

# CESSNA

OWNER MAGAZINE

# PIPERS

MAGAZINE

## 2018 Media Kit

We are dedicated to educating and assisting owners of Cessna and Piper aircraft in their continual pursuit to become better, smarter, and safer owners and pilots.

Our Members are all aircraft owners who make the final decisions and have the means to purchase the products and services that support their flying needs. As such, they look to us to provide them with the information, news, products and services they need.

### WHAT WE OFFER

- **40+ years of industry expertise** – You're working with a company that truly knows the business.
- **A dedicated readership of highly qualified aircraft owners** – Your message is reaching the right audience.
- **In-depth editorial coverage** – Our readers are actively interested and involved in every issue.
- **Various multimedia advertising options** – Reach customers in more ways than one.
- **Competitive pricing** – A wise, cost-efficient investment.
- **Bonus distribution** – Your advertising message will reach even more qualified buyers.



[www.cessnaowner.org](http://www.cessnaowner.org)

[www.facebook.com/  
CessnaOwnerOrganization](https://www.facebook.com/CessnaOwnerOrganization)



[www.piperowner.org](http://www.piperowner.org)

[www.facebook.com/  
PiperOwnerSociety](https://www.facebook.com/PiperOwnerSociety)



formerly Jones Publishing

Publisher of Cessna Owner Magazine & Pipers Magazine



# 2018 EDITORIAL CALENDAR



Cover Dates	Editorial Deadline (Copy & Photos)	Ad Reservation Deadline	Ad Copy Deadline	Mail Date (from printer)	Featured Cessna	Featured Piper
JANUARY 2018	10/17/17	11/2/17	11/10/17	12/14/17	Source Guide	Source Guide
FEBRUARY 2018	11/14/17	11/30/17	12/7/17	1/12/18	T206 Stationair	Enforcer P-48
MARCH 2018	12/19/17	1/9/18	1/16/18	2/15/18	P337 Skymaster	Seminole PA-44
APRIL 2018	1/16/18	2/6/18	2/13/18	3/15/18	Crusader 303	Super Cub PA-18-150
MAY 2018	2/20/18	3/6/18	3/13/18	4/12/18	TTx400	Aztec PA-23-250
JUNE 2018	3/20/18	4/3/18	4/10/18	5/10/18	T310R	Archer PA-28-181
JULY 2018	4/17/18	5/8/18	5/15/18	6/15/18	Skyhawk S	Twin Com PA-30
AUGUST 2018	5/15/18	6/5/18	6/12/18	7/12/18	Hawk XP R172K	Aerostar 600A
SEPTEMBER 2018	6/19/18	7/10/18	7/17/18	8/16/18	Aerobat A152	Stinson 108-3
OCTOBER 2018	7/17/18	8/7/18	8/14/18	9/14/18	120/140	Warrior PA-28-161
NOVEMBER 2018	8/21/18	9/4/18	9/11/18	10/11/18	Skylane 182	Arrow PA-28RT-201T
DECEMBER 2018	9/18/18	10/2/18	10/9/18	11/15/18	Titan 404	Clipper PA-16

Monthly editorial topics range from insightful time- and money-saving maintenance advice to detailed coverage of advanced flight training and tactics. Plus, each edition is loaded with a multitude of how-tos, industry news, tech tips, aircraft profiles and, of course, product and service offerings from dozens of manufacturers and retailers.

The following is just a sampling of monthly topics.

- ADS-B
- Aircraft Accessories
- Aircraft Profiles & Specs
- Annual Inspections
- Aviation Advocacy & Philanthropy
- Aviation Shows & Events
- Avionics & Instruments
- Business Profiles
- Do-it-yourself Hints & Tips
- Engine/Prop Maintenance & Upgrades
- Hangar/Storage Options
- Holiday Gift Ideas
- How it works
- How-tos
- IFR & VFR
- Industry News
- Insurance
- Interiors
- Maintenance
- Makeovers, Mods & Upgrades
- Medicals
- Product & Service Reviews
- Safety & Survival
- Tech Tips
- Techniques & Training
- Tools & Tech



## BONUS DISTRIBUTION ISSUES

- |        |                                   |
|--------|-----------------------------------|
| April  | Sun n' Fun                        |
| May    | Great Alaskan Aviation Gathering  |
| June   | Sentimental Journey (PIPERs only) |
| July   | EAA AirVenture                    |
| August | EAA AirVenture                    |





# DISPLAY ADVERTISING RATES



Four Color	1x	3x	6x	12x
2-Page spread	\$1,785	\$1,607	\$1,517	\$1,339
Full Page	\$1,020	\$918	\$867	\$765
2/3 Page	\$663	\$597	\$564	\$497
1/2 Page	\$561	\$505	\$477	\$421
1/3 Page	\$459	\$413	\$390	\$344
1/4 Page	\$357	\$321	\$303	\$268
1/6 Page	\$255	\$230	\$217	\$191
1/8 Page (Business Card) Horizontal			\$125	

