

FLYING[®]

An aerial photograph of two Cessna aircraft flying over a body of water. The larger aircraft in the foreground is bright blue with white accents and has the registration number N433CA on its side. The smaller aircraft below it is light blue and white with the registration number N616SP. Both aircraft are in flight, with their propellers blurred from motion.

2025 Media Kit

Inspiring and empowering
the **FLYING** community since 1927.



FLYING

Audience Demographics

On average, FLYING Subscribers
log 130 flight hours per year,
4X more than the average pilot.

95%	Male
54	Average Age
92%	College Educated
\$190,800	Average HHI
\$1,646,400	Average Net Worth
43%	Owner/Executive Suite
5%	On Board of Directors
29%	Management/Professional
20%	Captain
27%	Professional Pilot
5%	Chief Pilots
91%	Are Pilots

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

Print Readership

198K+ Per Copy

Email Subscriptions

349K+ Opt-In Subscribers

FlyingMag.com

1M+ Pageviews per month

Total Monthly Audience

1.8M+ Per Month (Print, Digital & Social)

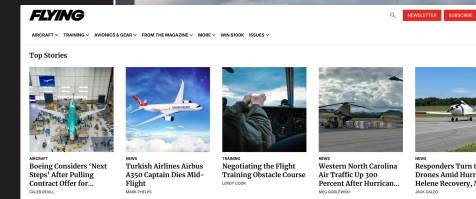
Social Media

337K Facebook

102K Instagram

78K X (Twitter)

13K YouTube



A yellow biplane is parked on a grassy field at sunset. The sun is low on the horizon, casting a warm glow over the scene. The sky is a clear, deep blue. In the background, there are rolling hills and mountains. The biplane is the central focus, with its wings and propeller clearly visible.

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Digital
Solutions

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

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

FLYINGMag.com Website Advertising

Impression or Category-Based Campaigns

- Sample Categories:
 - Aircraft (Piston, Turboprop, Jets)
 - Training
 - Avionics
 - Pilot Supplies, Gear & More

Price Plans	Tier 1	Tier 2	Tier 3
Impressions	<100K	<200K	<300K
Targeted 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
ROS CPM	\$25	\$20	\$15
Investment	<\$5,000	<\$12,000	>\$15,000

FLYING
 AIRCRAFT • TRAINING & PROFICIENCY • AVIONICS, APPL & GEAR • CAREERS • FROM THE MAGAZINE • MORE • SIGN UP

AIRLINE CAREER PILOT PROGRAM
 Request info

Home / Training

TRAINING
Airline Transport Professionals

LANE WALLACE | Updated Nov 10, 2020 12:27 PM EDT

Related Stories

- Flight School Owner Who Allegedly Stifled Students Facing Jail
- FAA Rolls Out New Endorsement Requirement for Flight Instructor Candidates
- Discovering Situational Awareness in the Instrument World
- New Atlas Air Academy Creates Direct Pathway for Hiring Young Pilots
- Virginia Flight School Closes Leaves Students Stranded
- Florida Flight School Expands Fleet With Piper Pilot 100 Aircraft

Subscribe to our newsletter
 Email address

Latest Aircraft For Sale List

VIEW SPECS

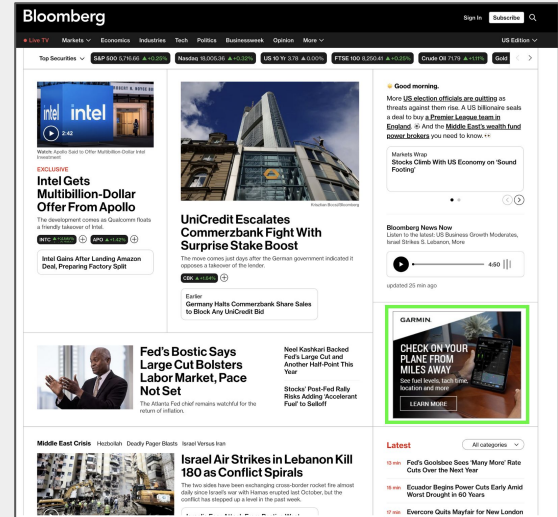
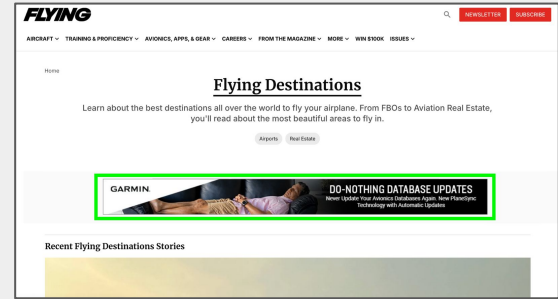
ATP
 • Fast Track, 8 Fixed Cost
 • Thousands of Candidates
 • Proven by Thousands of Graduates
 Request info

