



fly

Media Kit 2017

PILOT GETAWAYS[®]
ADVENTURE TRAVEL FOR AVIATORS

BRAND ESSENCE

Pilot Getaways magazine is the bimonthly adventure travel resource for active pilots, aircraft owners, and their families. We feature destinations from wing camping at backcountry strips to exclusive fly-in resorts.

We are our readers' most valuable source for using their aircraft to get away from it all — to flightsee, sightsee, dine, hike, bike, golf, ski, have romantic getaways, and take memorable flying vacations.

Our subscribers are not merely armchair adventurers, they use Pilot Getaways to actively seek out and plan their aviation adventures. Unlike most magazines, which are soon discarded, our readers save, catalog, and re-order back issues of Pilot Getaways to be able to refer to them again and again.

Pilot Getaways is subscription based and also sold on newsstands at large retailers (such as Barnes & Noble) and smaller aviation stores (FBOs) nationwide. The magazine has an excellent reputation for quality and value.

adventure travel



EDITORIAL OUTLOOK

Pilot Getaways magazine is dedicated to providing detailed destination articles, as well as lifestyle features of interest to pilots, their spouses and friends.

Our regular features include:

- Weekend getaways
- Romantic getaways
- Must-see attractions
- Fly-in dining
- Hotels, inns, and B&Bs for all budgets
- Efficient aviation fuel stops and FBOs
- Bush flying
- Flying tips
- Aviation news



Our readers count on us to point them towards both must-see and off-the-beaten path places. With our current “ad fetcher” Radar, our yellow Labrador retriever, we sniff out the best activities, lodging, restaurants, airports and field services. We provide unbiased reviews, dazzling photographs, and indispensable information.

CIRCULATION

Frequency: Six issues per year
Rate Base: 15,000
Audience: 45,000
Single Copy Price: \$4.95 US / \$5.95 Canada
Subscription Price: \$19.95 for six issues

Leadership



CIRCULATION PLANS

Pilot Getaways is now in its 18th year, and we continue to offer tremendous value and results for our advertisers. We are maintaining our leadership position as the *Ultimate Aviation Travel Magazine* having introduced:

Digital & iPad versions of the magazine

Monthly eFlightPlan email newsletter (sent to 45,000)

Access to the American Air Campers online database

Exciting new editorial content

Cross-marketing on our social media platforms



Our publication continues to focus on general aviation travel destinations and aircraft-owner lifestyle. In addition to our popular destination features and renowned aerial photography, we have plans to feature fly-in event calendars, special pull-out sections, celebrity flyer articles, and pictorials showing the best content from the last 18 years.

The Digital and iPad versions allow paperless and interactive access to our exciting content; the iPad edition answers our readers' demand for being able to take our useful information with them in the cockpit and on their travels. Our subscriber-based Web site is growing to be an area where active pilots can easily find, share, and comment on destination information. In 2012, we gave subscribers access to the robust American Air Campers online database, which is over 600 camping destinations... and growing.

Additionally, we have major campaigns in place to significantly boost our paid subscriber base.

SUBSCRIBER SNAPSHOT

Our readers — aircraft owners, operators, and their families — are affluent and active.

PILOT GETAWAYS SUBSCRIBERS...

96% are pilots

81% own planes (Average cost of a new single-engine aircraft is over \$250,000)

Fly an average of 139 hours per year (Three times the national average)