Premium Page Positions				
Back Cover	\$1,122	\$1,010	\$954	\$842
Inside Front Cover	\$1,071	\$964	\$910	\$803
Inside Back Cover	\$1,071	\$964	\$910	\$803
Center Spread	\$1,964	\$1,767	\$1,669	\$1473

## Contact Information

**Heather Lynch**

**Advertising Manager**

HeatherL@jonespublishing.com

1-800-331-0038 ext. 116

Fax: 715-445-4053

**JP Media LLC**

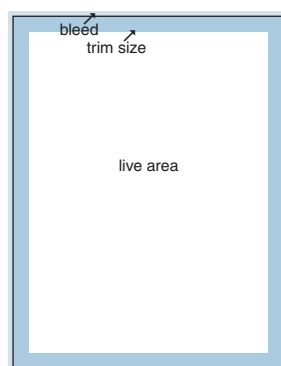
N7528 Aanstad Road

PO Box 5000

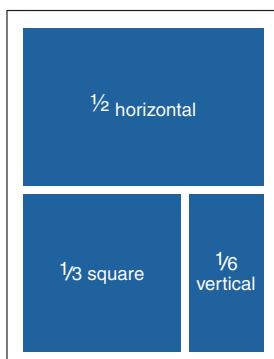
Iola, WI 54945-5000

## Discounts

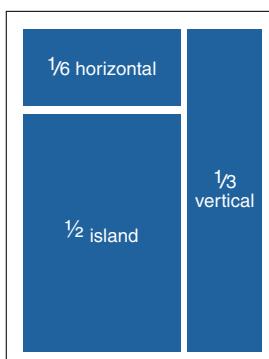
**Combination Discount** – an additional **10% discount** is available to advertisers/agencies placing combined ads in both *Pipers* and *Cessna Owner* in the same issue/month.



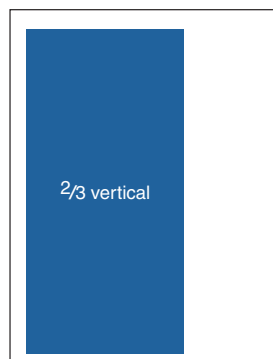
Full page with bleed: 8.5" x 11"  
Magazine trim size: 8.25" x 10.75"  
Live area: 7.75" x 10.25"



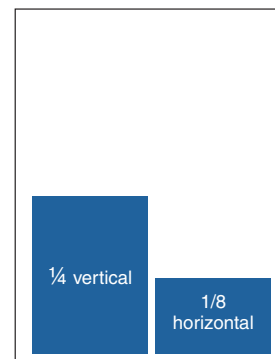
1/2 horizontal: 7.25" wide x 4.75" high  
1/3 square: 4.75" wide x 4.75" high  
1/6 vertical: 2.25" wide x 4.75" high



1/6 horizontal: 4.75" wide x 7.25" high  
1/2 island: 4.75" wide x 7.25" high  
1/3 vertical: 2.25" wide x 9.75" high



2/3 vertical: 4.75" wide x 9.75" high



1/4 vertical: 3.5" wide x 4.75" high  
1/8 horizontal: 3.5" wide x 2.25" high

## Requirements for camera-ready art (PC preferred)

### Programs - PC or Mac

- InDesign
- Adobe Photoshop
- Adobe Illustrator
- Adobe Acrobat (High Resolution PDF)

### Media/Format

- Tiff Files
- ZIP Files (PC)
- Stuffit Files (MAC)
- CD Rom and DVD Readable Only)

### Art Specification

- 150 line screen
- Dot Gain 10%
- 300 DPI - for photos
- Trim Size: 8.25" x 10.75"
- Bleed Size: 8.5" by 11"

We do NOT support/accept files created from Adobe PageMaker®, Microsoft Publisher®, Microsoft Word®, Corel Draw®, Microsoft PowerPoint® or OpenOffice®. Files created on a PC may require font substitution and type manipulation due to font platform incompatibility. We do NOT accept low-resolution PDFs, TIFFs, JPEGs or EPS files.

## Ad Submission Guidelines

**E-mail Submissions** - Send e-mail with attachment(s) to: HeatherL@jonespublishing.com

**PLEASE NOTE:** Due to e-mail server restrictions, only files up to 10 megabytes can be sent through our e-mail server. Larger files are best Zipped or Stuffed and attached to the e-mail. Files delivered via Dropbox ([www.dropbox.com](http://www.dropbox.com)), WeTransfer ([www.wetransfer.com](http://www.wetransfer.com)) and similar services also accepted.

**Creative & Photography Services:** The Aircraft Owners Group offers professional creative design and photography services to help create your ad. Contact your sales representative for details.

