

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

2025 MEDIA KIT



ABOUT THE PUBLICATION

SportPilot Magazine is Australia's premier publication dedicated to the recreational aviation community. From the latest in aircraft, engines, and avionics to in-depth features on safety, flying destinations, and sports aviation, we cover it all – from the simplest ultralights to the most advanced recreational aircraft.

With a vibrant Classifieds section and essential updates from RAAus and the aviation world, SportPilot Magazine is more than a publication – it's a trusted, go-to resource for every pilot and aviation enthusiast.

THE ELEVATOR PITCH

If your audience includes pilots, aircraft owners, trainees, or aviation enthusiasts, SportPilot Magazine is your ideal platform. As the official publication of Recreational Aviation Australia, it's the nation's most widely circulated aviation magazine, positioning your brand at the heart of this fast-growing industry.





SPORTPILOT CONNECTS YOU WITH 45,000 READERS

PUBLICATION PROFILE

Size: 100 pages, A4

Readership: 45,000+ Readers

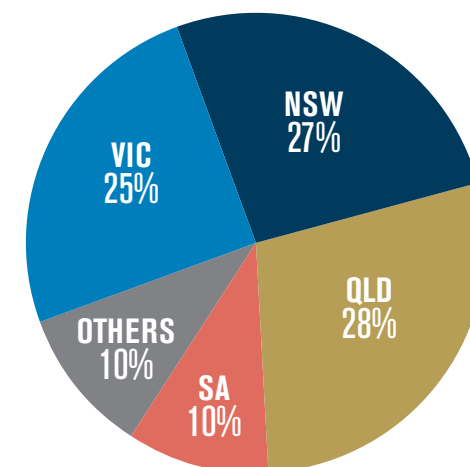
Circulation: 15,000 Printed
30,000 Digital

Publication: 3 editions per year
(April, August, December)

READERSHIP PROFILE AND DISTRIBUTION

Recreational 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 digitally to the RAAus master list of approximately 30,000 registered people.



PRINT OPPORTUNITIES

Advertise in SportPilot to reach 15,000 pilots, plane owners, students, instructors, LAME's and aviation decision-makers and get a bonus 30,000 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.

SIZE	3 EDITION RATE	2 EDITION RATE	1 EDITION RATE
Quarter Page	\$1,073	\$1,129	\$1,188
One Third Page	\$1,170	\$1,232	\$1,298
Half Page	\$1,782	\$1,881	\$1,980
Full Page	\$2,970	\$3,135	\$3,300
Double Page Spread	\$4,765	\$5,015	\$5,280

Back Cover Loading: 50%

Inside Covers and Preferred Position Loading: 25%

All pricing is exclusive of GST.

Print specifications can be found at the end of this media kit.





EDITORIAL OPPORTUNITIES

An editorial feature is a powerful way to showcase your organisation, products, and services directly to your audience. Our team will handle the research, writing, photography, and preparation of your story, ensuring a professional and engaging narrative.

This isn't advertising copy; it's an independent editorial piece written from a neutral perspective, which adds credibility and impact. The content created can also be repurposed for your own marketing and communications, whether in print or digital formats.

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



DIGITAL MARKETING OPPORTUNITIES

WEBSITE ADVERTISING From \$435 PER MONTH

The SportPilot and RAAus websites serve as key destinations for recreational pilots, attracting over 10,000 unique visitors monthly with an average session time of 5min 48 sec.

Banner advertising on these platforms puts your brand directly in front of this engaged audience. Your ad will appear prominently across the entire SportPilot website and the dedicated news section of the RAAus website, delivering maximum exposure, reach, and frequency for your message.

EDM SPONSORSHIP From \$850

Reach over 30,000 members and subscribers directly with your brand, product, or message. Tap into our highly engaged aviation audience by featuring your content in our targeted monthly EDMs.

SOCIAL MEDIA POSTING From \$500

Engage with RAAus members and land in their newsfeeds! Promote your product or service through a boosted post on the highly active SportPilot Facebook and Instagram pages.

10K+

Unique visitors per month

3K+

Social media followers

5:48

Average session duration

47%

EDM Open Rate

All pricing is exclusive of GST.

PRINT SPECIFICATIONS

PRINT SPECIFICATIONS

Crop Marks: Required for ads with bleed

Binding: Perfect binding

Gutter Allowance: 15mm

Bleed Allowance: 5mm

Colours

Convert to CMYK settings: Euroscale V2

4 colour process. Spot colour is not available.

File Format

High resolution PDF. 300 dpi. All fonts and images must be embedded.

Safe Area

Type must be designed to clear the spine by a minimum of 15mm each side of the spine (total 30mm) due to this space being optically lost in the spine of the magazine. This space must be in addition to any word or letter space already present.

MEDIA SCHEDULE

With the file, include registration marks.

DELIVERY

Send creative material to advertising@sportpilot.net.au



PRINT SPECIFICATIONS

CREATIVE SERVICES

If you need help bringing your advertising to life, talk to us. Behind SportPilot is Australia's longest established advertising agency. Our creative team can execute your display advertising, editorial, digital advertising or just about anything you need. Best of all, our rates are amongst the lowest around.

DOUBLE PAGE SPREAD

Trim
W 420mm x H 297mm

Bleed
W 430mm x H 307mm
5mm all round

Type
W 390mm x H 260mm

FULL PAGE

Trim
W 210mm x H 297mm

Bleed
W 220mm x H 307mm
5mm all round

Type
W 180mm x H 260mm

**HALF PAGE VERTICAL
– No Bleed**

Trim
W 87mm x H 262mm

Type
W 67mm x H 242mm

**HALF PAGE HORIZONTAL
– Bleed**

Trim
W 210mm x H 146mm

Bleed
W 220mm x H 156mm
5mm all round

Type
W 180mm x H 128mm

1/3 PAGE HORIZONTAL

Trim
W 180mm x H 83mm

Type
W 170mm x H 73mm

1/4 PAGE HORIZONTAL

Trim
W 180mm x H 60mm

Type
W 170mm x H 50mm

DIGITAL SPECIFICATIONS

Colours: RGB setting
File Format: Convert to JPEG, 72 dpi
File Size: Max 150kb

DELIVERY

Send creative material to
advertising@sportpilot.net.au

DIGITAL BANNER 1
W 970pixels x H 250pixels

EDM BANNER
W 650pixels x H 190pixels

DIGITAL BANNER 2
W 300pixels x
H 250pixels

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ENQUIRE NOW

03 5273 4777 | 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.

All pricing is exclusive of GST.