At the end of that program, students graduate with multiengine commercial instrument with CF ratings, including about 180 hours of multiengine piston time. But there's another step, one option to apply for a CF-I at the academy. Almost all of ATP's general aviation flight instructors are recent graduates of the program. At the moment, due to the economic downturn, ATP has fewer than normal openings... only about 30 percent of its 2009 graduates have been

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 FLYING Mag audience
- Ability to target FLYING Mag content categories, newsletter lists, or provide an ideal persona to the FMG ad ops team
- Impressions will be delivered and optimized through a premium blend of partner sites
- Avg. CTR: .15-.20%

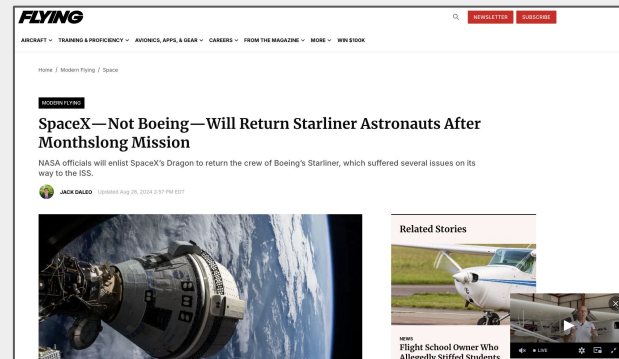
Price Plans	Tier 1	Tier 2	Tier 3
Impressions	<200K	<600,000	>1,000,000
ROS CPM	\$25	\$20	\$15
Investment	<\$5,000	<\$12,000	>\$15,000



Pre-Roll Video Advertising

- Video creative between :6 and :15 seconds and trackable click through URL accepted
- Pre-roll delivered on FlyingMag.com

Price Plans	Pre-Roll	Pre-Roll+	Pre-Roll Takeover
SOV	25%	50%	100%
Impressions	150K	300K	600K
Investment	\$9,000/mo	\$14,000/mo	\$21,000/mo




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 FLYING 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	



ILAAFT 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

FLYING

AIRCRAFT ▾ TRAINING & PROFICIENCY ▾ AVIONICS, APPLS. & GEAR ▾ CAREERS ▾ FROM THE MAGAZINE ▾ MORE ▾ WIN \$10K

NEWSLETTER SUBSCRIBE

ILAAFT Podcast

Sponsored By:

Tune in for the rest of the story—with exclusive interviews with pilots who have shared their emergencies, crises, and mistakes over 950-plus installments of *FLYING*'s iconic series, "I Learned About Flying From That." Host Rob Reider relates the tale as told by the author, then catches up with that pilot to ask the questions we know have been on your mind: What were the lessons learned? What would they do differently? What are the actions you can apply to your own flying to deal with a similar situation?

88. Smoke in the Cockpit

Select for now on your preferred podcast platform to ensure you catch every episode!

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FLYING

ILAAFT
I LEARNED ABOUT FLYING FROM THAT

I Learned About Flying From That
Flying Magazine

88. Smoke in the Cockpit

Tune in for the rest of the story—with exclusive interviews with pilots who have shared their emergencies, crises, and mistakes over 950-plus installments of *Flying*'s iconic series, "I Learned About Flying From That." MORE

[Latest Episode](#)

[Follow](#)

Sponsored eBlast


- FLYING will distribute a sponsored e-blast with partner CTA
- eBlast will be sent to FLYING's full 52,000+ 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	52,000
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

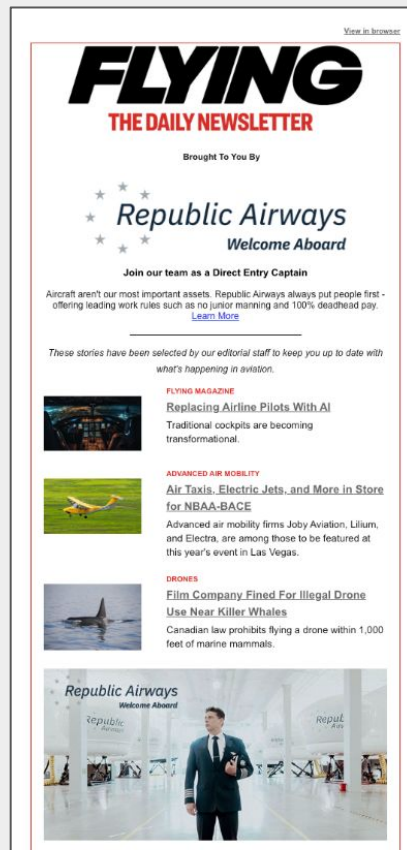
Thinking avionics upgrade? Act now to take advantage of several Garmin promotional offers that are available through Aug. 31, 2024. By combining available rebates and incentives, you can enjoy up to \$3,999 in savings on qualifying system purchases. But don't wait. When Aug. ends, so do these offers.

