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PILOT GETAWAYS MAGAZINE
536 W. BROADWAY • GLENDALE, CA 91204
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NewsRelease

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Airventure Publishing LLC Acquires *Northern Pilot* Magazine *Pilot Getaways Magazine Expands with Addition of Northern Pilot Content*

Glendale, Calif. (November 19, 2003) — Airventure Publishing LLC, publisher of *Pilot Getaways*[®] magazine, announces the acquisition of *Northern Pilot*[®], the world's largest backcountry aviation magazine. Airventure Publishing will expand its *Pilot Getaways* destination magazine for private pilots with the addition of *Northern Pilot* columns and technical articles. The acquisition will grow *Pilot Getaways* circulation to an estimated 30,000 readers starting with the Winter 2003/2004 issue due out in November.

"*Northern Pilot* is an exceptional magazine and we are excited to have it join the Airventure Publishing family," says George A. Kounis, co-founder of Airventure Publishing and Publisher of *Pilot Getaways*. "Over the past five years, *Pilot Getaways* has expanded to cover destinations from coast to coast. The addition of *Northern Pilot* content furthers our goal of providing the best travel information geared specifically to the general aviation community."

Founded in 1998, *Northern Pilot* has grown into the definitive voice of backcountry aviation in the United States. With the acquisition, many *Northern Pilot* columnists and writers will transition to *Pilot Getaways*, which continues to provide its nationwide destination features in addition to new *Northern Pilot* content.

"*Pilot Getaways* readers will now receive the technical content typically covered by *Northern Pilot*, and *Northern Pilot* readers will now receive additional editorial content as well," said Peter M. Diemer, Editor of *Northern Pilot*. "This merger is beneficial to readers and advertisers of both magazines."

Pilot Getaways is the most widely read aviation travel and lifestyle magazine, and it reaches readers in all 50 states, Canada, and 25 foreign countries. For more information visit www.pilotgetaways.com.

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