



# Media Kit

2025

Aircraft For Sale

# The world's fastest growing aircraft marketplace, at your fingertips.

**Total Monthly Audience (Print, Digital, Social)**

**800k+ per month**

## AircraftForSale.com

360K+ Pageviews/mo

200+ New Listings/mo

## Email Subscriptions

96.4K+ Opt-In Subscribers

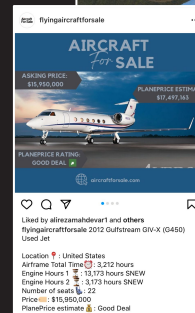
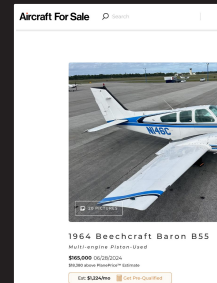
## Social Media

6.7K+ Instagram followers

337K Facebook followers (FLYING)

## Print Readership

55K+ Per Copy

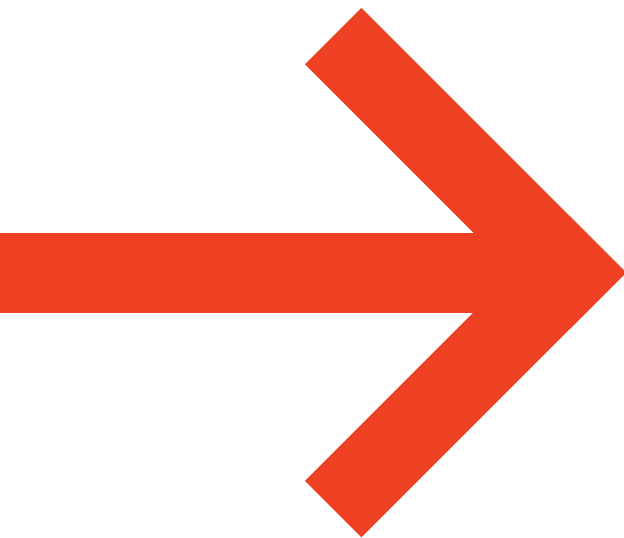


# Listing Your Aircraft

Plans	Trial	Dealer	Dealer Pro
Includes	<ul style="list-style-type: none"> <li>+ 1 Trial User</li> <li>+ 1 Aircraft Listing complimentary</li> <li>+ AFS Print Listing</li> <li>+ Analytics               <ul style="list-style-type: none"> <li>• Views</li> <li>• Saves</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>+ 2 Users</li> <li>+ Up to 10 Aircraft Listings</li> <li>+ AFS Print Listings</li> <li>+ Analytics               <ul style="list-style-type: none"> <li>• Views</li> <li>• Saves</li> </ul> </li> <li>+ One monthly Featured Listing</li> </ul>	<ul style="list-style-type: none"> <li>+ Unlimited Users</li> <li>+ Unlimited Aircraft Listings</li> <li>+ AFS Print Listings</li> <li>+ Analytics               <ul style="list-style-type: none"> <li>• Views</li> <li>• Saves</li> </ul> </li> <li>+ Two monthly Featured Listings</li> </ul>
Pricing	<p><b>Free</b></p> <p>Optional: Add Single Aircraft listings for \$39/mo (Piston) or \$99/mo (Turbine)</p>	<p><b>\$399/mo</b> (12-month commitment)</p> <p><b>\$599/mo</b> (month-to-month commitment)</p>	<p><b>\$599/mo</b> (12-month commitment)</p> <p><b>\$799/mo</b> (month-to-month commitment)</p>

Aircraft For Sale

# How to Get Involved



Talk to a sales representative today to bundle in any of these additional promotions and solutions (detail on following pages):

- + Website Featured Listings
- + Website Display Advertising
- + Newsletter Featured Listings
- + Content & Social Featured Listings
- + Dedicated Aircraft Email Alerts
- + Real Estate Listings
- + Print Advertising

Aircraft For Sale

Please contact [teresa.demers@firecrown.com](mailto:teresa.demers@firecrown.com) to explore these solutions and get more information.



