



Media Kit

Who We Are

Start

Founded in 2013 as a single-person blog

Evolution

Through world-class reporting and word-of-mouth referrals, AirlineGeeks has grown into the airline news source of record, with global editorial reporting on the latest airline trends and breaking news.

Acquisition

Acquired by Firecrown in August 2023



The fastest growing, and most engaged audience in airline coverage.

Since joining the Firecrown Media Group in 2023, AirlineGeeks.com has seen rapid growth:

- **200% email subscription growth**
(13K+ airline industry professionals)
- **200K combined followers** on social channels



Precision Targeting

Using our one of a kind audience segmentation technology and first party data, we leverage data-driven insights to deliver the right message, to the right person, at the right time, including all of the top regional and major airlines.

Management & Flight Operations



Flight Crew



In aviation's fast lane, **digital marketing is essential.**

AirlineGeeks.com

1 mil Pageviews/mo

Email Subscriptions

23.1k+ Opt-In Subscribers

Total Audience

1.2 mil Digital & Social per/mo

Social Media

73K Instagram | 66K X (Twitter)
23K Facebook | 9.75K YouTube

Digital Services Overview

Talk to a sales representative today to bundle in any of these digital services (detail on following pages):

- **Web Advertising**
- **Social Media**
- **Podcasts**
- **Email**
- **Custom Content**



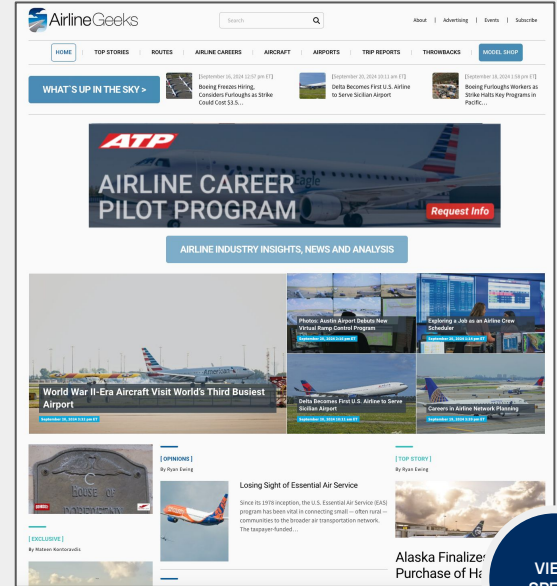
Website Advertising

Impression or Category-Based Campaigns

- Sample Categories:
 - Routes
 - News & Updates
 - Airline Careers
 - Aircraft

Price Plans	Tier 1	Tier 2	Tier 3
Impressions	<100K	<200K	<300K
Category Targeting CPMs	\$50	\$45	\$30
Investment	<\$5,000	<\$9,000	>\$12,000

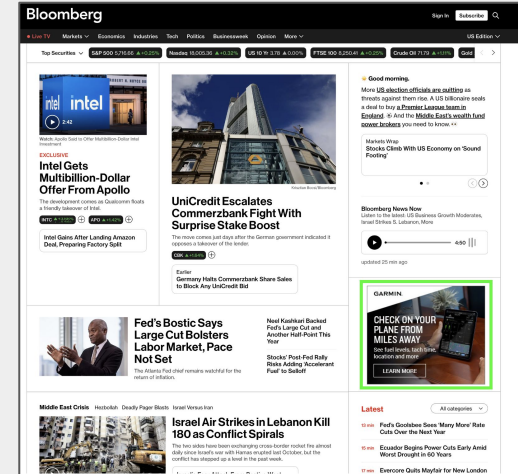
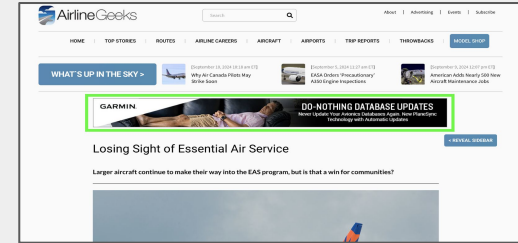
Price Plans	Tier 1	Tier 2	Tier 3
Impressions	<200K	<600,000	>1,000,000
Run-of-Site CPMs	\$25	\$20	\$15
Investment	<\$5000	<\$12,000	>\$15,000



Audience Extension Advertising Package

- Expand the effectiveness and reach of your campaign through audience extension
- Increase the touchpoints of your brand with your targets within AirlineGeeks' audience
- Ability to target AirlineGeeks content categories, newsletter lists, or provide an ideal persona to the AG ad ops team
- Impressions will be delivered and optimized through a premium blend of partner sites
- Avg. CTR: .15-.20%