“The Daily” Newsletter Sponsorship

- Distributed Monday - Friday
- Distributed to FLYING’s full, 92,000+ subscriber list
- Open Rate: 60.6%

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*	60.6%	60.6%	60.6%	60.6%
Investment	\$8,500/mo	\$4,500/mo	\$2,500/mo	\$1,000/each

*Open Rate is monthly average - updated August 2024




“Aviation Careers” Newsletter Sponsorship

- Distributed Monday
- Distributed to 20,000+ subscriber list
- Open Rate: 56%


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*	56%	56%	56%	56%
Investment	\$6,500/mo	\$4,500/mo	\$2,500/mo	\$1,000/each

*Open Rate is monthly average - updated August 2024

View in browser



Brought To You By



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 37 airline partnerships - proven by 20,000 professional pilots since 1984.
[Request Free Info](#)

Good afternoon. Here's what you should know this week:

- [Which job a new pilot takes can be an important decision. Here's some help.](#)
- [Get ready to ace your sport pilot exams with these six programs.](#)
- [Remember that becoming a good flight instructor is a journey, not a destination.](#)
- [Get to know Contour Aviation, an employer that provides luxury charter service, aircraft acquisitions, and personalized aircraft maintenance.](#)

“Altitude” Business Aviation Newsletter

Presenting Sponsorship	
Newsletter	ALTITUDE
Subscribers	93,000
Day Sent	Tuesday
Open Rate	60%
Presenting Sponsorship Includes:	<ul style="list-style-type: none"> ✓ 100% SOV ✓ Top Spot ✓ Logo ✓ 50 words ✓ CTA ✓ 600x100 or 600x300 ad
Investment	\$6,500/mo (4 sends)

[View in browser](#)

ALTITUDE

by *FLYING*

The business aviation newsletter that sets you apart.

FlightSafety
INTERNATIONAL


With 70+ years' experience, FlightSafety International is the leading source of training for pilots, maintenance technicians and other aviation professionals. FSI is also a world-leading supplier of simulator technology. Providing 1.7 million hours of training each year to aviation professionals, FSI training is more than fulfilling a requirement, it's an achievement.
[Find Courses Here](#)



Featured Listing	
Newsletter	ALTITUDE
Subscribers	93,000
Day Sent	Tuesday
Open Rate	60%
Featured Listing Includes:	<ul style="list-style-type: none"> ✓ Exclusive Featured Listing ✓ CTA (available back to AFS.com or AvBuyer) ✓ Aircraft Image
Investment	\$2,000/mo (4 sends)

FEATURED LISTING

2009 Beechcraft 390 Premier I/A
TTAF: 2,397
\$2,795,000
Available now on aircraftforsale.com.



HOLSTEN AVIATION

Are you looking to invest in or sell a business aircraft? Check out the latest listings on aircraftforsale.com.
Registration is free. Listing is free.

[Register Now!](#)

Newsletter Takeovers

Price Plans	The Weekender
Subscribers	92,000
Day Sent	Sunday
Description	A round up of the best-read articles for the week
Open Rate*	59%
Sponsor SOV	<ul style="list-style-type: none"> ✔ 100% SOV ✔ Top Spot ✔ Logo ✔ 50 words ✔ CTA ✔ 600x100 or 600x300 ad
Investment	\$7,500/mo

*Open Rate is monthly average - updated August 2024

[View in browser](#)

FLYING

THE WEEKENDER

Greetings and welcome to this edition of The Weekender! This week, we took a deep dive into flying the Vashon Ranger R7, remembered the Yak-9, and recalled a memorable CFI career that didn't always go by the book. A Boeing Starliner astronaut waiting on a ride back to Earth took a spacewalk after seven months in orbit, and we examined a startup that is using drones to inspect commercial airliners in hard-to-reach areas. We also got a glimpse of a 1965 Beechcraft S35 Bonanza that is a fast cross-country aircraft combining a classic 1960s flying experience with a serious increase in performance, thanks to numerous aftermarket updates. Check out this week's most-read stories and more below. Enjoy your Sunday!
The FLYING Editorial Team



We Fly: Vashon Ranger R7
This airplane boasts a well-deserved reputation for fun.
[Read The Full Story](#)

Top Stories from This Week



Yak-9 Represents a Rare Breed Among Warbirds

Had the Russian version of the P-51 appeared five years earlier, 'I doubt if anyone would ever have heard of the Mustang.'

