

DOWN
WIND

2009 Media Kit

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MISSION STATEMENT



PROMOTING THE PASSION FOR GENERAL AVIATION

DOWNWIND is the magazine source for promoting the passion for General Aviation. Our content instructs, informs and entertains both potential and current aviators. The features and columns are written by aviation enthusiasts of all experience levels and are based on the premise that the best way for pilots to further develop piloting skills is from each other.

The bi-monthly issues include articles that cover aviation news, products (why you need them and how to use them), equipment upgrades and advances, events, interviews, places to visit, regulations, and much more.

The target market for DOWNWIND is individuals interested in becoming pilots and owners of single and multi-engine aircraft. By providing information that is innovative and practical, we know that DOWNWIND will become the best flying publication for all who share a love for navigating the skies.

Some of our columns will include:

- Feature articles – Major aviation company or suppliers
- Landings – Places to fly to and restaurant reviews
- Wings 'n' Things – New product reviews
- Know How – Instructional use of equipment and aircraft maintenance
- Interviews - Military, commercial, private, aerobatic, and celebrity pilots
- Fronts – Weather related content
- Aviator of the Month – Honoring a person in the aviation community
- Over the Numbers –Instructional lessons and flight operations
- S.A. (Situational Awareness) – Review of past accidents and flight safety
- 123.45 – Marketplace
- What's in your bag? - Pilots send in all the equipment they carry in their flight bags

DOWNWIND is a free magazine that will be distributed to FBOs, flight schools, aeronautical universities and pilot shops. It will also be placed on charter aircraft and in avionics and maintenance shops. DOWNWIND's circulation program ensures that your advertisement will reach aviation enthusiasts and be the gateway to attract new pilots to the market while continuing to expand marketing exposure to active pilots.



Downwind is a new and innovative approach to the standard aviation magazine.

Launching in April of 2009 in New York, NY, we have experienced a steady rise from readers to distributors to advertisers alike.

Currently we distribute **15,000** to private airports and FBOs nationwide, with an additional **3,000** to our neighbors in Canada, and **1,000** to the sandy beaches of Hawaii.

The appeal of our magazine is its **versatility**.

Open up our latest issue and you will find an interview with Harrison Ford, a weekend in quaint Newburyport, MA, a Chicago café review, a Top Gun Leather Bomber fashion blog, and much more.

We are projecting an additional **30,000** in distribution to private airports and FBOs for 2010, and about **3,000** to **5,000** in direct subscriptions to pilots.

Join us as we grow, and promote products and services by enhancing brand recognition with our nation's pilots.



Licensed & Active Male Pilots in the U.S.

554,565



Licensed & Active Female Pilots in the U.S.

35,784



Downwind Aviation Magazine Stats:

Age range of readers: **18 to 59**

Average age of reader: **42**

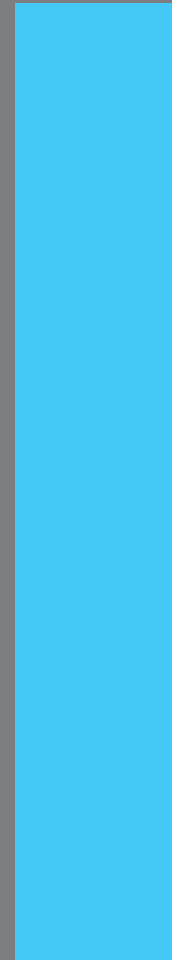
Average household income: **\$330,000**

Average net worth: **\$1,890,000**

% with executive, managerial positions: **90%**

% own secondary, vacation homes: **26%**

% fly on a monthly basis (business, pleasure): **78%**

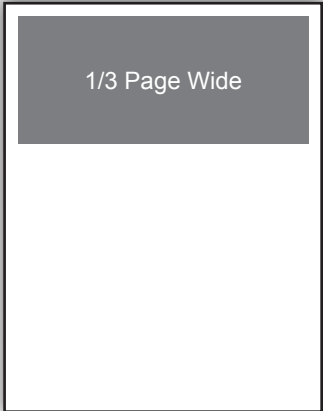
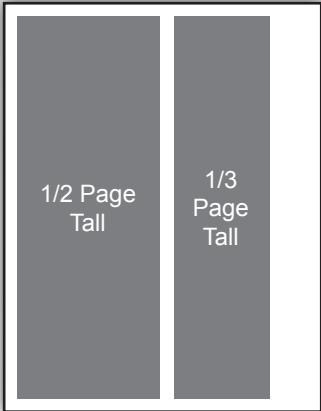
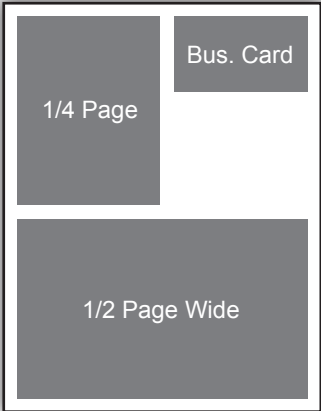




