

Media Kit

2025





**THE ULTIMATE PLACE TO FIND THE
LATEST ON ALL THINGS KITPLANES**

POWER
by the Seven Stars
Flight

ORTED TYPES
Issues for
Designs

CK
Epoxy

**A Newbie Flies the
Zenith Cruiser**

July 2024
www.kitplanes.com

**Four Years With the
SubSonex**

NOSE JOB
Set Up Your Spinner Perfectly

HEART OF GLASS
Installing a Dymon SkyView
HDX System

PAIN OF PACKAGING
Fitting the SDX's Turbo System

HOMEBUILT AIRCRAFT AUTHORITY

Glass Goose

**Gweduck:
The Modern Flyer's Best**

CLASS ACT
Bolex Service Course

REAL-WORLD SAFETY
Gessner 440A

UP TO SPEED
Good Time
and
Propeller Project Flies

KITPLANES
1984-2024: CELEBRATING 40 YEARS

**MORE ZING
FOR SLING**

**WINTER POWDER-PLANE
SCREAMER**

October 2024

KITPLANES
1984-2024: CELEBRATING 40 YEARS

KITPLANES
HOMEBUILT AIRCRAFT AUTHORITY

The French Connection
Dave Stevens' Classic Emeraude

DECISIONS, DECISIONS
Updating a GlaStar and
RV-6 Panel

LIKED TO TAKE
It

KITPLANES
1984-2024: CELEBRATING 40 YEARS

A SPEED

KITPLANES
1984-2024: CELEBRATING 40 YEARS

Audience

51%

have household incomes exceeding \$100,000; 35% exceed \$125,000 and 13% exceed \$200,000.

90%

Are pilots and 50% have been a pilot for more than 10 years. Average hours flown is 92 hours per year.

58%

Own a flying aircraft and 15% own multiple aircraft.

59%

Expect to spend at least \$50,000 on their project and 21% expect to spend more than \$100,000.

74%

Have subscribed to KITPLANES for at least three years, 48% for at least six years and 29% for more than 10 years.

Estimated total project cost for the completed aircraft,
including engine and avionics

14% under \$25,000

27% \$25,000 - \$49,999

38% \$50,000 - \$99,999

15% \$100,000 - \$149,999

4% \$150,000 - \$199,999

2% over \$200,000

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

Total Monthly Audience

(Print, Digital, Social)

342K+ Per Month

Kitplanes.com

241K+ Pageviews/mo

Email Subscriptions

73K+ Opt-In Subscribers

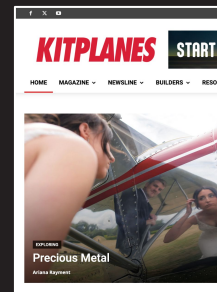
Print Readership

120K+ Per Copy

Social Media

18.5K+ YouTube Subscribers

9.8K+ Facebook followers



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 Display Advertising
- + Social
- + Podcasts
- + Email
- + Custom Content

Please contact teresa.demers@firecrown.com to explore these solutions and get more information.



Kitplanes.com Website Advertising

- Impression or Category-Based Campaigns
 - Sample Categories:
 - Aircraft (Piston, Turboprop, Jets)
 - Avionics
 - Training
 - Pilot Supplies and 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