Custom Co-Branded White Paper

- 2,000 - 4,000 word white paper on an area of the partner's expertise drafted by FLYING's Research team
- Mutually agreed upon graphics and photos will be incorporated to best illustrate and support the content
- FLYING's Research team will source baseline industry research and the partner will have an opportunity to highlight their own industry data, case studies, or commentary within a dedicated section
- *Based on ABM list; Firecrown Audience Development team will generate impression guarantee

Price Plans	Premium
10 Organic 1st Party Promotions	<ul style="list-style-type: none"> ✓ 3x on LI, FB & TW/X ✓ 6x daily NL inclusions ✓ 1x eBlast
Market Survey	✓ ~8 questions
ABM Promo	*Up to 200k added impressions for download
Investment	\$35,000 per

The image displays a promotional white paper and its associated registration form. The white paper cover, titled "Why Financing Your Next Aircraft Makes Sense", features a teal-tinted aerial photograph of a small aircraft. The FLYING logo is visible in the top left corner of the cover. The registration form on the left contains the following fields and options:

- Email Address *
- First Name *
- Last Name *
- Get Phone Number: (555) 555-5555
- State/Province *
- Country *
- Do you currently own an aircraft?
 - Yes
 - No
- Timeline for buying your next aircraft?
 - Not Buying
 - 0-3 months
 - 4-6 months
 - 6-10 months
 - 1 year+
- Yes, send me the FLYING Daily Newsletter

At the bottom of the form is a red "Send" button. To the right of the form, a sidebar lists table of contents items 03 through 09. A large red circle with the text "VIEW EXAMPLE" is positioned in the bottom right corner of the overall image.

Sponsored Editorial Articles

- Leverage FLYING Magazine's 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; FLYING provides written draft for review

Price Plans	Tier 1	Tier 2
Organic 1st Party Promotions	<ul style="list-style-type: none"> ✓ FLYING Weekly NL ✓ Facebook, Instagram, & Twitter/X ✓ FlyingMag.com 	<ul style="list-style-type: none"> ✓ FLYING Weekly NL ✓ Facebook, Instagram, & Twitter/X ✓ FlyingMag.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*

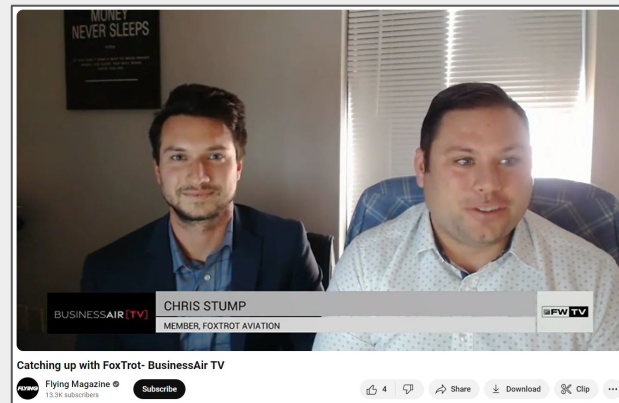
The screenshot displays the FLYING Magazine website interface. At the top, there is a navigation menu with categories like NEWS, MODERN FLYING, AIRCRAFT APPS, AVIONICS & TRAINING, PILOT PROFICIENCY, GEAR, CAREERS, DESTINATIONS, PODCASTS, and AIRCRAFT FOR SALE. A search bar and a 'SUBSCRIBE' button are located in the top right corner. Below the navigation, a large banner for the '2024 FAR/AIM SERIES' is featured, with the tagline 'ACCURATE/RELIABLE/TRUSTED' and a 'BUY NOW' button. The main content area shows a sponsored article titled 'About ASA' by FLYING Studio, dated September 7, 2022. The article includes a photograph of a man, identified as Creighton Menell, the original founder of ASA. To the right of the article, there is a 'SUBSCRIBE TO OUR NEWSLETTER' form with an 'Enter Your Email' field and a 'SUBMIT' button. Another '2024 FAR/AIM SERIES' banner is visible at the bottom right of the page.