# Website Featured Listings

- Website Featured Listings last for a Rolling 30 days and can be renewed at anytime
- Rotating visibility on the Home Page Featured section
  - Visibility will be divided by the number of featured placements
- Featured placement on related Category search results
  - If we sell more than eight spots per Category, the 2 rows in a related search result will rotate out listings.
- **Sponsored and Featured Listings, on average, drive upwards of 3-5x more Listing Views and drive upwards of 2-4x more Inquiries Generated**

Type	Price (Rolling 30 Days)
Jet	\$500
Piston	\$200

The screenshot displays the 'Aircraft For Sale' website interface. At the top, there is a search bar and navigation links for 'BUY', 'SELL', 'FINANCE', and 'INBOX'. Below the header, the page title is 'Aircraft for sale' with a sub-header '1 - 24 of 1,301 results'. A filter bar includes options for 'Category', 'Make / Model', 'Year', 'Price', 'Airframe Total Time', 'Engine Hours', 'Deal Rating', and 'More filters'. The main content area shows a grid of eight featured aircraft listings, each with a 'FEATURED' badge, an image, and key details:

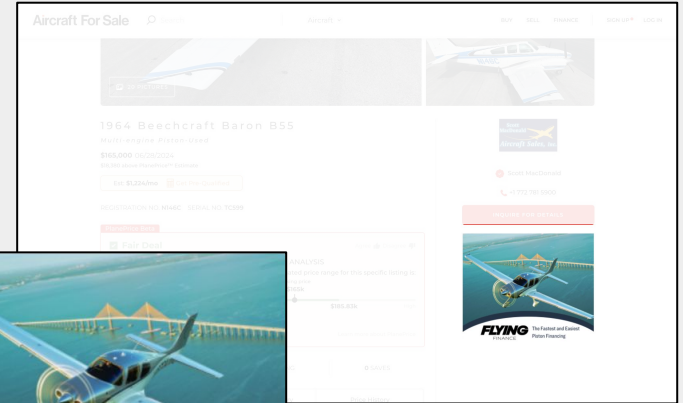
- Jet:** 2018 Embraer Praetor 500, \$17,500,000
- Single-engine Piston:** 1947 Beechcraft 35 Bonanza, \$99,500
- Single-engine Piston:** 2021 BIRM Aero Bristol LSA, \$335,000 (-1%)
- Single-engine Piston:** 2021 Tecnam Astore, Call for price
- Single-engine Piston:** 2000 Piper PA-46-350P Malibu Mirage, Call for price
- Multi-engine Piston:** 2023 Diamond DA62, Call for price
- Single-engine Piston:** 1975 Piper PA-25-250 Pawnee, \$85,000
- Single-engine Piston:** 2007 Progressive Aerodyne SeaRay Adventure, \$58,500

# Website Display Advertising

## Display Banner Ad Includes:

- Monthly takeover of 300x250px display ad unit
- Impression and clickthrough reporting
  - Additional targeting to specific plane categories available

Type	Impressions	Price
300x250px	Est. 50K/mo	\$2,500mo (~\$50 CPM)



Aircraft

# Newsletter Featured Listings

Saturday Morning Newsletter	
Subscribers	94,700
Day Sent	Saturday
Includes	<ul style="list-style-type: none"> <li>+ Exclusive Featured Listing</li> <li>+ CTA (available back to AFS.com or AvBuyer)</li> <li>+ Aircraft image</li> </ul>
Investment	<p>\$500/wk hero feature (OR \$1,500/mo)</p> <p>\$150/wk regular feature (OR \$500/mo)</p>
Category Availability	<p><b>Piston</b> (1 hero, 6 regular)</p> <p><b>Turboprop</b> (1 hero, 4 regular)</p> <p><b>Jet</b> (1 hero, 4 regular)</p> <p><b>Helicopter</b> (1 hero, 2 regular)</p>

## Aircraft For Sale

1.58.2194

Headline1 override

Headline2 override

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Brought to you by

# GARMIN.

Start your new adventure in the sky today. Discover a world of flight with a Garmin G5000. The new G5000 is the most advanced avionics ever. It's the only avionics that can be installed on a Cessna 441. The G5000 is the only avionics that can be installed on a Cessna 441. The G5000 is the only avionics that can be installed on a Cessna 441.

