An aerial photograph of a coastline with several islands and a large body of water. The sky is filled with large, white, fluffy clouds. The water is a deep blue, and the islands are covered in green vegetation. The overall scene is bright and scenic.

microlight

PUBLISHED BY THE BMAA

FLYING

BMAA PUBLICATIONS
INFORMATION FOR ADVERTISERS

Introduction



THE BMAA

The British Microlight Aircraft Association (BMAA) is the UK membership organization for microlight pilots, owners and enthusiasts. It has more than 3700 members.

Approved by the Civil Aviation Authority (CAA), the BMAA:

- aims to further the sport of microlight aviation, keep flying costs down to a minimum for its members and represent them in national and international matters relating to the sport;
- is the Royal Aero Club's nominated delegate in all matters related to microlight aviation to the Fédération Aéronautique Internationale (FAI), which controls all aviation sporting activities worldwide, and to Europe Airsports, which defends the interests of sport aviation in Europe;
- organizes The Flying Show, the UK's largest indoor aviation show, at the NEC; and
- organizes a series of national competitions from which the top-performing pilots are selected to represent the UK in European and World Championships.

All membership is paid for. The BMAA supports networks of inspectors, check pilots and club safety officers, and provides a range of other benefits to members.

BMAA PUBLICATIONS

The BMAA produces several publications for the benefit of members and to promote microlighting:

Microlight Flying

The BMAA's monthly members magazine

This Is Microlighting

Annual publication featuring everything anyone entering the sport needs to know to get started

MF eNews

Newsletter sent mid-month to members and newcomers

www.microlightflying.org.uk

The BMAA's online publications hub

Geoff Hill, *Microlight Flying* editor, is a critically acclaimed author and award-winning feature and travel writer, explorer, motorcyclist, and microlight pilot.



MICROLIGHT FLYING

Published monthly, *Microlight Flying*, the BMAA's official magazine, brings all the latest news and views on microlighting directly to its members. A highly valued reference for microlight and small-airplane pilots and enthusiasts, every full-colour issue is packed with articles on legislation, competitions, worldwide flights, technical developments, flight tests, new products, events and exhibitions. Microlight pilots take their wonderful flying machines to some amazing places, so the photo competition is a hugely popular feature in every issue of *Microlight Flying*.

Publication schedule

The magazine is mailed to reach most members by the first day of each month.

Advertising booking deadline

First week of the month prior to the issue date (for example, the deadline for the February issue is the first week of January). Copy deadline is one week later.



THIS IS MICROLIGHTING

Book your place in the BMAA's annual guide to microlighting!

Reach a new audience

The BMAA gives a copy of *This Is Microlighting* to everyone who expresses an interest in microlighting, giving you a unique opportunity to reach an audience of people who are new to flying. Introduced at The Flying Show at the NEC each year, *This Is Microlighting* is distributed by the BMAA to interested individuals and at all events at which the association is represented throughout the year, including Popham.

Close to 5000 copies were given away in 2011/12 to people who want to fly

Advertise in the Clubs and Schools Directory to make sure that readers know where to find you!

Support the BMAA – Promote your business to pilots and people just entering the sport



Advertising Rates

MICROLIGHT FLYING

Display Advertising Rates

SIZE / SHAPE	BASIC	BLEED*
Full page	£454	£499
Half page vertical / horizontal	£254	£280
Third page vertical / horizontal	£163	£179
Quarter page vertical / horizontal	£140	£154
Quarter page portrait	£140	N/A

*Bleed adverts extend into the page margins, beyond the normal column space.

Special Advertising Positions

Please ask for availability and prices of special positions.

Classified Advertising Rates

SIZE	PRICE
Eighth page (6cm x 2 columns)	£80.40
Box ad	£6.70 per col.cm
Lineage (maximum 30 words)	£15

Classified box ads can be either one or two columns wide. The minimum size is 4cm high by 1 column wide.

BMAA MEMBER PRIVATE ADS	PRICE
Box ad	£5.00 per col.cm
Lineage (maximum 30 words)	£7.50

All display adverts are full colour with no extra cost for including photo of aircraft. Please allow extra depth to accommodate photo. Minimum size is 5cm x 1 column.

