

A U S T R A L I A N SPORT PILOT

Official Publication of Recreational Aviation Australia Ltd.

MEDIA KIT



SPEAK TO AUSTRALIA'S AVIATION ENTHUSIASTS!

SportPilot Magazine is produced and delivered three times each year to one of the largest groups of active aviation enthusiasts in Australia.

SportPilot is delivered to the mailboxes of every RAAus member, as well as affiliated flight schools and aero clubs. Our readership base is over 45,000 strong, consisting of individuals with a wide range of aviation-related interests. We distribute 15,000 printed copies to RAAus members and through retail - and we're looking to keep growing. From state-of-the-art factory-built light aircraft to homebuilt ultralights, weight-shift trikes and powered parachutes, SportPilot covers it all.

Each printed edition is also delivered digitally, with 20,000+ digital copies delivered. We also produce and distribute a lot of other digital material in-between printed editions, such as additional "digital only" stories, social media content and Electronic Direct Mail (EDM) marketing. We believe this mix of digital and print is right for today's market.

We have created marketing opportunity packages for our website, social and email platforms. See the attached digital opportunities guide for great ways to leverage this new activity.

For advertisers and marketers, our mix of physical and digital content allows you to stretch your marketing dollars further. With a five-fold increase in printed copies (the old SportPilot was delivered to roughly 1,500 members monthly), just three editions a year means that you will spend less than if you advertised in all issues of the old magazine – and you'll reach at least 80% more people. Take some of that leftover budget and apply it to our digital offering and you have a winning mix of frequency and reach to convert customers.



*"Worthy of starting
a new area in
the bookshelf"*

SportPilot Survey Comment

NEWS, STORIES AND IMPORTANT INFORMATION

SportPilot Magazine features articles on new aircraft, used aircraft, engines and components, electronics, services, software and support, along with features of safety, great flying destinations and stories that cover sports aviation from the simplest to the most complex types.

We also produce a thriving Classifieds section, along with important information about RAAus and all aviation news. SportPilot Magazine is an invaluable resource for every pilot and aviation enthusiast.



"Perfect for the coffee table or bar in the hangar"
SportPilot Member Comment

MORE COPIES, MORE READERS

THE ELEVATOR PITCH:

If you need to communicate to people who fly, own, train or are interested in aviation, then SportPilot is Australia's widest-circulating aviation publication. As the official publication of Recreational Aviation Australia, you will be seen to be a part of this rapidly growing sector.

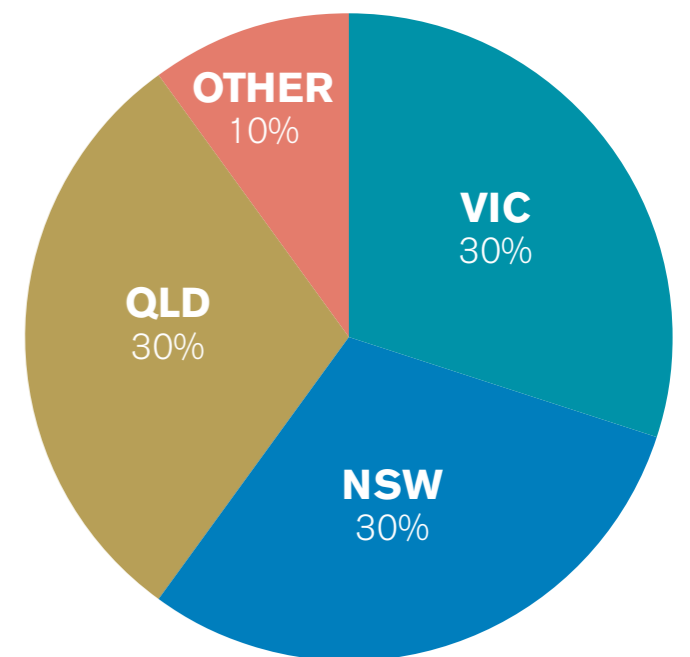
PUBLICATION PROFILE

Size:	100 pages, A4
Subscribers:	10,317
Readership:	45,000+ Readers
Circulation:	15,000 Printed 20,000 Digital
Publication:	3 editions per year (April, August, December)

READERSHIP PROFILE AND DISTRIBUTION:

Pilots, aircraft owners, aviation enthusiasts, aviation decision-makers, licensed aircraft mechanical engineers, aviation schools and aviation clubs.

SportPilot is distributed to all members of RAAus, Aviation Schools and Clubs in printed format and distributed to the RAAus master list of approximately 20,000 registered people.