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**PISTON**  
FEATURED LISTING



**Featured 1 Title**  
Featured 1 Content




# Dedicated Aircraft Email Alerts

- **Aggregate Email:** All new listings in a given day will be aggregated into an alerts email (grouped by type) and sent the following day.
- **Solo Email Alert:** As an add on to a paid listing, dealers/individuals can choose to send an email highlighting a singular aircraft.

Solo Email Alerts	
Subscribers	94,700+
Pricing	<b>Piston Alert: \$1,500 per dedicated email</b> \$1,250 if running a featured listing as well  <b>Turbine Alert: \$2,250 per dedicated email</b> \$1,750 if running a featured listing and/or part of an unlimited dealer listing program

ALL SERIOUS OFFERS CONSIDERED [View this email in your browser](#)

**SOVEREIGN JETS**

SALES CHARTER MANAGEMENT CONTACT



MOTIVATED SELLER  
ALL SERIOUS OFFERS CONSIDERED  
**STUNNING AGUSTA A109E POWER**


This stunning Agusta A109E Power is powered by two Pratt & Whitney 206C engines. Interior has a 6 passenger VIP configuration in blue leather and is in excellent condition throughout. Maintained by an Authorised Agusta Service Centre.

[DOWNLOAD AIRCRAFT PDF](#)

# Sponsored Social Featured Listings

- Leverage the huge social following of our aviation brands with a dedicated social post promoting your aircraft or aircraft service
- Each post is hosted on the FLYING social handle
  
- Facebook Followers: 339,000 followers
- Instagram Followers: 102,000 followers


Platform	Package Price
Facebook	\$750
Instagram	\$1,500

**Flying Magazine**  
Aug 23




Based at KTIW for 10 years, this polished 47' Bonanza has been meticulously maintained and upgraded. Every component, whether replaced or updated, showcases an uncompromising commitment to quality. This is a fantastic opportunity for enthusiasts or pilots looking for a reliable and beautifully preserved aircraft.

Sponsored by **AV8RS LLC**  
<https://bit.ly/4fUQfON>

[Show Less](#)



AIRCRAFTFORSALE.COM  
**1947 Beechcraft 35 Bonanza - \$99,500 | Aircraft for Sale**

 Like  Comment  Share

# Boosted Social Posts

- Leverage the huge social following of our aviation brands with a dedicated social post promoting your aircraft or aircraft service
- Each post retargets the engaged followers on our social channels
- Varying scales of investment available, depending on the impressions that you would like guaranteed
  
- Facebook Followers: 339,000 followers
- Instagram Followers: 102,000 followers

\*Advertiser must have a registered social handle on the platform of choice\*

Guaranteed Impressions	Package Price
Impressions Scalable by Commitment	TBD
Available on either Facebook, Instagram, LinkedIn, or X	



**FLYING** Flying Magazine with US Aviation Academy  
Paid Partnership · March 19 · 🌐

The [US Aviation Academy](#) Professional Pilot Program makes the dream of becoming an airline pilot attainable. In as little as two years, students can secure first officer positions with partner airlines. Highly-successful accelerated training, students earn Commercial and Flight Instructor certificates within 9 months.