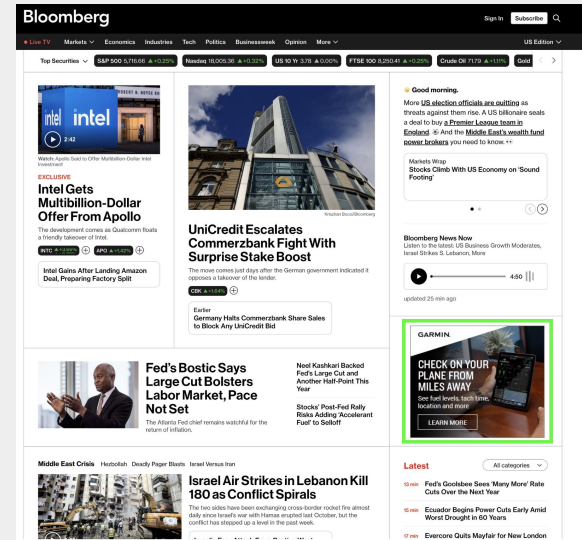
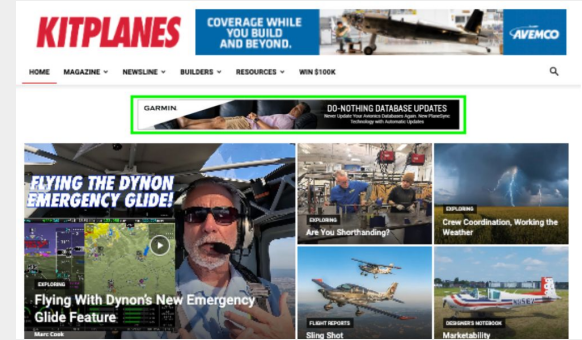
Price Plans	Tier 1
Impressions	< 200K
ROS CPM	\$25
Investment	< \$5,000

The screenshot displays the Kitplanes.com website interface. At the top, there is a navigation bar with links for HOME, MAGAZINE, NEWSLINE, BUILDERS, RESOURCES, and WIN \$100K. A prominent banner for the ATP AIRLINE CAREER PILOT PROGRAM is visible. Below this, a grid of featured articles includes 'FLYING THE DYNON EMERGENCY GLIDE!' with a video player, 'Are You Shortchanging?' regarding crew coordination, and 'Flying With Dynon's New Emergency Glide Feature'. A sidebar on the right lists categories like EXPLORES, CREW COORDINATION, FLIGHT REPORTS, and BUSINESS REPORTS. A 'Request Info' button is present for the ATP program. The 'Newsline' section features several articles: 'Lycoming Thunderbolt Engines Update', 'FAR Revisions to Fix the "LODA Problem"', 'Real Pylon Racing: Sport Class Unleashed at Las Cruces October 19 & 20', 'Hands-On Kit Airplane Building Workshop Classes at the Zenith Aircraft Factory', 'Zenith RV-15 Prototype Gets a New Tail', and 'Zenith Aircraft Homecoming - The Report'. A large blue circular button labeled 'VIEW SPECS' is overlaid on the bottom right, pointing to the '2024 Homebuilt Aircraft Buyer's Guide' article.

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 Kitplanes audience
- Ability to target Kitplanes 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




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 Kitplanes social handle

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


Platform	Package Price
Facebook - Article	\$750
Facebook - Video	\$1,000

**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

KITPLANE

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 Facebook	



Sponsored eBlast


- Kitplanes will distribute a sponsored e-blast with partner CTA
- eBlast will be sent to Kitplanes full 7,200+ opt-in list
- The partner can provide images and copy and Kitplanes will create an email using a template
- Alternatively, the partner can provide an HTML file

Price Plans	Overview
Quantity	1X
List Size	28,000
Investment	\$6,500

Follow Up Email, Retargeting Unopened Users: \$5,500/per

Brought to you by
KITPLANES

Free aviation eBooks




from experts in the field

Consistent learning is what makes a good pilot a great pilot. And Lightspeed is friends with lots of great pilots. We lean on these experts to help us bring the general aviation community a wealth of knowledge in our series of free downloadable eBooks from our Lightspeed Library.

Expand your understanding on topics like what to do after you make an emergency landing as you wait for help to arrive, how to safely land in a strong crosswind situation (equipped with cool diagrams!) or how to keep yourself and your passengers safe from carbon monoxide in the cockpit.

Our Library also has some stories of inspiration, for lighter reading. Enjoy these pilot profiles of how they became a leader in their field, or what inspires them to give back to their communities. There's something in the Lightspeed Library for everyone. Hit the button below to gain access to a world of knowledge. (No library card needed).