"A magazine that you can keep forever"
SportPilot Member Comment

ADVERTISING OPPORTUNITIES

DISPLAY ADVERTISING

Advertise in SportPilot to reach 10,000 pilots, plane owners, students, instructors, LAME's and aviation decision-makers and get a bonus 20,000 digital distributions to aviation enthusiasts.

We've created a range of packages to suit your budget and we are rewarding regular advertisers with significant discounts.

	BEST VALUE		
SIZE	3 EDITION RATE	2 EDITION RATE	1 EDITION RATE
1/6 Page	\$585	\$615	\$648
1/4 Page	\$975	\$1026	\$1080
1/3 Page	\$1064	\$1120	\$1180
1/2 Page	\$1620	\$1710	\$1800
Full Page	\$2700	\$2850	\$3000

Back Cover Loading: 50%

Inside Covers and Preferred Position Loading: 25%

PAY IN INSTALMENTS

If you'd like to spread your payments out over multiple months, we can help you at no extra cost. Talk to the advertising team about spreading the load.

CLASSIFIEDS

Classified listings are available at \$49 per month for a digital listing. Listings will be included in SportPilot magazine if the listing is active in the month of publication. To list your aircraft in the classifieds visit www.aviationclassifieds.com.au



COMBINE AND SAVE!
Every time you combine advertising you save 5%! Talk to us for a special deal on your advertising needs.

PACKAGES

When you combine, you don't just save, you get a more effective marketing result. We've created some great value packages with added bonuses to get you started. Need something special? Talk to our team for a custom package.

"A stunning magazine, very professional with great content"

SportPilot Member Comment

THE QUARTER PACKAGE	THE HALF PACKAGE	THE FULL MONTY
<ul style="list-style-type: none"> Quarter page ad in SportPilot for a year (3 editions) 	<ul style="list-style-type: none"> Half page ad in SportPilot for a year (3 editions) 	<ul style="list-style-type: none"> Full page ad in SportPilot for a year (3 editions)
<ul style="list-style-type: none"> Bronze web site advertising package 	<ul style="list-style-type: none"> Silver web site advertising package 	<ul style="list-style-type: none"> Gold web site advertising package
<ul style="list-style-type: none"> Email news banner every quarter 	<ul style="list-style-type: none"> Email news banner every second month 	<ul style="list-style-type: none"> Email news banner each month
<ul style="list-style-type: none"> A social media post 	<ul style="list-style-type: none"> Twice yearly social media posts 	<ul style="list-style-type: none"> Quarterly social media posts
<ul style="list-style-type: none"> Your investment: \$650 per month over 12 months (Save \$1,386) 	<ul style="list-style-type: none"> Your investment \$850 per month over 12 months (Save \$2,640) 	<ul style="list-style-type: none"> Your investment \$1,340 per month over 12 months (Save \$5,430)

FEATURE & ADVERTORIAL OPPORTUNITIES

PRODUCT/SERVICE

FROM \$490

FEATURE

Our "What's Hot" section is a reader favourite and a go-to for anyone looking for the latest products and services in the aviation industry. It's a great place to feature your new product or service, giving readers an opportunity to see it in an editorial format. It's also an opportunity to have your product or service reviewed by SportPilot Magazine, which you can then use in your other marketing activities.

Products and services submitted to be featured will be checked, tested, verified and reported on by our editorial team, who will write up a brief description of the product along with a photo.

Please supply a brief description of the product, images, pricing and where to purchase.

Advertise in SportPilot to reach 30,000 pilots, plane owners, students, instructors, LAME's and aviation decision-makers and get a bonus 20,000 digital distributions to aviation enthusiasts.

We've created a range of packages to suit your budget and we are rewarding regular advertisers with significant discounts.



EDITORIAL OPPORTUNITIES

Our readers always want to know your news. If you have something newsworthy, make sure you get it to the editorial team.

For any editorial enquiries, please email editor@sportpilot.net.au



EDITORIAL FEATURE

CALL TO DISCUSS

If your product or service warrants it, maybe an editorial feature is what you need to get your name out to the entire market. An editorial feature is a great way to get detail about your organisation, products and services into the hands of the end users. Our team will research, write, photograph and prepare your story.

Remember, this is an editorial story, not advertising copy. So, it will be written from an independent viewpoint. But that is why it is so powerful. The content created in an editorial feature is also great for reproducing in printed and digital formats in your own marketing and communications. Additional print runs of stories are available too for handing to prospective customers.

