

AEROPLANE

History in the Air

Launched:	1973
Circulation:	35,169
Cover Price:	£3.85
Frequency:	Monthly

Reader Profile

Male/Female:	99% / 1%
Average Age:	65

Loyal Readers

On average, readers have been reading *Aeroplane* for **23 years**

They are passionate about aviation

44% of readers belong to an aviation club/society

51% read books on aviation every month

Readers respond to mag advertising

98% say *Aeroplane* is a good source of information

80% of *Aeroplane* readers made a purchase as a result of seeing an advert in the magazine

A **third** of readers purchased an *Aeroplane* reader offer



For more information, please contact:

Source: ABC Jul-Dec 2008/Reader Survey Aug 06

Michelle Carr – Display Sales Executive

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<http://www.aeroplanemonthly.com/>

<http://www.ipcadvertising.com/>

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AEROPLANE

Display Rate Card

Set Sizes

Double Page Spread

Page

1/2 Page

1/4 Page

Colour

£2,149

£1,135

£642

£442

All rates are exclusive of VAT



Mechanical Details :

DPS 279 x 390 (Type Area) 297 x 420 (Trim) 303 x 432 (Bleed)

Page 279 x 185 (Type Area) 297 x 210 (Trim) 303 x 216 (Bleed)

1/2 Horizontal 137 x 185 1/2 Vertical 279 x 90

1/4 Horizontal 66 x 185 1/4 Vertical 137 x 90

AEROPLANE

Classified Rate Card

Linage £3.40 per line

Ruled Linage Cost of Linage + £13.70

Full Display Mono

PscC £10.32

1/8 Page £102.74

1/4 Page £186.00

1/2 Page £356.89

Page £686.70

Spot Colour - 10% extra

Column Widths

1 column 42mm

2 columns 90mm

3 columns 138mm

4 columns 187mm

Full colour +20%

Series Plans

Private Advertisers

5% discount for 2 or more consecutive insertions (no copy change, all styles)

Trade Advertisers

3 consecutive insertions 10%

6 consecutive insertions 15%

12 consecutive insertions 20%

Box Numbers

£25 per insertion

All rates are exclusive of VAT



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