- 61% fly for pleasure
- 37% fly for business and pleasure

Gender distribution: 87% male / 13% female

Average age: 54

Average household income: \$246,000

Average net worth: \$3.2 million

Average home value: \$683,000

Own a second home: 35%

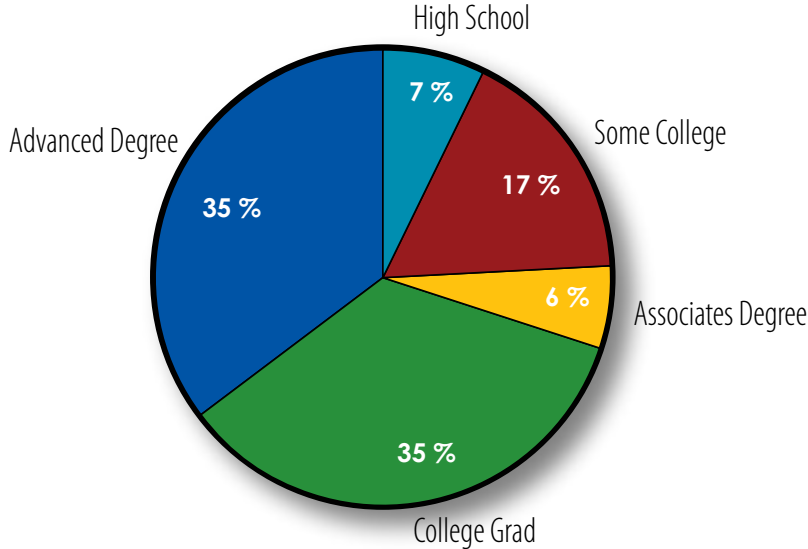


Krov Menuhin

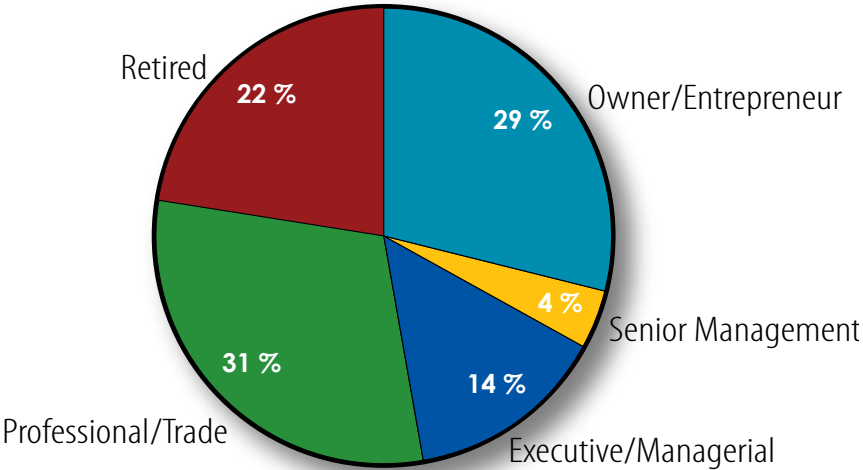


Pacuare Lodge

EDUCATION



OCCUPATION

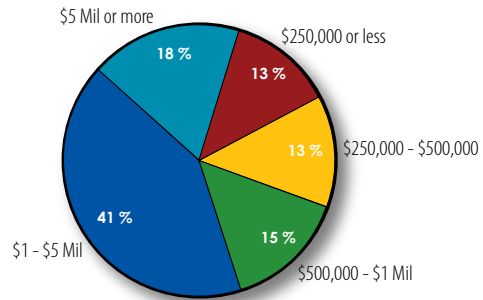