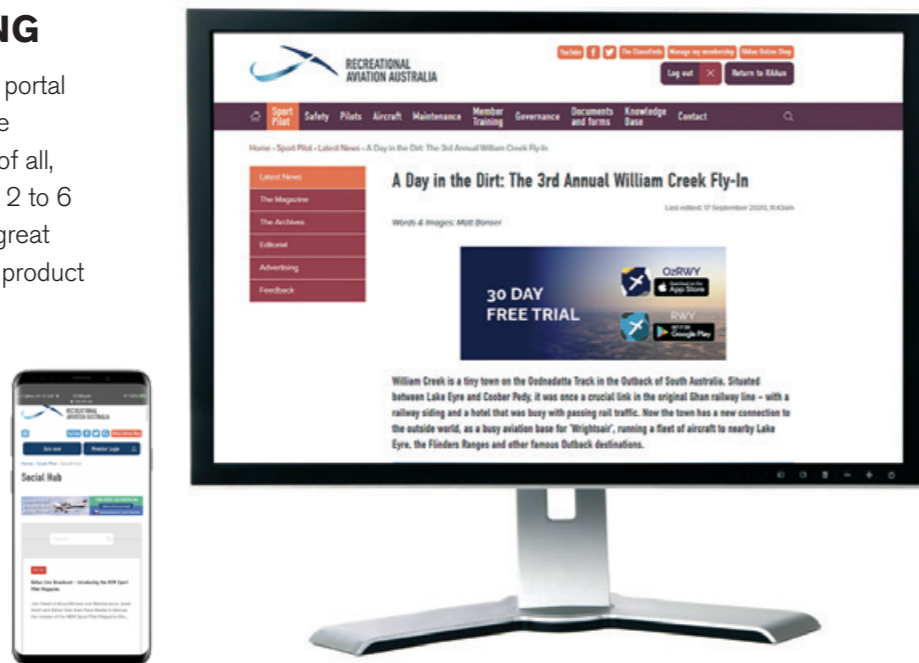
DIGITAL MARKETING OPPORTUNITIES

SportPilot and RAAus are proud to offer their advertising supporters access to their growing digital network. The digital medium allows us to talk to our members and stakeholders on a daily, weekly and monthly basis. You can now be a part of those communications which are consumed avidly by the community.

WEBSITE ADVERTISING

The RAAus website and membership portal receives a combination 10,000 unique visits every month and growing. Best of all, members are spending an average of 2 to 6 minutes on the site per visit. That's a great opportunity for you to get your brand, product or service under their nose.

Select the package that suits your requirement or talk to us about a custom package to suit your needs. All ads will be clickable to your website or chosen destination and will record impressions and click-throughs.



BRONZE PACKAGE	SILVER PACKAGE	GOLD PACKAGE
\$230 / MONTH (Based on 12 months)	\$395 / MONTH (Based on 12 months)	\$615 / MONTH (Based on 12 months)
10,000+ Views / month The Bronze Package allows you to nominate a section for the website that is most appropriate to your target audience, effectively making you a non-exclusive sponsor of that section. Every visitor to that section will be shown your ad as they browse.	25,000+ Views / month The Silver Package gets you run of the website with around 8,700 visitors being shown your ad every month. Your ad will be part of over 280,000 unique page views per year.	40,000+ Views / month Your ads will appear frequently throughout the site. Every visitor to the site will see at least one of your ads. Your ad will be part of over 280,000 unique page views per year.



SOCIAL MEDIA POSTING

FROM \$450

The RAAus Facebook, Instagram, and YouTube accounts have over 14,600 followers and growing. To leverage this, we can create a social media post for your organisation for publication across our social media network.



EDM SPONSORSHIP

FROM \$450

Send regular emails to over 20,000 members and subscribers. If you'd like to get your brand, product, service or message in front of all of our members and aviation enthusiasts, an email is a great way to do it.

AVIATION MARKETPLACE

DISPLAY ADS (1/8 PAGE)

FROM \$495

Aviation Marketplace has now been upgraded to combine the normal classified listings with new featured display ads. The marketplace display ads are well-suited to products, services, clubs and businesses with limited advertising budget but the need to publish a clear message to avid SportPilot readers.

You receive 4 months of lifespan in each edition, plus being featured in the edition as well.

The SportPilot team can assist with layout, design and copywriting - you can book one edition or multiple, and change your advertisement material over in each edition.



CLASSIFIEDS

Classified advertising occurs through the Aviation Classifieds website.

To list your classified advertisement, go to www.aviationclassifieds.com.au

A U S T R A L I A N **SPORTPILOT**

Sports Pilot Magazine is proudly published by
Pace Marketing on behalf of Recreational Aviation Australia.

ENQUIRE NOW

BY PHONE

03 5273 4777

BY EMAIL

advertising@sportpilot.net.au

RESERVATION OF RIGHT

Recreational Aviation Australia reserve the right to refuse advertising or editorial submissions that are inappropriate or conflict with the principles of Recreational Aviation Australia.