[Access the eBook library now](#)



Flying for
Compassion

[Get this eBook](#)

“Kitplanes Weekly” Newsletter Sponsorship

- Distributed Tuesdays
- Distributed to Kitplanes full, 33,500+ subscriber list
- Open Rate: 66%

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*	66%	66%	66%	66%
Investment	\$8,500/mo	\$4,500/mo	\$2,500/mo	\$1,000/per

*Open Rate is monthly average - updated August 2024




Flying With Dynon's New Emergency Glide Feature

Wouldn't it be nice to have the ETS and autopilot take over while you diagnose an engine problem? Like having a copilot you don't have to feed.




“Kitplanes Homebuilder’s Portal” Newsletter Sponsorship

- Distributed Thursdays
- Distributed to Kitplanes full, 33,400+ subscriber list
- Open Rate: 66%

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*	66%	66%	66%	66%
Investment	\$8,500/mo	\$4,500/mo	\$2,500/mo	\$1,000/per

*Open Rate is monthly average - updated August 2024



The Evolving World of Pylon Air Racing



With the announcement of Roswell, New Mexico, as the new home of the National Air Races, it seems a good time to give an update on the go-fast crowd.

When the Reno Air Racing Association (RARA) announced the end of the Reno Air Races in September 2024, the community was in turmoil. There seems to be a two-prong response. The RARA group is working to re-invent the multi-category National Championship Air Race (NCAR) in Roswell, New Mexico. They are skipping 2024 and plan their next chapter of air racing in September 2025. Meanwhile, the Sport Class (which comprises most homebuilt airplanes like Glasers and RVs) are planning to resume RARA-style pylon racing this October 19th at the Las Cruces Air and Space Expo. Last year, it was an exhibition "race." This year they have everything in place to make it a competitive race.

This month we will be exploring pylon-style air racing with our racing guru, Tom Wilson. We start with Wilco's review of the state of air racing last year when RARA announced Roswell as the new NCAR venue. He explains a little of the history of RARA and NCAR, and then briefly updates us (as of last June) on the status of different racing classes. He concludes by writing, "There are too many people with too many airplanes in love with the sport for it to fade away. It's a fascinating outlet for amateur and pro builders alike to experiment in, but keep an open mind as to where and what it will look like. Next shot at the pylon: Sport Class at Las Cruces, New Mexico, Oct. 17-20, 2024."

[Learn More](#)



Custom Co-Branded White Paper

- 2,000 - 4,000 word white paper on an area of the partner's expertise drafted by Kitplane's Research team ([Example](#))
- Mutually agreed upon graphics and photos will be incorporated to best illustrate and support the content
- Kitplane'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

Contents

- 03 The Opportunity Cost of Paying Cash
- 05 Does Financing an Aircraft Put You at Risk in a Financial Crisis?
- 06 Borrow at the Right Time
- 07 Financing Keeps Liquidity Open
- 08 How Buying an Aircraft Can Lower Your Tax Burden
- 09 Get Preapproved Today

FLYING
MEDIA

Why Financing Your Next Aircraft Makes Sense

Mark Hall
General Marketing Writer
mark.hall@firecrown.com

Why Financing Your Next Aircraft Makes Sense 2

Email Address: *

First Name: *

Last Name: *

Cell Phone Number

+ (555) 555-5555

State/Province: *

Select One

Country *

Select One

Do you currently own an aircraft? *

Yes

No

Timeline for buying your next aircraft? *

Not Buying

1-3 months

4-6 months

6-12 months

1 year+

Yes, send me the FLYING Daily Newsletter

By clicking submit below, you consent to allow Flying Media to store and process the personal information submitted above to provide you the content requested.