Price Plans	Tier 1	Tier 2	Tier 3
Impressions	<200K	<600,000	>1,000,000
ROS CPM	\$25	\$20	\$15
Investment	<\$5,000	<\$12,000	>\$15,000




Sponsored Social Posts

- 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 Airline Geeks social handle

Platform*	Package Price
Facebook - Article	\$750
Facebook - Video	\$1,000
Instagram - Photo	\$750
Instagram - Story	\$750
Instagram - Reel	\$1,000


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

**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
 - **Facebook:** 339,000 followers
 - **Instagram:** 102,000 followers
- Each post retargets the engaged followers on our social channels
- Varying scales of investment available, depending on the impressions that you would like guaranteed

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

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



Sponsored eBlast


- FLYING will distribute a sponsored e-blast with partner CTA
- eBlast will be sent to Airline Geek's full 9,700+ opt-in list
- The partner can provide images and copy and FLYING will create an email using a template
- Alternatively, the partner can provide an HTML file

Price Plans	Overview
Quantity	1X
List Size	9,700
Investment	\$6,500
Follow Up Email Retargeting Unopened Users: \$5,500/per	

Bringing you by *AVweb*

Order Now to Save on Your Next Upgrade

GARMIN



SAVE WITH AUGUST PROMOS ON SELECT GARMIN AVIONICS

Thinking avionics upgrade? Act now to take advantage of several Garmin promotional offers that are available through Aug. 31, 2024. By combining available rebates and incentives, you can enjoy up to \$3,999 in savings on qualifying system purchases. But don't wait. When Aug. ends, so do these offers.

“Inside the Airlines” Podcast

	Presenting	Supporting
Standard Promos	<ul style="list-style-type: none">✓ (2) 0:15 sec host ad reads✓ Social tags & CTA in show notes✓ Branding on Podcast Landing Page (100% SOV Display Ads on episode article recaps)	<ul style="list-style-type: none">✓ (1) 0:15 sec host ad reads✓ Branding on Podcast Landing Page
Investment	\$4,500/mo	\$2,000/mo



Daily Newsletter Sponsorship

- Distributed Monday - Friday
- Distributed to AirlineGeeks full, 14,700+ subscriber list
- Open Rate: 27%

Price Plans	Primary Sponsor	Secondary Sponsor	Third Sponsor	Content Inclusion / Announcement
Placements	<ul style="list-style-type: none"> ✓ Top Spot ✓ Logo ✓ 50 words ✓ CTA ✓ 600x100 or 600x300 ad 	<ul style="list-style-type: none"> ✓ 2nd Spot ✓ 600x100 or 600x300 ad 	<ul style="list-style-type: none"> ✓ 3rd Spot ✓ 600x100 or 600x300 ad 	<ul style="list-style-type: none"> ✓ Image (600x300px) ✓ 35 words of promotion copy ✓ CTA
Open Rate*	27%	27%	27%	27%
Investment	\$8,500/mo	\$4,500/mo	\$2,500/mo	\$1,000/each

*Open Rate is monthly average - updated August 2024

THE DAILY CHECK IN
AirlineGeeks

Brought To You By


ATP

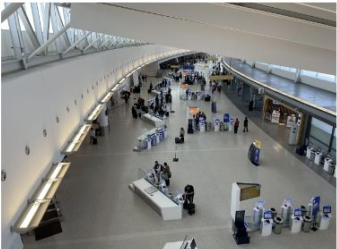
Proven **Airline-Oriented Training** with a Fast Track to All the Major **Airlines**.

Get the best training in the best aircraft, with a fast track to all the major airlines through 38 airline partnerships - proven by 25,000 professional pilots since 1984.

[Apply now.](#)

Sep 20, 2024

 **What's in the pattern...**



JetBlue Announces Premium Lounges Opening in 2025


JetBlue is set to introduce its first airport lounges at New York's John F. Kennedy International Airport and Boston Logan International Airport.

[Read more](#)

Career Corner Newsletter Sponsorship


- Distributed Sunday
- Distributed to 8,400+ subscriber list

Price Plans	Primary Sponsor	Secondary Sponsor	Third Sponsor	Content Inclusion / Announcement
Placements	<ul style="list-style-type: none"> ✓ Top Spot ✓ Logo ✓ 50 words ✓ CTA ✓ 600x100 or 600x300 ad 	<ul style="list-style-type: none"> ✓ 2nd Spot ✓ 600x100 or 600x300 ad 	<ul style="list-style-type: none"> ✓ 3rd Spot ✓ 600x100 or 600x300 ad 	<ul style="list-style-type: none"> ✓ Image (600x300px) ✓ 35 words of promotion copy ✓ CTA
Open Rate*	25%	25%	25%	25%
Investment	\$6,500/mo	\$4,500/mo	\$2,500/mo	\$1,000/mo




Sep 29, 2024

Because you are an AirlineGeeks subscriber, we thought you'd like to receive our free weekly Career Corner. If you'd like, you can [unsubscribe](#) to Career Corner.