Krov Menuhin

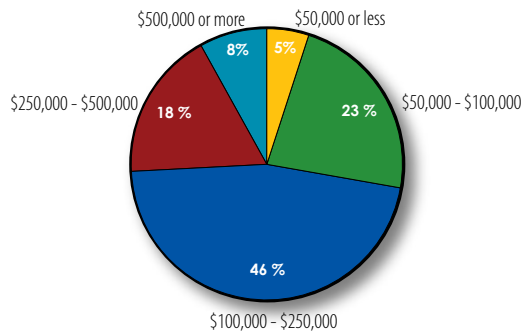
SUBSCRIBER DEMOGRAPHICS

FINANCIAL PROFILE

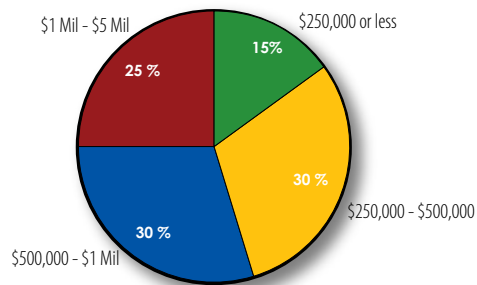
NET WORTH



HOUSEHOLD INCOME

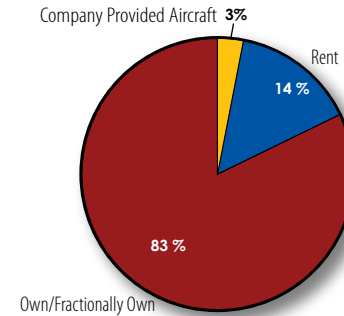


HOME VALUE

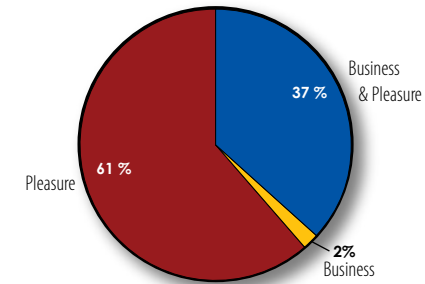


AVIATION & TRAVEL PROFILE

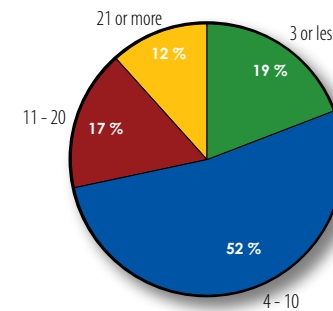
AIRCRAFT OWNERSHIP



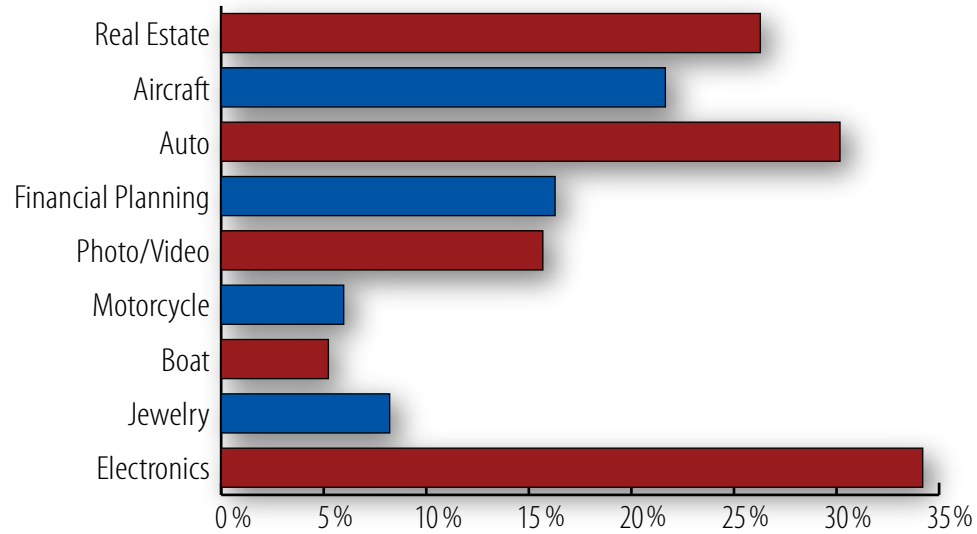
READERS FLY FOR...



