

# PARAMOTOR MAGAZINE

## MEDIA KIT 2012

*Reach out globally to the rapidly growing world of paramotor, paratrikes and powered hang glider pilots through Paramotor Magazine.*

Paramotor Magazine is a passionate, international magazine read by pilots in over 50 countries across the globe. It is the perfect medium to get your message and brand image out to the worldwide market.

Advertising in Paramotor Magazine will increase your company's products' exposure and global brand presence.



### 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 stunning 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 countries where it is already established and emerging markets too.

### 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 that shows 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 growing exponentially. Advertise in 2011 to boost your brand's presence in markets worldwide.
- With a full range of options from full page adverts to our new directory listings plus advertorial and special promotions we have the perfect platform for your marketing needs and your budget.

### 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 75 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, Australia 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.
- We currently have a readership base of 3,500+ pilots and are increasing our distribution to shops and dealers on a daily basis.
- Paramotoring offers freedom from airfields and hills: it can be enjoyed almost anywhere on our planet. Its potential is limitless.
- www.paramotormag.com is a growing news and information website attracting around 8,000 visitors per month, with much of our traffic coming from our expanding Facebook fan base. Advertisers can book display and banner advertising through the whole of 2011 at a favourable rate.



Get in touch with us now to secure your advertising.



**BOB DRURY**  
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## MEDIA SPECS



### ADVERTISEMENT PRICES

Size	No. of Bookings	
	1 edition Standard Rate	6 consecutive with 30% discount
<b>PREMIER POSITIONS</b>		
Double page	€ 2,195	€ 1,537
Back cover	€ 1,955	€ 1,368
Inside front cover	€ 1,795	€ 1,257
Inside back cover	€ 1,735	€ 1,215
<b>DISPLAY ADVERTISEMENTS</b>		
FULL PAGE	€ 1,695	€ 1,187
HALF PAGE	€ 1,095	€ 767
THIRD PAGE	€ 945	€ 662
QUARTER PAGE	€ 685	€ 480
<b>CLASSIFIED ADVERTISEMENTS</b>		
SIXTH PAGE	€ 495	€ 347
EIGHTH PAGE COLOUR	€ 195	€ 137
1/16 PAGE COLOUR	€ 140	€ 98
LOGO BOX COLOUR	€ 100	€ 70

### 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)

### 2012 SCHEDULE

PUBLICATION	DEADLINE	ON SALE DATE
Issue 28 (Dec '11/Jan)	7 November 2011	1 December 2011
Issue 29 (Feb/Mar)	6 January	1 February
Issue 30 (Apr/May)	2 March	2 April
Issue 31 (Jun/Jul)	4 May	1 June
Issue 32 (Aug/Sep)	6 July	1 August
Issue 33 (Oct/Nov)	7 September	1 October

### 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 and Ed Ewing as assistant editor. Whatever your marketing plans are and however you need to promote your brand and products, contact us now to discuss them.

Editorial: [editor@paramotormag.com](mailto:editor@paramotormag.com)

Paramotor Magazine.

XC Media.

5 St Georges Place.

Brighton, BN1 4GA, UK

### SIZES

Given in Width x Height (mm)

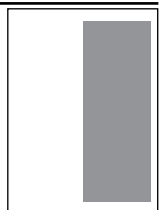
#### FULL PAGE

**NO BLEED:** 188 by 272 mm  
**BLEED:** 213 by 303 mm

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

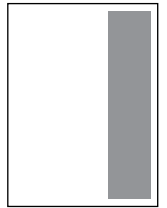
#### 1/2 PAGE

**NO BLEED:**  
Vertical: 92 x 272 mm  
Horizontal: 188 x 130 mm  
**BLEED:**  
Vertical: 105 x 303 mm  
Horizontal: 213 x 149 mm



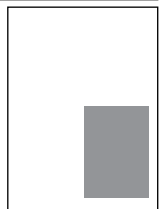
#### 1/3 PAGE

**NO BLEED:**  
Vertical: 60 x 272 mm  
**BLEED:**  
Vertical: 73 x 303 mm



#### 1/4 PAGE

Vertical: 92 x 130 mm  
Horizontal: 188 x 60 mm  
*No bleed available*

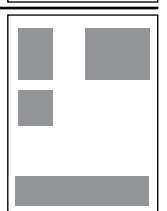


### CLASSIFIEDS SECTION

**1/6 PAGE** horizontal 188 x 44 mm

**1/8 PAGE** 92 x 60 mm

**1/16 PAGE** 44 mm x 60 mm



### SPECIAL PROMOTIONS

We offer a whole range of special promotion options such as inserting or cover-mounting DVDs, brochure inserts, flyer and poster inserts (including design and printing), advertorial content, and calendar sponsorship etc. Please contact us to discuss your specific requirements so we can give you a bespoke quote.

### 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.

Get in touch with us now to secure your advertising.



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