Series discounts

3+ insertions 5% discount
6+ insertions 10% discount
12 insertions 15% discount

THIS IS MICROLIGHTING

Display Advertising Rates

SIZE / SHAPE	BASIC	BLEED*
Full page	£476	£523
Half page vertical/ horizontal	£266	£294
Third page vertical/ horizontal	£171	£187
Quarter page vertical/ horizontal	£147	£161
Quarter page portrait	£147	N/A

* Bleed adverts extend into the page margins, beyond the normal column space.

Clubs and Schools Directory Advertising Rates

SIZE	PRICE
Eighth page (6cm x 2 columns)	£84
Box ad	£7 per column-centimetre

The Directory pages use a four-column format. Adverts in this section can be either one or two columns wide. The minimum size is 4cm high by 1 column wide.

All prices quoted are exclusive of VAT

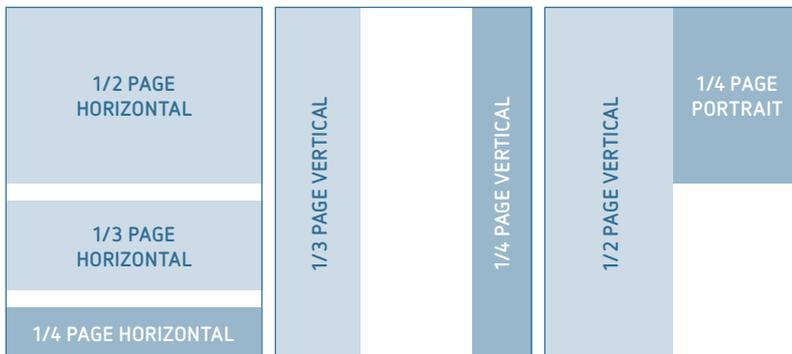
Prices include origination for sizes up to 6 column-centimetres. For display adverts origination, if required, may incur an extra cost. Full details on request.

To calculate the price of your box, multiply its height (in cm) by the number of columns by the appropriate publication box ad rate.

For advert sizes and specifications see next page.

If you would like us to design your display ad, please contact Paul Henry or Paula Fodor (details next page).

Sizes



Shape	Basic size in mm (height x width)	Bleed size in mm (height x width)*
Full page	267 x 180	297 x 210
1/2 page vertical	252 x 86	297 x 104
1/2 page horizontal	123 x 178	143 x 210
1/3 page vertical	252 x 55	297 x 73
1/3 page horizontal	80 x 178	100 x 210
1/4 page vertical	252 x 41	297 x 59
1/4 page horizontal	58 x 178	78 x 210
1/4 page portrait	123 x 86	N/A

*Please add extra 3mm all round to the measurements provided.

Technical Specifications

We prefer that advertising artwork be provided as PDFX-1a, PDF or EPS, although we can work with most file formats, including PSD (keep layers).

Please remember to add 3mm all round your artwork when supplying a bleed advert.

Graphic files should be a minimum resolution of 300dpi at size to print.

Advert design and origination

If you need help with your advert, please get in touch. Pagefast provides a professional design service at a cost well below that of most outside agencies – and if you need to make minor amendments going forward we can do so in most cases without fuss and at no additional cost.



For more information or to book your advert give us a call

Paul Henry
mf@pagefast.co.uk

01524
841010

pagefast
print & publishing

Ask today about advertising in Microlight Flying and the BMAA's other print and digital publications



ENEWS AND WEBSITE

Want to grab the attention of seasoned pilots and enthusiasts new to the sport? Well, your blue sky opportunity has arrived!

The BMAA's *Microlight Flying* website, www.microlightflying.org.uk, and monthly e-Newsletter, *Microlight Flying eNews*, are packed with exciting content:

- Breaking news
- Stories, images and videos from around the web
- Learn to Fly – the essential guide for newcomers to the sport
- A fully indexed archive of *Microlight Flying* magazine
- Extensive photo galleries

Subscription to *MF eNews* is free to everyone, so *MF eNews* and the website are fast becoming the must-read for everyone interested in our sport.