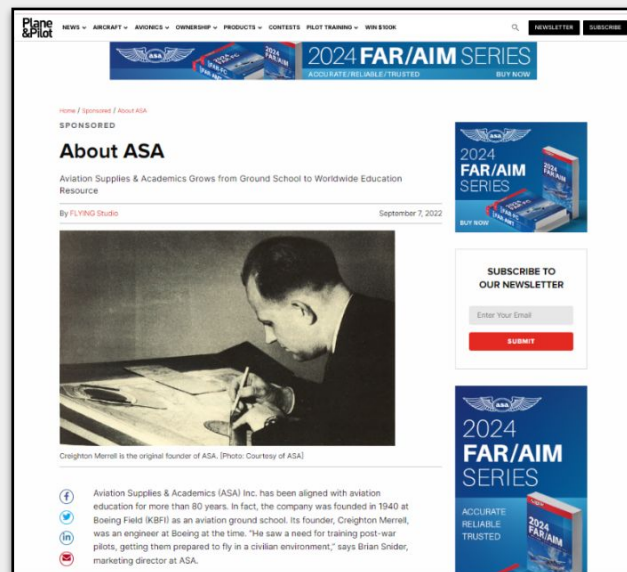
Submit

Sponsored Editorial Articles

- Leverage Plane & Pilot'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; Plane & Pilot provides written draft for review

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

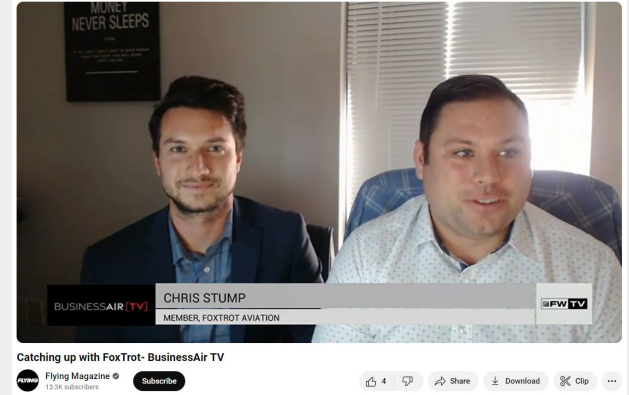


KITPLANES TV - Executive Studio Interviews

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



BUILDER SPOTLIGHT

JON HUMBERD



BUILDING THE 750 SDXTREME PART 14: OUT OF THE HOLDING PATTERN, ONTO THE PANEL

I AM HAPPY TO REPORT that many of the things that were in the "holding pattern" from the last installment now seem to be rolling again. The backward 28-inch tandem tires should be here in a few weeks, more brake and axle parts are on their way and the new front suspension strut prototype should be ready to mock up soon as well. There will be a lot more focus on all these things coming soon. Progress always feels good.

For now, with the seat frames basically complete and the door frames and windows in the works, I have also been spending some time getting the correct position for the instrument panel. Since I have the Garmin G5X Touch display in hand, it is finally time to put some of my ideas for this unique instrument pod/pedal to the test.

Jon Humbert is a Tennessee farmer who enjoys airplanes. His notable achievement is building/flying the popular Super701 from a 300-foot farm strip. He has demonstrated the plane's capabilities, including competing in events like the National STC Series, with the best overall score at Sun 'n Fun 21, Jon also helps other Zenith builders through consulting.

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KITPLANES.COM | FACEBOOK.COM/KITPLANES

FREE FLIGHT

PAUL DYE

THE "FLYING BY FEEL" FALLACY

"IF YOU CAN'T FLY the airplane by feel, you have no business being in the cockpit." So goes a theory espoused by pilots who seem to think that angle of attack (AoA) is a crutch that no one needs or should use. This is actually an ego-driven argument whereby they are trying to show how great they are as pilots, far above all those folks who use things like instrumentation to keep them safe. Well, "safe" doesn't exist while flying (we can only reduce the risk) and tools are used to measure how far away we are from the edges of the envelope, which are not always where we think they are. Tools help us reduce the risk. While that doesn't make flying "safe," it moves it in the direction of goodness.

Confession time: I think I'm a good pilot. I learned to fly in a J-1 Cub over 50 years ago. I have flown hundreds of different types of (sometimes very wacky) airplanes and I fly lots of them "by feel" either because they don't have AoA or, worse, if it's installed it isn't calibrated. Fair enough. I have no problem getting into these types of aircraft and flying them.