FLYINGMAG.COM  
US Aviation Academy Is Innovating Industry Education - FLYING Magazine

# Article Spotlight on FlyingMag.com

- Dealer-provided aircraft summary, written by dealer, sponsored article hosted on FlyingMag.com
- Package includes:
  - Option for roadblock/takeover of all advertising units
  - Posting of content organically across all FLYING social handles
  - Inclusion of the content in FLYING's Weekly Newsletter
  - Article stays on FlyingMag.com in perpetuity for SEO purposes (backlinks available)
  - Social boosting of editorial content for guaranteed impressions to FLYING's followers (Tier 2)

Price Plans	Tier 1	Tier 2
Organic 1st Party Promotions	+ FLYING Weekly NL + FB, IG, & TW/X + FlyingMag.com	+ FLYING Weekly NL + FB, IG, & TW/X + FlyingMag.com
ICP (ideal Customer Profile) Social Boosting	—	Social Boosting Included
Investment	\$1,500	\$3,000

The screenshot shows a webpage from FlyingMag.com. At the top, there is a navigation bar with the 'FLYING' logo, 'NEWSLETTER' and 'SUBSCRIBE' buttons, and a search bar. Below the navigation, there are breadcrumb links: 'Home / Aircraft / Aircraft For Sale / Top Picks / This 2019 Honda HA-420 HondaJet Elite Is a Feature-Packed AircraftForSale / Top Pick'. The main heading is 'AIRCRAFT FOR SALE TOP PICKS' followed by the article title 'This 2019 Honda HA-420 HondaJet Elite Is a Feature-Packed 'AircraftForSale' Top Pick'. A sub-headline reads 'Known for category-leading speed, the compact HondaJet outperforms some larger business aircraft.' The author is 'By Jonathan Walsh' and the date is 'March 26, 2024'. The main image is a white and red HondaJet aircraft on a tarmac. Below the image is a caption: 'The small HondaJet makes a big impression on the ramp. (Courtesy: Sarah Talucci)'. To the right of the article is a 'SUBSCRIBE TO OUR NEWSLETTER' form with an input field for an email and a 'SUBMIT' button. Below the article, there are social media sharing icons for Facebook, Twitter, LinkedIn, and Email. A red circular button in the bottom right corner says 'VIEW EXAMPLE'.

# Real Estate Listings

- Posted on AIRCRAFTFORSALE.COM
- Listings last for a rolling 30 days and can be renewed at anytime
- 1/8th Print Classified Ads in Aircraft for Sale

Type	Inventory	Price (Rolling 30 Days)
Real Estate Listing	Unlimited	\$300

A screenshot of the Aircraft For Sale website's real estate listings page. The page features a grid of 12 property listings, each with a thumbnail image, a title, and a price. The listings include:

- Industrial Mountain Modern Home At Alpine Airpark: \$5,750,000
- 4043 Skyway Dr Lot #25 Naples, FL: \$1,450,000
- 4050 Skyway Dr Lot #45 Naples, FL: \$2,500,000
- 4009 Skyway Dr Lot #21 Naples, FL: \$450,000
- California Stars Ranch: \$7,690,000
- Modern-style Home With Direct Access To Taxiway: \$985,000
- Home And Hangar At Wing South Airpark: \$2,500,000
- 4230 And 4226 Skyway Dr Lots #13 And 14, Naples, FL: \$1,300,000

A screenshot of the Aircraft For Sale website showing a detailed view of a real estate listing for California Stars Ranch. The listing includes:

- Title:** California Stars Ranch
- Price:** \$7,690,000 (06/06/2024)
- Address:** 2789 Scinson Road, Borrego Springs, California 92004, United States
- Views:** 47,329
- Days on Flying:** 26
- Saves:** 0
- Agent:** Syhana Meeks
- Buttons:** SAVE, SHARE, INQUIRE FOR DETAILS

Aircraft

# Aviation Properties Newsletter

Featured Listing	
Subscribers	91,000+
Day Sent	Friday
Includes	<ul style="list-style-type: none"> <li>+ Exclusive Featured Listing</li> <li>+ CTA (available back to AFS.com)</li> <li>+ Property image</li> </ul>
Investment	<p>\$500/wk hero feature (OR \$1,500/mo)</p> <p>\$150/wk regular feature (OR \$500/mo)</p>
Category Availability	<p>Residential (1 hero, 4 regular)</p> <p>Commercial (1 hero, 4 regular)</p>

**FLYING**  
AVIATION PROPERTIES

Together With

THE FIELDS

The Fields is a new fly-in residential community that will be built on 1,500 acres in the dramatic southern reaches of Tennessee's Cumberland Plateau. The community will feature a 4,200' x 10' runway and tarmac, luxury homes with hangars ranging from 1,500-2,000 sq. ft. [Learn More](#)