How To Become a Chief Pilot
Various aviation-related companies require this type of role.

Aviation Career Resources




Careers in Airline Network Planning
Network planning offers the unique opportunity to take part in deciding where an airline flies.



Southwest Finalizes Its Last Labor Deal
The airline completed a 2-year process of renewing agreements with its 12 unionized labor groups.

Job Opening of the Week



Needed: Captain in Salisbury, MD
Piedmont Airlines is looking for a direct entry captain with at least 2,400 hours of total flight time.

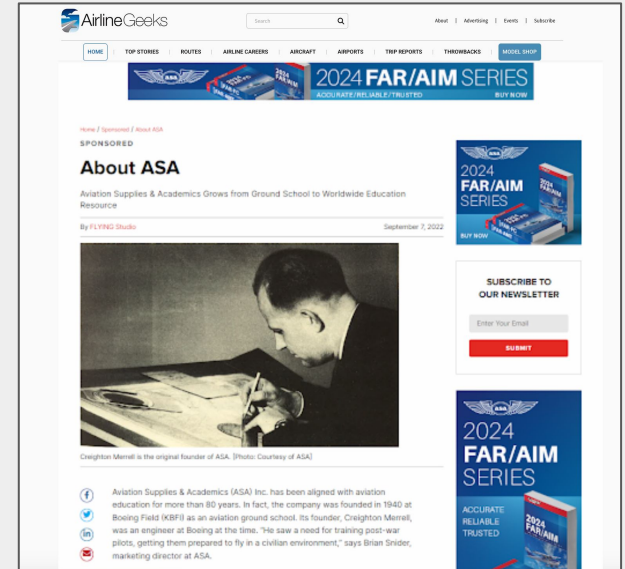
[READ MORE](#)

Sponsored Editorial Articles

- Leverage Airline Geeks expert staff writers to craft a relevant piece of sponsored content about your product or service (max 1,200 words)
- Partner's determine the topic that best highlights their brand; AirlineGeeks provides written draft for review

Price Plans	Tier 1	Tier 2
Organic 1st Party Promotions	<ul style="list-style-type: none"> ✓ Airline Geeks Daily NL ✓ Facebook, Instagram, & Twitter/X ✓ AirlineGeeks.com 	<ul style="list-style-type: none"> ✓ FAirline Geeks Daily NL ✓ Facebook, Instagram, & Twitter/X ✓ AirlineGeeks.com
ICP (Ideal Customer Profile) Social Boosting	—	Up to 200,000 added impressions guaranteed*
Average Metrics	+ 400-1,000 pageviews	+ 2,000-5,000 pageviews
Investment	\$6,000	\$10,000

*If specific ICP selected (ex. Student pilots, etc.) - guarantee to calibrate accordingly

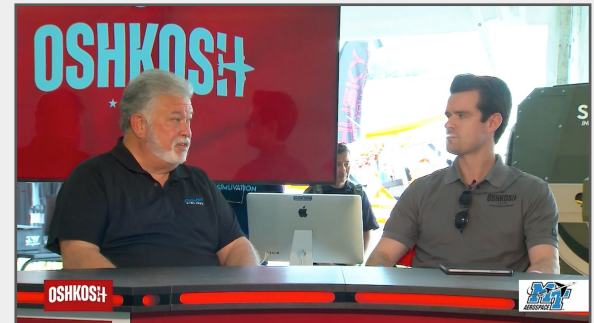


AirlineGeeks TV: Executive Studio Interviews

Highlight your brand's executive team and vision in dedicated Bloomberg-style video interview (5-10 minutes)

- **Example #1** - Business Air TV Interview (Tier 1 Package)
- **Example #2** - Business Air TV interview (Tier 2 Package [includes recap article])

Price Plans	Tier 1	Tier 2
Organic 1st Party Promotions	<ul style="list-style-type: none"> ✓ Airline Geeks Weekly NL ✓ Facebook, Instagram, & Twitter/X ✓ AirlineGeeks.com 	<ul style="list-style-type: none"> ✓ FAirline Geeks Weekly NL ✓ Facebook, Instagram, & Twitter/X ✓ AirlineGeeks.com
ICP (ideal Customer Profile) Social Boosting	–	Up to 200,000 added impressions guaranteed*
Recap Article on Airlinegeeks.com	–	✓
Average Metrics	+ 400-1,000 pageviews	+ 2,000-5,000 pageviews
Investment	\$8,000	\$12,000



*If specific ICP selected (ex. Student pilots, etc.) - guarantee to calibrate accordingly