

microlight

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FLYING



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MAGAZINE OF THE BRITISH MICROLIGHT AIRCRAFT ASSOCIATION

MEDIA PACK 2024/25

THE BMAA

Formed more than 40 years ago to represent the interests of pioneering microlighters, the British Microlight Aircraft Association today continues to work hard for its members, delivering reductions in regulation, guiding development, and providing a strong representative voice that is highly respected at all levels in the aviation industry and government.

BMAA staff deliver a vast range of administrative and technical work on behalf of the association's members and its partners.

BMAA publications are a key member benefit, in the forms of *Microlight Flying* magazine (MF) and the equally entertaining and informative mid-month *Microlight Flying eNews* (eMF). Our Facebook and Twitter pages are constantly buzzing with news and views from members.

The BMAA media platforms, print and digital, provide a perfect opportunity for commercial advertisers to profile their business or organisation.



The Magazine

Written and edited by award-winning journalists, *Microlight Flying* is distributed each month direct to the BMAA membership. It is also available as a digital download.

In addition, MF is distributed to targeted locations and is available at special aviation events.

The Content

Eagerly awaited, amusing and highly regarded, *Microlight Flying* is the one-stop shop for all the latest news and views from around the country and beyond. Packed with articles and great images, it is a valued reference point for pilots and many others interested in light sport aviation. MF covers all the big issues, and brings insight and opinion from the leading voices in the sport.

The eNewsletter

Published monthly with all the latest news and video, plus content linked to primary magazine features. Freely available, with the benefit of a 100% opted-in audience of almost 3000 readers, eMF offers a great opportunity to profile your business or organisation alongside the print magazine.

The Readers

With a combined annual audience of around 100,000 across our print, digital and social media platforms, *Microlight Flying* and eMF offer great opportunities to profile your business or organisation to an audience aligned with the ethos of the publications, who are passionate about light sport aviation and microlights.

With around 4000 BMAA members flying more than 1800 aircraft, a high percentage of readers are directly involved with flying. They include aircraft builders, owners, inspectors, students and those involved commercially, such as flying schools, manufacturers and dealers. The BMAA and its publications lead the way in providing the opportunity to profile your business or organisation to this market.

The Power of Print

Unlike digital media, magazine advertising commands high levels of consumer attention. A unique benefit of magazine advertising is that print provides a trusted, relevant and positive environment in which readers pay attention to the content – including the advertising. With magazines, advertising is seen as a positive part of the reading experience.

Don't underestimate the power of print!

Source: "Attention Please" (Magnetic.media)

MF Advertising rates effective 1 January 2024

Monthly payment by standing order available, on the 10th of each month

MAGAZINE DISPLAY	Single insert	6 inserts	12 inserts	6-and 12-issue campaigns	Total cost
Full page cover	£630	£567	£504	Full page cover, 6 issues Full page cover, 12 issues	£3402 £6048
Full page	£525	£473	£420	Full page, 6 issues Full page, 12 issues	£2838 £5040
Half page bleed horizontal / vertical	£315	£284	£252	Half page, 6 issues Half page, 12 issues	£1704 £3024
Third page bleed horizontal / vertical	£231	£208	£185	Third page, 6 issues Third page, 12 issues	£1248 £2220
Quarter page bleed horizontal	£189	£170	£151	Quarter page, 6 issues Quarter page, 12 issues	£1020 £1812
Quarter page portrait inset	£158	£142	£126	Quarter page, 6 issues Quarter page, 12 issues	£852 £1512

SMALL ADS	Single insert	6 inserts	12 inserts	6-and 12-issue campaigns	Total cost
Large horizontal / vertical	£74	£66	£59	Large, 6 issues Large, 12 issues	£396 £708
Small	£37	£199	£353	Small, 6 issues Small, 12 issues	£199 £353

eMF NEWSLETTER	(limited availability)
Banner advertisement	£40 (one month)

DEADLINES Booking / Payments / Artwork

2024 Issue	Deadline	2025 Issue	Deadline
March	Monday 12 February	January	Wednesday 11 December
April	Monday 11 March	February	Monday 13 January
May	Thursday 11 April		
June	Monday 13 May		
July	Wednesday 12 June		
August	Friday 12 July		
September	Monday 12 August		
October	Wednesday 11 September		
November	Friday 11 October		
December	Wednesday 13 November		

We reserve the right to run previous copy if artwork deadlines are exceeded

Payments to be made to the BMAA prior to the booking deadline
Prices quoted are exclusive of VAT



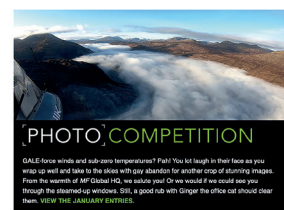
THIS MONTH...



Di: has it got the (Rota)X Factor?

Will the Di-Motor prove the long-revered alternative to the ubiquitous 912 motor? Peter David Bremner's fascinating analysis is your next JAP as he flies the Sherwood Ranger 1100 with the impressive Belgian powerplant.

Geoff Hill, Editor
ghill@bmaa.org



NEWS



Top award for Dave Broom

DAVE Broom, the reigning Worlds Air Games champion, has added another honour to his list of achievements – the Jon Walsh Cup. Dave picked up the award for setting a new world distance record for a light in a single-seat biplane without using the engine. The flight, of 34.5km, or 21.45 miles, was made in a Earelli Snake with a Gulf Italia 300 wing from Savoy, Switzerland, in June 2018.

The Jon Walsh Cup was created by the FMA in 2006, to be awarded each year to the pilot or crew of a microlight or paramotor who made the most mysterious flight which resulted in a world record. Dave won a gold medal at the 2015 World Air Games in Dubai, in which Team GB took the top four places.



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Supplied artwork

Magazine display advertisements



Full page
210mm x
297mm



Half page
vertical
104mm x
297mm



Half page
horizontal
210mm x
143mm



Third page
vertical
73mm x
297mm



Third page
horizontal
210mm x
100mm



Quarter page
horizontal
210mm x
78.5mm



Quarter page
inset
86mm x
123mm

Sizes indicated are
width x height.

All display advertisements
must be supplied with **3mm
bleed all round.**

Magazine small ads

Large
Horizontal
86mm x 58.5mm

Vertical
40mm x 123mm

Small
40mm x 58.5mm

eMF digital banner

Fixed size
640 x 150 pixels

Artwork

All complete print-ready artwork must have a resolution of at least 300dpi at the dimensions required for your advertisement. All colour should be CMYK. All images should be copyright-free or under licence for your use. Fonts should be embedded or converted to outline. 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).

Artwork design services are available from BMAA partner MTP Media, priced at £25 per hour. Depending on complexity, origination usually takes 1–3 hours. Advert redesign and amends incur a 1-hour minimum charge.



Our print and digital audience is waiting to hear about you!
Our Business Manager Kelly Thacker can:

- Help you get the best outcomes from your advertising spend
- Advise regarding content
- Provide a creative ad design service
- Talk your language!!

Get in touch to discuss the opportunities available:

01869 336003 (office hours) | media@bmaa.org