#### Story of the Week



#### Fly-In Camping at River Bend Aero Ranch

Sometimes speed is less important than the experience once you arrive at your destination. Flying an airport like River Bend Aero Ranch near Marietta, Alabama, that allows on-site camping can be a treat for those seeking a relaxed stay, and an opportunity to meet other airplane enthusiasts who are almost guaranteed to share an interest in aviation. Local fly-in airports with camping areas can be a challenge, but it's well worth the effort if you enjoy the outdoors and trading stories with fellow pilots. [Read The Full Story](#)

#### INDIVIDUAL LISTINGS

Discover the Beauty of Living in Our Gated Alaska Airpark!



Shawnt Smith through SES, Inc., with 44 collective years of Commercial Real Estate Experience, Shawnt's CREB expertise includes, but is not limited to, property management, real estate finance, marketing, private and governmental real estate, transaction coordination and title adjudication. Professionals in all aspects of commercial leasing, sales and business brokerage services and the go-to Broker for the State of Alaska for Real Broker Options of Value (BROV). Shawnt Smith is a graduate pilot who logged over 1,500 (five thousand) Fly hours as PIC and serves as Captain, flight and observer. Shawnt has sold over 46 hangars and hangar homes in South Central Alaska in the last 10 years as well as over 50 Airport/Lake. Mr. Smith is a qualified Broker for Real Estate involving Commercial Aircraft Property.

Mr. Smith currently has 3 aircraft of his own, a Cessna 160 and Cessna 182 and Lives in The Largest Private Airpark in Alaska (AK) located in GAGE Wolf Lake, Kodiak, Alaska. Mr. Smith is currently involved in the development of [Skylinepark.com](#) a 184,7461 Lux Airpark in Cassel, Alaska & Gully Lake Airpark in North Gully of 1300 + Acres. [Learn more](#)



# Rate Cards

## Aircraft For Sale

2025 DISPLAY RATES

### 4-COLOR DISPLAY (ALL RATES ARE GROSS)

	1X	3X	6X	9X	12X	24X
Spread	\$8,245	\$7,650	\$7,115	\$6,625	\$6,150	\$5,225
Full Page	\$4,850	\$4,510	\$4,195	\$3,900	\$3,625	\$3,075
Half Page-Vertical	\$3,395	\$3,150	\$2,925	\$2,275	\$2,530	\$2,150
Half-Page Horizontal	\$2,910	\$2,700	\$2,500	\$2,325	\$2,160	\$1,835
One Quarter Page	\$1,890	\$1,750	\$1,625	\$1,500	\$1,395	\$1,185
One Eighth Page	\$1,225	\$1,140	\$1,050	\$975	\$900	\$765
OSHKOSH Special Offer:						
One Twelfth*					\$300	\$250

\*Option for an additional \$100 off the monthly billing rates if paid in single invoice up front.

### 2025 CLOSING DATES

Issue	Space Close	Materials Due	Ship Date
February	12/26/24	1/3/25	1/28/25
March	1/16/25	1/24/25	2/18/25
April	2/13/25	2/21/25	3/18/25
May	3/13/25	3/21/25	4/15/25
June	4/10/25	4/18/25	5/13/25
July	5/15/25	5/23/25	6/17/25
August	6/12/25	6/20/25	7/15/25
September	7/10/25	7/18/25	8/12/25
October	8/14/25	8/22/25	9/16/25
November	9/11/25	9/19/25	10/14/25
December	10/16/25	10/24/25	11/18/25
January	11/10/25	11/18/25	12/16/25