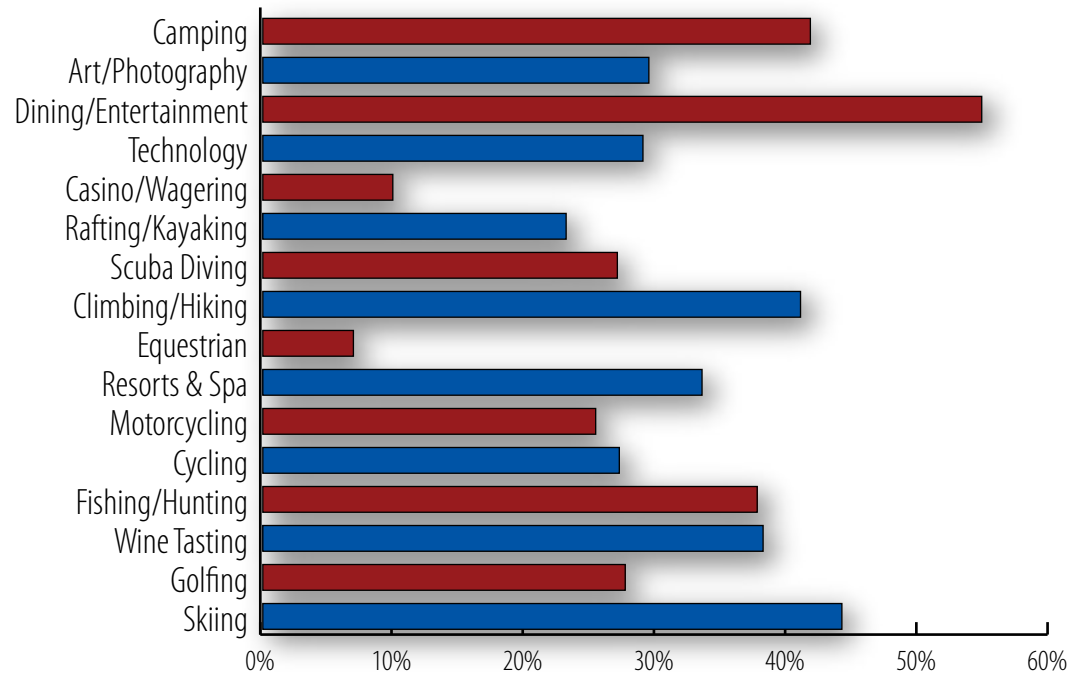
TRIPS TAKEN PER YEAR



MAJOR PURCHASE PLANS NEXT 24 MONTHS

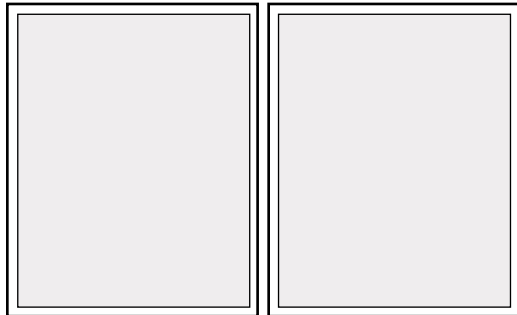


INTERESTS



affluent and active

AD RATES AND DIMENSIONS



2 PAGE SPREAD / FULL PAGE

PER PAGE:

Full bleed: 8-5/8" w x 11-1/8" h

Non-bleed trim size: 8-3/8" w x 10-7/8" h

Live-image area: 7-1/4" w x 9-3/4" h

4-COLOR		4-COLOR		B&W
1x	\$4995	1x	\$2995	\$1950
3x	4495	3x	2750	1895
6x	3895	6x	2395	1725