Mind the Margins

But I like to have AoA because it gives me a better idea of where I am relative to the margins before I have to go find the edges myself. And the real reason that I consider myself a good pilot is that I am willing to admit that I can make a



Installing, calibrating and learning how to use AoA instrumentation makes everyday flying safer and builds margin for more extreme conditions.

were getting close to losing lift. No fancy instrumentation required. But even in airplanes with so-called forgiving airfoils, pilots die in stall/spin accidents. What do we mean when we say "forgiving"? Older airplanes were generally using airfoils that gave plenty of warning—buffeting, burbling, shaking—of an impending stall. In theory, the airplane shaking like a wet dog was enough to get the pilot's attention. Second, most people learn to fly in certified aircraft, and certification requirements require good aerodynamic stall warning plus aggressive

Paul Dye, KITPLANES Editor at Large, retired as a Lead Flight Director for NASA's Human Space Flight program with 50 years of aerospace experience in everything from Galileo to the Space Shuttle. He flew an RV-6 and a Super701 that he built, an RV-3 that he built with his pilot wife, as well as a Dream Catcher they completed. He's currently working on a Rocket.

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Rate Card

KITPLANES

2025 ADVERTISING RATES

ADVERTISING RATES 4-COLOR (ALL RATES ARE GROSS)

	1X	3X	6X	9X
4- Page Spread	\$14,560	\$13,105	\$11,795	\$10,615
2- Page Spread	\$7,840	\$7,060	\$6,355	\$5,720
Full Page	\$5,600	\$5,040	\$4,535	\$4,080
1/2 Page Island	\$3,895	\$3,500	\$3,150	\$2,850
1/2 Page Horizontal	\$3,710	\$3,340	\$3,000	\$2,700
1/3 Page Vertical	\$2,690	\$2,420	\$2,180	\$1,965
1/3 Page Square	\$2,690	\$2,420	\$2,180	\$1,965
1/4 Page Square	\$2,120	\$1,910	\$1,720	\$1,550
1/6 Page Vertical	\$1,460	\$1,315	\$1,185	\$1,070
1/6 Page Horizontal	\$1,460	\$1,315	\$1,185	\$1,070

2025 CLOSING DATES

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

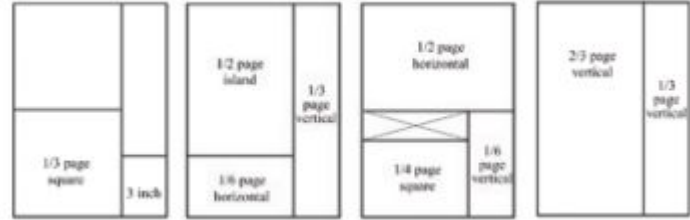
KITPLANES.COM // MEDIA GUIDE 2025 // REVISED OCTOBER 2024

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 / Closing Schedule

- Printed: Web Offset Binding: Perfect Bound
- Trim Size: 7-7/8" x 10-1/2" Bleed Allowance: 1/8" on all edges
- Safety Area: 1/4" in from each side Dot Gain on Press: 17-23%
- Ink Specifications: 4/C process
- Rotation of Colors: SWOP (Black, Cyan, Magenta, Yellow)



Unit	Width inches (picas)	Depth inches (picas)
2-page spread bleed	16" (96p)	10-3/4" (64p9)
Full page bleed	8-1/8" (48p9)	10-3/4" (64p9)
2/3 page vertical	4-5/8" (27p9)	9-3/4" (58p6)
1/2 page horizontal	7" (42p)	4-3/4" (28p6)
1/2 page island	4-5/8" (27p9)	7-1/8" (42p9)
1/3 page vertical	2-1/4" (13p6)	9-3/4" (58p6)
1/3 page square	4-5/8" (27p9)	4-3/4" (28p6)
1/4 page square	4-5/8" (27p9)	3-1/2" (21p)
1/6 page vertical	2-1/4" (13p6)	4-3/4" (28p6)
1/6 page horizontal	4-5/8" (27p9)	2-3/8" (14p3)

KITPLANES