### ADVERTISING TERMS AND CONDITIONS

- Submission of advertising for publication constitutes acceptance of these terms by Advertiser and Agency. No conditions other than those set forth on this rate card and the insertion order shall be binding on Publisher unless specifically agreed to in writing by Publisher.
- All advertisements and their content are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time. Publisher shall not be liable for any costs or damages beyond advertising rates if for any reason Publisher fails to publish an advertisement, or for errors in key number or advertiser index.
- Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher, except as specified in a signed contract, and are based on combined print and digital circulation. Cancellation of any space reservation by the Advertiser or its Agency for any reason other than a change in rates will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.
- Cancellation or changes in orders may not be made by Advertiser or Agency after specified closing date or digital campaign close date. Failure to submit creative materials will result in full charge for all reserved space. Advertisements not received by closing date will not be entitled to approval or revision by Advertiser or Agency. In the event of timely cancellation, Advertiser and Agency agree to reimburse Publisher for any unit-related outside production costs incurred prior to cancellation.
- Positioning of advertisements is at the discretion of Publisher except where specific positioning is granted, in writing, by Publisher.
- Publisher is not liable for delays in delivery, or non-delivery, in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow down, or any condition beyond the control of Publisher affecting production or delivery in any manner. Any claim for underdelivery not asserted within one year of insertion is waived.
- Advertiser and Agency shall be jointly and severally liable for monies due and payable to Publisher for advertising ordered. Should collection efforts become necessary, Advertiser and Agency agree to pay reasonable attorney fees, expenses, and costs incurred in connection with collection of all monies due, and agree that Orange County, Florida shall be exclusive venue for resolution of any disputes hereunder.
- Advertiser and Agency warrant that they are properly authorized to publish the entire content and subject matter of all advertising submitted for publication. When advertisements containing the names, likenesses and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a warranty by Advertiser and Agency that they have obtained written consent of the use of the name, likeness and/or testimonial of each and every living person which is contained therein. Advertiser and Agency agree to indemnify and hold Publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for misappropriation, libel, violation of rights of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement as provided by Advertiser or Agency.
- Creative work produced by Publisher remains the sole property of Publisher.
- Until credit is approved, Advertisements are run on a prepaid basis only.

# Print Advertising

- All dealers who sign up for an annual **unlimited listings program** get preferred pricing in AFS Print: **15% off**

4 Color Display Ad (All Rates Are Gross)	1X	3X	6X	9X	12X	24X
Spread	\$8,245	\$7,650	\$7,115	\$6,625	\$6,150	\$5,225
Full Page	\$4,850	\$4,510	\$4,195	\$3,900	\$3,625	\$3,075
Half Page Vertical	\$3,395	\$3,150	\$2,925	\$2,275	\$2,530	\$2,150
Half Page Horizontal	\$2,910	\$2,700	\$2,500	\$2,325	\$2,160	\$1,835
One Quarter Page	\$1,890	\$1,750	\$1,625	\$1,500	\$1,395	\$1,185
One Eighth Page	\$1,225	\$1,140	\$1,050	\$975	\$900	\$765

Aircraft For Sale

# Print Specs

- Trim Size: 10.63"w x 14.56"h; issues will be saddle-stitched, jog to foot

## 2025 CLOSING DATES

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July	5/15/25	5/23/25	6/17/25
August	6/12/25	6/20/25	7/15/25
September	7/10/25	7/18/25	8/12/25
October	8/14/25	8/22/25	9/16/25
November	9/11/25	9/19/25	10/14/25
December	10/16/25	10/24/25	11/18/25
January	11/10/25	11/18/25	12/16/25

**Spread Non-Bleed**  
19.9"w x 13.15"h

**Full Page  
Non-Bleed**  
9.2"w x  
13.15"h

**Spread Bleed**  
Trim: 21.26"w x 14.56"h  
w/Bleed: 21.51"w x 14.82"h

**Full Page  
Bleed**  
Trim: 10.63"w x  
14.56"h  
w/Bleed:  
10.88"w x  
14.82"h

**¼ Page  
Vert.**  
4.47"w  
x  
13.15"h

**¼ Page**  
4.47"w  
x 6.44"h

**¼ Page Horizontal**  
9.2"w x 6.44"h

**¼ Page**  
4.47"w  
x 3.1"h

**¾ Page**  
4.47"w x  
1.9756"h