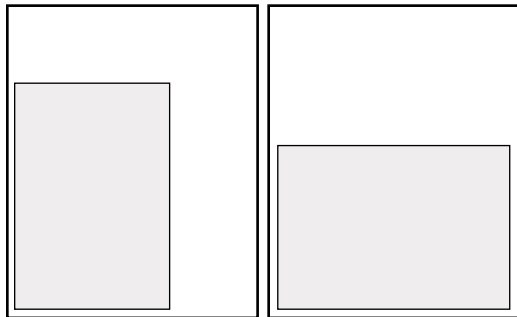


2/3 PAGE

Vertical: 4-3/4" w x 9-3/4" h

Horizontal: 7-1/4" w x 6-1/4" h

4-COLOR		B&W
1x	\$2275	\$1495
3x	2075	1375
6x	1895	1275

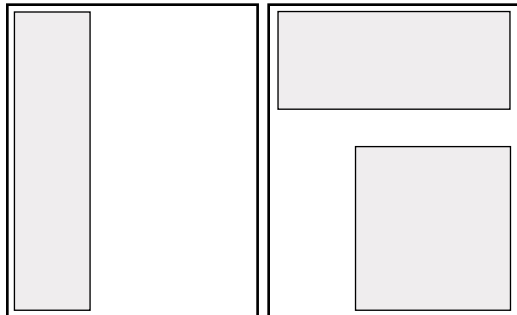


1/2 PAGE

Vertical: 4-3/4" w x 7-1/4" h

Horizontal: 7-1/4" w x 4-3/4" h

4-COLOR		B&W
1x	\$1895	\$1195
3x	1695	1125
6x	1575	995



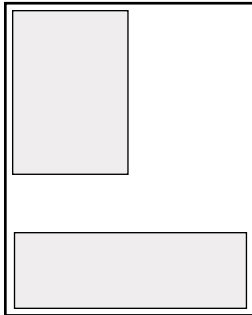
1/3 PAGE

Vertical: 2-1/4" w x 9-3/4" h

Horizontal: 7-1/4" w x 3-1/4" h

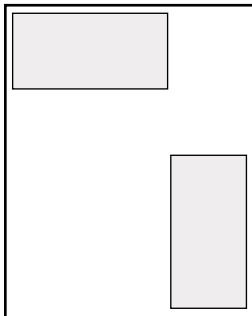
Square: 4-3/4" w x 4-3/4" h

4-COLOR		B&W
1x	\$1495	\$895
3x	1350	795
6x	1225	695



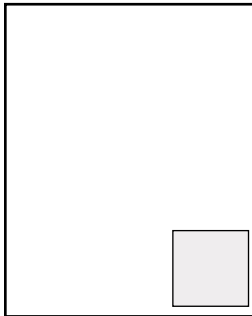
1/4 PAGE

Vertical: 3-1/2" w x 4-3/4" h
 Horizontal: 7-1/4" w x 2-1/4" h



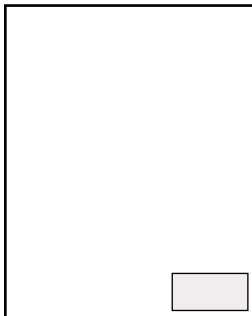
1/6 PAGE

Vertical: 2-1/4" w x 4-3/4" h
 Horizontal: 4-3/4" w x 2-1/4" h



1/12 PAGE

Square: 2-1/4" w x 2-1/4" h



BUDGET AD

Horizontal Only
 2-1/4" w x 1" h

	4-COLOR	B&W
1x	\$1350	\$795
3x	1225	685
6x	1075	550

	4-COLOR	B&W
1x	\$975	\$575
3x	850	475
6x	750	375

	4-COLOR	B&W
1x	\$595	\$295
3x	535	255
6x	450	195

	B & W
1x	\$155
3x	135
6x	105

SPECIAL POSITIONING

4-COLOR / 6x ONLY	
Back Cover	\$2870
Inside Front Cover	\$2745
Inside Back Cover	\$2635

Special Position: Ad Price +15%

2-color, custom inserts, and poly-bagging pricing available upon request.

Ad Agency Commission: 15% commission paid to recognized ad agencies. No commission paid on past-due accounts.

Payment Terms: Net 30 from invoice date.

Late payment charge of 1.5% per month (18% p.a.) levied on all accounts more than 30 days past due. Advertised rates are for digital files or camera-ready copy. Publisher reserves the right to add charges at the prevailing rate for typesetting, artwork, photography, or other mechanical services.

AVIATION EXCHANGE

The ultimate targeted advertising section to create demand for your offerings from affluent and active individuals and families with a passion for travel.

REAL ESTATE

Exclusive real estate, vacation rental and beachfront properties, luxury villas, second homes, timeshares, and private golf and ski resorts.

ADVENTURE DESTINATIONS

Discover where to go for the next great adventure, from deluxe travel, high-end resorts, and hotels to adventure outfitters, travel providers, and action holidays.

AERO-CACHE

The source for products for the active aviator and aircraft owner.

Real Estate and Adventure Destinations ads are displayed in nine modular units and can accommodate various image options:

SINGLE UNIT	\$349	(2-3/8" w x 2-1/2" h)
DOUBLE UNIT	\$628	(vrt: 2-3/8" w x 5-1/2" h; hor: 5" w x 2-1/2" h)
TRIPLE UNIT	\$889	(vrt: 2-3/8" w x 8-1/2" h; hor: 7-5/8" w x 2-1/2" h)
FOUR UNIT	\$1,099	(5" w x 5-1/2" h)

Aero-Cache ads are available in:


1/9 PAGE (4 color)	\$349
1/9 PAGE (2 color)	\$299
1/9 PAGE (B&W)	\$249

Ad size: 2-1/4" w x 3" h

** Aero-Cache Ads Require an Annual Commitment*



AVIATION EXCHANGE SAMPLE PAGE

GETAWAY PROPERTIES <i>Ocean Homes, Vacation Rentals and Timeshares</i>		GETAWAY ADVENTURES <i>Get Away From It All - Hobbies, Hobbies and Experiences</i>		
<p>Texas</p>  <p>The Townhomes @ The MOORINGS Texas Waterfront Living</p> <p>Your boat & waterfront home a short walk from Mustang Beach Airport (KRAS)</p> <ul style="list-style-type: none"> - 3 & 4 BR Townhomes - Deeded Boat Slips - "Palmer" Signature Golf Course - Gulf of Mexico Beaches <p>www.LiveTheIsland.com 3700 Island Moorings Pkwy. Port Aransas, TX 78373 (361) 749-7300</p>	<p>Georgia</p>  <p>Heaven's Landing</p> <p>Heaven's Landing (GE99) A mountain estate airport like no place on earth!</p> <ul style="list-style-type: none"> • 5,000' x 50' paved runway in the Blue Ridge Mountains of Northeast Georgia. • Over 200 estate size lots surrounded by national forest and spectacular views. Jet A and 100LL. Two story hangars! • Rand McNally rated Rabun County the #2 place to live in the United States. • 100 miles from Atlanta, three miles to the City of Clayton and Three Miles to beautiful Lake Burton. <p>Mike Ciochetti (706) 490-2717 (800) HEAVEN2 sales@heavenslanding.com www.heavenslanding.com</p>	<p>North America</p>  <p>Parkwest Air Tours Celebrating 9 years of organized flying tours of the Western US, Mexico, Canada and Alaska.</p> <p>(866) 897-7910 www.parkwestair.com</p>	<p>New York</p>  <p>Our \$100 burgers come with a priceless view! Beautiful Lake George in New York's Adirondacks. Attractions, resorts, cruises. Spend a day or a lifetime. Full service FBO, 5000' runway, ILS, 250' min.</p> <p>(800) 365-1050 x126 www.FlyEEA.com VisitLakeGeorge.com</p>	<p>Idaho</p>  <p>Hills Resort PRIEST LAKE <i>Idaho's Crown Jewel</i></p> <p>With seaplane access and two nearby airstrips, Hill's Resort in north Idaho is a nationally recognized cabin resort with award-winning dining, 18-hole golf course, boating, and hiking. Creating family memories for generations, on Priest Lake, Idaho's Crown Jewel, "the lake without a city"</p> <p>(208) 443-2551 www.HillsResort.com</p>
<p>Idaho</p>  <p>Simple Luxury (KDU). A private gated community located in the heart of the Teton Valley view corridor, Vistas at Water's Edge is surrounded by Grand Teton and Yellowstone National Parks and the Teton River. The development is enhanced with upscale amenities and seven acres of water features.</p> <p>Choose from 44 lots. Introductory priced from \$145,000</p> <p>Vistas at Water's Edge (866) 467-5752 www.VistasAtWatersEdge.com</p>	<p>Idaho</p>  <p>Big Creek Lodge and Outfitters (U60) Doorstep to the Frank Church River of No Return Wilderness</p> <p>Great meals, comfortable rooms. Hiking, Mountain Biking, Horseback Riding, Pack Trips, Fishing Trips, and Big Game Hunting.</p> <p>(888) 848 0011 www.BigCreekIdaho.com</p>	<p>Idaho</p>  <p>Your Flying Adventure Starts Here!</p> <p>Caribbean Sky Tours</p> <p>Vacation Planning Services Fully-Escorted Trips Pilot's Guide to Mexico</p> <p>(866) 420-9265 www.caribbean.skytours.com</p>	<p>Mexico, Bahamas & Central America</p>  <p>Caribbean Sky Tours</p> <p>Vacation Planning Services Fully-Escorted Trips Pilot's Guide to Mexico</p> <p>(866) 420-9265 www.caribbean.skytours.com</p>	
<p>Exumas, Bahamas</p>  <p>Great Exuma Bahamas (MYEF). The best of the Bahamas is now available. Gated, beautiful and all yours. Views, luxury furnishings, sugar sand beach, championship golf, and pampering at the spa. Own your own piece of paradise.</p> <p>www.GrandIsleResort.com (242) 358-5000.</p>	<p>Oregon</p>  <p>Pilot's Paradise (OR41) Taxi home in Canby, Oregon, 22 miles south of Portland. 22,40' IIT runway. 3BR/2B on Acre with 60' x 52' Hangar. 42' Bifold door, htd floors. 1800sf mezzanine with guest quarters.</p> <p>www.equitygroup.com/MLS=8062861 \$520k Kim Sparrius (503) 803-2380</p>	<p>Florida</p>  <p>Fly to the Southernmost Point of Paradise. Let Island City Flying Service be your Key West friendly gateway to adventures of surf and sea. World class fishing, boating and beaches are waiting to be discovered. EYW is minutes away from exploring the nightlife and zany art of world famous Duval Street.</p> <p>(305) 296-5422 UNICOM 122.95</p>	<p>Baja, Mexico</p>  <p>Private Yacht Charter Experience the beautiful scenery and rich marine life of Baja on the classic 65' Hatteras motor yacht EL DON. Weekend getaways or full week vacations are available. Relax, swim, snorkel, kayak and also enjoy great food with friends or family. Fly to Loreto (LTO) and cruise from Mulege to La Paz.</p> <p>(925) 623-8755 www.vrbo.com/114833</p>	<p>Oregon</p>  <p>Zen Garden Bed and Breakfast. Walk from Nehalem Bay State Airport (357) to private and relaxing accommodations only a few feet from Manzanita seven mile beach & across the street from the forest of Nehalem Bay State Park.</p> <p>Mrs. Smigel (503) 368-6697 www.nehalkahnie.net/zen garden</p>

