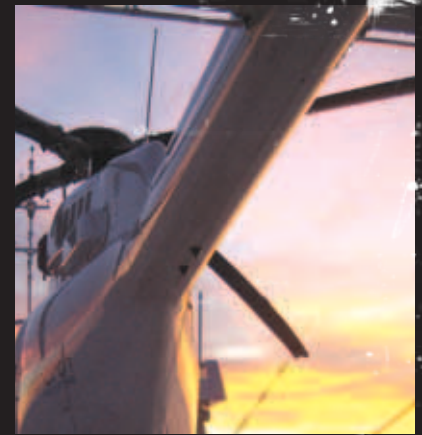
PRICING			
	One Off	6 x	12 x
<b>Double Page</b>	\$2,485	\$2,100	\$1,675
<b>Full Page</b>	\$1,925	\$1,545	\$1,375
<b>Half Page</b>	\$1,250	\$950	\$795

+30% Back Cover +20% Inside Cover  
 +20% Inside Back +15% Specified Position  
 All Prices exclude GST

**Classifieds:\*** 47mm x 1 Columns: \$50  
 (45 words maximum + Image)

**Marketplace:\*** 4 column x 3 cm: \$295  
 2 column x 10 cm: \$395

6 month booking 5% discount  
 12 month booking 10% discount  
 (\*Minimum 3 month booking)



## ARTWORK MATERIAL

Artwork to be supplied as Print ready PDF files with fonts embedded. EPS or TIFF format (CMYK) with a minimum resolution of 300dpi are also acceptable.

Full page ads require a 5mm bleed with trim marks.

Please refer to the exact specifications for ads provided on the Ratecard.

Ideally the artwork would be a file where the fonts are embedded so that the chance of font corruption or relying on someone else's fonts is eliminated.

The best way to do this is to make it a TIFF (or .tif) or EPS (.eps) file with fonts embedded. If you send a PDF, make sure you embed the fonts otherwise you rely on us having the same fonts as your machine. For EPS delivery please ensure all fonts are converted to paths and supply all linked items.

Excel, Word and Publisher files are not acceptable as finished digital material.

Please ensure all digital files are supplied with images converted from RGB or spot into CMYK.

All artwork to be emailed to [production@aviatormag.com.au](mailto:production@aviatormag.com.au)

### AD DIMENSIONS



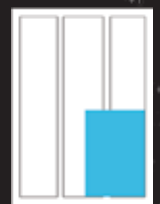
**Full page bleed**  
217mm x 307mm



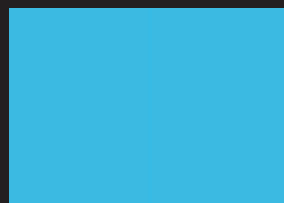
**Half page vertical**  
90mm x 270mm



**Half page horizontal**  
186mm x 133mm



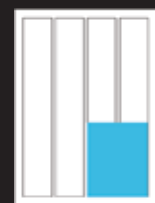
**Quarter page**  
91mm x 133mm



**Double page bleed**  
433 mm x 306mm



**4 column x 3 cm**  
186mm x 30mm  
Marketplace Only



**2 column x 9 cm**  
91mm x 90mm  
Marketplace Only

Typesetting, artwork and electronic files can be prepared by the Aviator Production Team and will be charged to the advertiser at the discounted trade rate of \$75 per hour. Please be aware that the BETTER your ad looks the MORE enquiries it will generate! **For more information please call our production department on 1800 822 906 or email us at [production@aviatormag.com.au](mailto:production@aviatormag.com.au)**