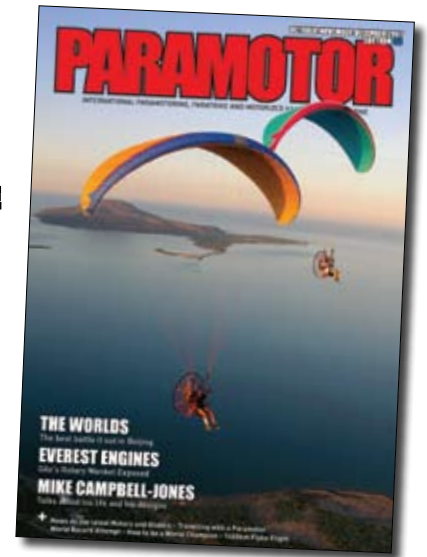


# PARAMOTOR MAGAZINE

## MEDIA KIT 2008

*A passionate, international magazine dedicated to paramotoring, paratrikes and powered hang gliding!*



### OUR MISSION

Paramotor Magazine captures the thrill and excitement of paramotoring, by far the fastest growing sport in the world of recreational aviation. In each issue, we bring our readers all the latest updates on new equipment and technology, hard-won advice on the best flying techniques from some of the world's best pilots, inspirational adventure stories from those at the edge of our sport, all laced with mouth-watering photography. Paramotor Magazine speaks to all sections of our sport: whether foot-launching or using wheels, powered by 2-stroke, 4-stroke or electric motors, clipped into paraglider or hang glider wings, flying competition, buzzing around your garden or planning to cross the Sahara. Paramotor Magazine inspires, educates and informs. Paramotor Magazine is the perfect medium for you to reach thousands of pilots across the globe, both in established countries and emerging markets too.



Photo: Rob Hughes

### ADVERTISE WITH US

- Paramotor Magazine represents the whole world of paramotoring: if your brand is not inside, you're missing out!
- Paramotor Magazine is a glossy, professionally-produced magazine to show the world what paramotoring is all about. By mirroring our passion for flying through the magazine's pages, we hope to inspire newcomers to take up the sport too.
- In the age of the Internet information-overload and unreliable forums, pilots and newcomers alike are desperate for information from a trusted, authentic magazine edited by experts.
- Pilots buy new equipment frequently. Paramotor Magazine serves

our readers' needs for the latest information on new technology, the latest instrumentation, and of course replacement parts!

- With new technological leaps just around the corner, paramotoring is destined to grow exponentially. Now is the time to boost your brand's presence in markets worldwide.



### REACHING EVERY PILOT ACROSS THE GLOBE

- Paramotor magazine brings together the world's community of pilots through their shared love of paramotoring. The international magazine format has been well-proven through the success of Cross Country, XCMedia's free flying magazine, which is read in over 60 different countries, with 95% of our readers as subscribers.
- English is the world's most-spoken flying language, with huge numbers of pilots in the key markets of the USA, UK, Australasia and other countries, and also the majority of pilots speaking English as a second-language in the Far East, Scandinavia, Europe and other emerging countries.
- Paramotoring offers freedom from airfields and hills: it can be enjoyed almost anywhere on our planet. Its potential is limitless.
- We currently have a readership base of 3500+ pilots and are increasing our distribution to shops and dealers on a daily basis.

- Paramotor Magazine will have a presence at several 2008 events including Stubai (Austria), Blois (France), St Hilaire (France), Nationals (UK & France), Sport and Leisure Aviation Show (UK) and more.

- [www.paramotormag.com](http://www.paramotormag.com) is an important news site and home for the paramotor community. Advertisers can book banner space advertising through the whole of 2008 at a favourable rate.



■ paramotoring area  
■ paragliding area

Get in touch with us now to secure your advertising.