(877) Pilot-GW / www.PilotGetaways.com / ads@pilotgetaways.com

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TARGETED & AFFORDABLE

REAL ESTATE & VACATION PROPERTIES

ADVENTURE DESTINATIONS

AERO-CACHE

PUBLICATION DATES & ARTWORK SPECS

PUBLICATION DATES AND DEADLINES

ISSUE	SPACE RESERVATIONS	MATERIALS DUE
Jan/Feb 2017	Dec 9, 2016	Dec 16, 2016
Mar/Apr 2017	Feb 10, 2017	Feb 17, 2017
May/June 2017	Apr 14, 2017	Apr 21, 2017
Jul/Aug 2017	Jun 9, 2017	Jun 16, 2017
Sep/Oct 2017	Aug 11, 2017	Aug 18, 2017
Nov/Dec 2017	Oct 13, 2017	Oct 20, 2017

All artwork must be submitted by deadline.

ARTWORK SPECS

Pilot Getaways is printed four-color by web-offset and saddle-stitched.

Artwork for ads is preferred in a digital format. Native files should be created in one of the following Macintosh programs: Adobe Illustrator, Adobe PhotoShop, Adobe InDesign, or QuarkXpress. All Postscript fonts and high-resolution artwork must be supplied. Pantone colors should be converted to process (CMYK).

The final ad must be supplied as either a TIFF, EPS, or PDF file. TIFF and EPS ads should be output as CMYK 300 dpi images. PDF files must be output for high-resolution format (Press). Embed all fonts and images in EPS and PDF files.

Files can be submitted on DVD or CD, or transmitted via FTP; please call for e-mail or FTP instructions. Artwork should adhere to standard SWOP specifications. Proofs must be supplied with all digital artwork; contract color proofs are required for accurate color reproduction. Publisher will not be responsible for quality of reproduction if color proofs are not supplied and artwork specifications are not accurate.



Pilot Getaways readers are loyal – they have an 83% renewal rate! Our average subscriber has been with us for nearly five years.

CONTACT INFO

For advertising information and ad submissions:

Pilot Getaways Advertising Department
536 W. Broadway
Glendale, CA 91204-1120

p: 818-241-1890
f: 818-241-1895
e: ads@pilotgetaways.com

www.pilotgetaways.com



FOUNDING TEAM



John Kounis (1963–2015) • Editor



George Kounis • Publisher



Woody • Sales Retriever

The Ultimate Aviation Travel Magazine



PILOT GETAWAYS®
ADVENTURE TRAVEL FOR AVIATORS
818-241-1890 • www.pilotgetaways.com