2010 ADVERTISING RATES

FOUR-COLOR RATES				
PAGE SIZE	LOCATION	DIMENSIONS	1 ISSUE	3 ISSUE
Full Page Bleed	Back Cover	8.66" x 11"	Call For Rates	Call For Rates
Full Page Bleed	Inside Front Cover	8.66" x 11"	Call For Rates	Call For Rates
Full Page Bleed	Inside Back Cover	8.66" x 11"	Call For Rates	Call For Rates
Full Page Bleed	Inside Pages	8.66" x 11"	Call For Rates	Call For Rates
Full Page No Bleed	Inside Pages	8.375" x 10.875"	Call For Rates	Call For Rates
1/2 Page Wide	Inside Pages	7.375" x 4.9"	Call For Rates	Call For Rates
1/2 Page Tall	Inside Pages	3.6" x 10"	Call For Rates	Call For Rates
1/3 Page Wide	Inside Pages	7.375" x 3.22"	Call For Rates	Call For Rates
1/3 Page Tall	Inside Pages	2.625" x 10"	Call For Rates	Call For Rates
1/4 Page	Inside Pages	3.6" x 4.9"	Call For Rates	Call For Rates
Business Card	Inside Pages	3.6" x 2"	Call For Rates	Call For Rates

AD SPECIFICATIONS



2010 CLOSING DATES



CLOSING DATES FOR INSERTION ORDERS AND AD MATERIALS

ISSUE	CLOSING	MATERIALS DUE
February/March 2010	January 15	January 10
April/May 2010	March 15	March 10
June/July 2010	May 15	May 10
August/September 2010	July 15	July 10
October/November 2010	September 15	September 10
December/January 2011	November 15	November 10

MECHANICAL SPECS AND DIGITAL GUIDELINES

Submission Guidelines

DOWNWIND Magazine is produced digitally using Adobe InDesign, and Adobe Acrobat on the OS X platform. We accept ad layouts and supporting graphic files created with Adobe Acrobat (PDF files with all fonts & graphics properly embedded), Adobe Illustrator (EPS files, all text converted to outline), Adobe InDesign, Adobe Photoshop (TIFF or EPS files). Be sure to include all fonts and supporting files used in the ad, including fonts buried in EPS files. Please use exact ad dimensions for display ads. Output should be set for Press Ready, 300 dpi. Please use CMYK when creating four color ads. Please contact our art director with any questions regarding technical issues or ad layouts. Contact information can be found on the following page.

Advertising Terms and Conditions

We accept check, cash, and money orders as payment. Payment is due for one month upon placing your ad. Accounts will be assessed a late fee of \$25 after 30 days, and collection costs after 60 days past due. DOWNWIND Magazine reserves the right to change advertising rates with 30 days notice. Ad insertion orders not cancelled by the ad deadline become binding for that issue and advertisers will be held accountable for payment of that space. Ad Changes: It is the advertiser's responsibility to submit ad changes for each issue by the materials due date of that issue. Downwind Magazine will run the advertiser's most recent ad or ad proof without liability if no new ad copy, artwork or revisions are submitted by the deadline.

DOWNWIND Magazine reserves the right to reject any advertising at any time and is not liable for any cost or damages if, for any reason, they fail to publish an ad. For printed errors of the publisher's responsibility, liability is limited to the cost of the ad space. Editorial themes may change without notice. Advertisers are liable for any claims made against DOWNWIND Magazine as a result of ad content supplied to the publisher. Publisher and its constituents will not be responsible for the printing quality of any artwork or ad provided by the advertiser that is of poor quality or in non-compliance with our digital or mechanical requirements.



Contact Information

Editorial Inquiries

Richard Edelson
631.831.4006
richard@downwindmag.com

Steve Lord
914.391.2814
steve@downwindmag.com

Advertising and Distribution

Sora Moon
224.388.9716
smoon@downwindmag.com

Creative Director

Theo Giovanopoulos
646.290.0243
theogio@downwindmag.com

Website

www.downwindmag.com