**VERITY SOWDEN**  
advertising@paramotormag.com

Tel: +44 (0) 1273 673000

# PARAMOTOR MAGAZINE

## MEDIA SPECS



### ADVERTISEMENT PRICES

Size	No. of Bookings	
	1 edition Standard Rate	6 consecutive with 30% discount
<b>PREMIER POSITIONS</b>		
Double page	€ 2,155	€ 1,509
Back cover	€ 1,895	€ 1,327
Inside front cover	€ 1,735	€ 1,215
Inside back cover	€ 1,685	€ 1,180
<b>DISPLAY ADVERTISEMENTS</b>		
FULL PAGE	€ 1,635	€ 1,145
HALF PAGE	€ 1,075	€ 753
THIRD PAGE	€ 920	€ 644
QUARTER PAGE	€ 665	€ 466
<b>CLASSIFIED ADVERTISEMENTS</b>		
SIXTH PAGE	€ 475	€ 333
EIGHTH PAGE COLOUR	€ 275	€ 193
EIGHTH PAGE B/W	€ 190	€ 133
1/16 PAGE COLOUR	€ 140	€ 98
1/16 PAGE B/W	€ 100	€ 70
LOGO BOX COLOUR	€ 100	€ 70
LOGO BOX B/W	€ 80	€ 56

Note all advertisements are full colour, unless otherwise stated.

### BOOK EARLY AND SAVE MONEY!

- 10% discount for run of 2 consecutive ads
- 20% discount for run of 3 consecutive ads
- 30% discount for run of 6 consecutive ads (prices listed)

### 2008 SCHEDULE

PUBLICATION	DEADLINE	ON SALE DATE
Issue 5 (Feb/Mar)	6 January	15 February
Issue 6 (Apr/May)	14 March	18 April
Issue 7 (Jun/Jul)	16 May	20 Jun
Issue 8 (Aug/Sep)	11 July	15 August
Issue 9 (Oct/Nov)	12 September	17 October
Issue 10 (Dec/Jan '09)	14 November	19 December

### CONTACTING US

Our editorial team has its finger on the pulse of the sport. Paramotor Magazine is edited by Marcus King with Bob Drury as features editor. Contact us now - we'd love to hear your marketing plans!

Editorial: editor@paramotormag.com

Paramotor Magazine.

XC Media.

5 St Georges Place.

Brighton, BN1 4GA, UK

Get in touch with us now to secure your advertising.



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### SIZES

Given in Height x Width (mm)

#### FULL PAGE

NO BLEED: 272 x 188 mm

BLEED: 303 x 213 mm

Please don't have any copy within 3mm of the trim size!

#### 1/2 PAGE

NO BLEED:

Vertical: 272 x 92 mm

Horizontal: 130 x 188 mm

BLEED:

Vertical: 303 x 105 mm

Horizontal: 149 x 213 mm

#### 1/3 PAGE

NO BLEED:

Vertical: 272 x 60 mm

BLEED:

Vertical: 303 x 73 mm

#### 1/4 PAGE

Vertical: 130 x 92 mm

Horizontal: 60 x 188 mm

No bleed available

### CLASSIFIEDS SECTION

1/6 PAGE horizontal 44 x 188 mm

1/8 PAGE 60 x 92 mm

1/16 PAGE 60 mm x 44 mm

LOGO BOX 28 x 44 mm

### SPECIAL PROMOTIONS

Print + insert A2 poster € 3,585

Covermount DVD € 2,045

Catalogue insert (75g) € 2,555

A4 Flyer insert € 1,840

Fly Forever Sponsorship € 510

### ARTWORK FILES

We can accept adverts supplied as finished (300 dpi) JPEGs or PDFs with all fonts either embedded or as outlines. A charge may be incurred if any work needs to be undertaken to ensure your advert prints correctly. Please supply a colour proof.

### CONDITIONS

With consecutive bookings, we will automatically repeat artwork in each new edition unless the client provides new artwork by the deadlines agreed. Submitting artwork is understood as a firm booking. 50% cancellation charge before deadline, 100% after.