FLYING 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"> ✓ FLYING Weekly NL ✓ Facebook, Instagram, & Twitter/X ✓ FlyingMag.com 	<ul style="list-style-type: none"> ✓ FLYING Weekly NL ✓ Facebook, Instagram, & Twitter/X ✓ FlyingMag.com
ICP (ideal Customer Profile) Social Boosting	—	Up to 200,000 added impressions guaranteed*
Recap Article on FLYINGMag.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*



Print Overview

FLYING Magazine is a premium, publication that delivers a rich, tactile reading experience through high-quality print, design, and storytelling. In a world overwhelmed by fleeting digital content, *FLYING* offers advertisers a lasting, trusted connection with a loyal audience. Print readers engage more deeply, recall information better, and assign greater trust to what they see—making *FLYING* an ideal vehicle for impactful advertising. Since 1927, it has successfully connected readers with aviation-related products and services. Designed to be saved and revisited, each issue offers advertisers extended visibility and engagement. Advertising in *FLYING* isn't just placement—it's participation in a passionate, targeted community.



LIFE IN THE AIR
CFI CENTRAL



EMBRACE PROFICIENCY CULTURE

Train often to avoid mistakes and stay safe.

BY MEG GODLEWSKI

YOU KNOW THREE takeoffs and landings will restore your currency, but how many does it take to reach proficiency? For most of us the answer is “it takes as many as it takes.” You may realize you have lost proficiency when you scare yourself—maybe it was a bounced landing or a crosswind that made you go around three times or getting scolded by the tower because you didn’t make a proper radio call that rattled your confidence.

If this happens, you may want to consider going up for an hour of dual instruction with a CFI who specializes in the area you had difficulty with—like crosswinds or short field landings.

Provided the mistake wasn’t something egregious, resulting in bent metal or broken FABs, go out and practice that particular maneuver on your own—and hold yourself accountable to assigned metrics.

Anatomy of a Proficiency Flight
A proficiency flight should always begin with a pre-brief. If you are on your own, it can be self-talk with “this is what I want to accomplish on this flight; these are the metrics I seek to achieve.” And then hold yourself accountable to those metrics, and if they are not met, determine what changes need to happen to fix the situation. For example, “I want to land on the first third of the

88

Rate Card

FLYING

2025 GENERAL DISPLAY RATES

GENERAL DISPLAY 4-COLOR (ALL RATES ARE GROSS)

	1X	3X	6X	9X	12X
Spread	\$34,100	\$31,700	\$29,480	\$26,480	\$24,630
Full Page	\$18,950	\$17,810	\$16,750	\$15,745	\$14,800
Cover 2 & 3	\$20,845	\$18,760	\$17,450	\$16,225	\$15,075
Cover 4	\$21,750	\$20,445	\$19,215	\$18,065	\$16,985

2025 CLOSING DATES

Issue	Space Close	Materials Due	Ship Date
January	11/25/24	12/3/24	12/26/24
February	12/30/24	1/6/24	1/28/25
Buyers Almanac	1/20/25	1/27/25	2/18/25
April	2/17/25	2/24/25	3/18/25
May	3/17/25	3/24/25	4/15/25
Ultimate Issue	4/14/25	4/21/25	5/13/25
July	5/19/25	5/26/25	6/17/25
August	6/16/25	6/23/25	7/15/25
September	7/14/25	7/21/25	8/12/25
October	8/14/25	8/22/25	9/16/25
November	9/15/25	9/22/25	10/14/25
December	10/20/25	10/27/25	11/18/25
January	11/17/25	11/24/25	12/16/25

FLYINGMAG.COM // MEDIA GUIDE 2025 // REVISED OCTOBER 2024

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 Specs

- Trim Size: 7.75" x 10.5" Issues will be Perfect Bound, Jog to Foot
- Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production. All ads supplied must be CMYK. For ads requiring a spot color, please contact your production manager for specifications.
- AD SIZES: Follow ad size specifications and guidelines provided in this document. Ads that do not meet exact size specifications listed on the rate card will incur charges for resizing.
- REQUIRED FORMAT: PDF/X-1a format files required for submission. Files should conform to SWOP guidelines, and total ink density should not exceed 300%. View specifications online at www.swop.org. PROOFS: Flying Media Group utilizes Virtual Proofing technology. If you opt to send a proof for internal color approval, please send a Web Coated SWOP 2006 certified proof.