The screenshot shows the homepage of the microlightflying.org.uk website. The header features the 'microlight FLYING' logo on the left and the 'BRITISH MICROLIGHT AIRCRAFT ASSOCIATION' logo on the right. A navigation bar below the header contains links for 'Learn to Fly', 'Magazine', 'eNews', 'Gallery', 'Advertise', 'BMAA', and 'Log In'. The main content area is titled 'WELCOME' and contains three paragraphs of text. The first paragraph states that *Microlight Flying* is the official membership magazine of the British Microlight Aircraft Association. The second paragraph mentions it is printed monthly in full color. The third paragraph describes the website as the online home of the magazine. Below the text are five buttons: 'VIEW SAMPLE ISSUE', 'BROWSE ARCHIVES', 'READ ENEWS', 'VIEW GALLERY', 'ADVERTISE', and 'JOIN THE BMAA'. To the right of the text is a vertical image of a magazine cover featuring a paraglider. At the bottom of the page is a dark blue banner with the slogan 'think blue sky' on the left and 'REACH OUT TO A NEW WORLD ONLINE' and 'CLICK TO ADVERTISE HERE' on the right.

WHAT DOES AN AD ON MICROLIGHT FLYING ENEWS AND WEBSITE GET YOU?

- 24/7 visibility: *MF eNews* and the website are optimized for smartphones and tablets so BMAA members and enthusiasts can click through on your ad anytime, anywhere.
- Global audience: With free subscription to *MF eNews*, much of the website free to view, and content being pushed out to the full BMAA membership and opted-in subscribers every month, your business will be reaching a wider audience than ever. Many of these readers will be at the beginning of their interest and shopping for gear.
- A platform for generating immediate response to your products from your target markets.
- Regular analytics for your business, so that you can be sure your ad is generating maximum return on your investment.

ADVERTISING RATES

ENEWS (monthly rates exclude VAT)	
Top banner/skyscraper	£150
Banner/skyscraper	£125

MICROLIGHTFLYING.ORG.UK (monthly rates exclude VAT)	
Global banner (appears on every page)	£138
Skyscraper ad	£75
Box ad (Learn to Fly)	£38

BOOK A PLACE IN MF ENEWS AND GET 2 FOR 1

To give your ad optimum exposure, purchase one of only three skyscraper ads in the online News section and we'll run it also as a banner ad on the *MF eNews* email.

MF eNews Skyscraper 500 x 180 pixels

MF eNews Banner 100 x 600 pixels

Global Banner 120 x 860 pixels

One of a limited number of rotating ads appearing on every page of the *MF* website. Skyscraper and box ad positions are also available. Ask us where yours can appear!

Ad Period

One month.

Technical Specifications

Ads can be provided as static (.jpg, .gif, .png) or animated (.gif) files. Please note *MF eNews* ads should be provided in both banner and skyscraper formats.

Ad Design Service

Let us know if you need help with ad design. We provide a professional design service at a cost well below that of most outside agencies.

Deadline

Ad bookings and artwork need to be received by the last day of the month prior to the month in which the ad is to appear.

Make your advertising investment go further – ask us about print + digital advertising packages



There are lots of ways we can help you make your advertising spend go further. Here are a few examples:

HOLD A 12-MONTH AD SERIES IN MICROLIGHT FLYING?

Receive a 15% discount on your ad in *This Is Microlighting*. Hold a six-month ad series? Receive a 10% discount.

SCHOOL OR CLUB?

Book an eighth-page ad in the Clubs and Schools Directory in *This Is Microlighting* and get a half-price box ad on the Learn to Fly pages on www.microlightflying.org.uk, the *Microlight Flying* website. (Limited availability.)

CROSS-MEDIA PACKAGES AVAILABLE

Take out a full-page ad in *Microlight Flying* and get a half-price banner or skyscraper ad in *MF eNews* or on www.microlightflying.org.uk.

AND DON'T FORGET OUR SERIES DISCOUNTS

Series discounts

3+ insertions 5% discount
6+ insertions 10% discount
12 insertions 15% discount

These apply to both print and digital publications.

GIVE US A CALL!

We can discuss your objectives and work with you to design a package that makes sense for your business!

Advertising contacts at
Pagefast Print & Publishing

Paul Henry mf@pagefast.co.uk or

01524 841010

www.microlightflying.org.uk



pagefast
print & publishing