## Website Advertising Opportunities

Connect with online buyers 24/7 at [www.cessnaowner.org](http://www.cessnaowner.org) and/or [www.piperowner.org](http://www.piperowner.org). Website advertising is an easy cost-effective way to promote your products to buyers. Each ad is run-of-site and a maximum of two vendors can share a Leaderboard or Box A, or Box B. A maximum of five vendors can share each position in Boxes C, D and E.

Ad Zone	Ad Size (pixels)	1x	3x	6x	12x
Leaderboard (2)	728 x 90	\$370	\$296	\$278	\$241
Box A (2)	300 x 250	\$275	\$220	\$206	\$179
Box B (2)	300 x 250	\$185	\$148	\$139	\$120
Box C (5)	300x250	\$138	\$110	\$104	\$90
Box D (5)	300 x 250	\$138	\$110	\$104	\$90
Box E (5)	300 x 250	\$138	\$110	\$104	\$90

## Email Advertising Opportunities

Contact your sales representative for scheduling/availability.

1. **E-Newsletter Advertisements** – Each month, our **Aviation Updates** e-newsletters distribute the latest industry news and new product information to more than 12,000 qualified e-mail subscribers. Whether showcasing an existing product/service, introducing a new product, announcing a time-sensitive promotion, or simply increasing your brand awareness, your message will reach thousands of potential customers!

Ad Type/Location	Ad Size (pixels)	1x Rate	3x Rate (per issue)	6x Rate (per issue)	12x Rate (per issue)
Leaderboard (1)	600 x 200	\$539	\$431	\$404	\$350
Banner (10)	600 x 200	\$314	\$251	\$236	\$204

2. **Custom E-mail Broadcasts** - Have an urgent message, special sale, or hot, new product? Send your exclusive, custom-made E-mail message directly to 12,000 owners (6,000 CESSNA, 6,000 PIPERS) and potential customers!

Ad Type/Location	1x Rate	2x Rate (per issue)	3x Rate (per issue)	6x + Rate (per issue)
Custom	\$700	\$616	\$525	\$455

3. **Digital Edition Sponsorship** – Cessna Owner Organization and Piper Owner Society members receive a digital version of each month's magazine delivered direct to their respective email addresses. Complete with live links to your website and/or special offers, you can market your products or services with a **digital full page ad** positioned opposite the front cover!
4. **Digital Edition Announcement Sponsorship** – A digital greeting message is sent to each member's email to announce the arrival of the latest edition. Whether independent or in addition to the above Digital Edition Sponsorship, promote your business with an exclusive 728 x 90 pixel banner ad along with that greeting.



**Combination Discount** – an additional **10% discount** is available to advertisers/agencies placing combined ads in both Pipers and Cessna Owner in the same month.

## Contact Information

Advertising Manager

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JP Media LLC /Advertising Department-Aviation

N7528 Aanstad Road

PO Box 5000

Iola, WI 54945-5000



## Terms and Conditions

### Payment Terms

New advertisers must submit payment with first insertion. A service charge of 1½% per month is charged on all past due accounts. Advertising Credit Terms Credits will not be issued for errors in ads arriving after the copy due date. Credits will not be issued for changes or additions in copy requested after the copy due date. Credits will not be issued for any advertising more than 30 days past due in the billing cycle.

### Cancellations

Cancellations must be received in writing prior to deadline and accompanied by proof of submission date such as fax, e-mail or postmark date. Cancellations of a frequency contract void the frequency rate and advertising accounts. Cancellations will be re-billed at the earned placement rate.

### Prep Change

Changes will be added for preparation of all material that does meet the stated mechanical and digital requirements. Because of differences in equipment, paper, inks, and other conditions between color proofing and production press room operations, a reasonable variation between color proofs and the completed job may result. Advertising material will be held one year from date of receipt and will be returned upon written request. Advertiser will be billed for handling and freight on materials that are returned or forwarded.

### Issue and Closing Deadlines

Publisher reserves the right to run a previous advertisement if copy is not received by the materials due date. We will mail, fax or e-mail deadline dates per request.

### Layout and Service

No charge for layout or typesetting. With your basic ad information and instructions we design your ad. Custom-designed ads may be used in other publications provided a creative-materials fee (\$40 per hour) is paid. We can reduce or enlarge your ad, artwork or photographs. At your request, a new ad photocopy is faxed to you before publication if your copy and photographs are received before the Jones Publishing due deadline.

### Poly-Bag Inserts & Blow-In Reply Cards

We are happy to work with you to create an individualized package to fit your needs. Contact the advertising department in advance for availability, mechanical specifications, quantity, and shipping instructions. Poly-bag inserts are offered on a first-come, first-serve basis. Positioning of cards and placement of advertisement are at the publisher's discretion.

## Contract & Copy Regulations

Contracts must be bona fide and must specify a contract year and the number of insertions committed. Two or more advertisers are not permitted to use space under the same contract (unless advertisers are subsidiaries of a parent company). If the contract is not fulfilled for any reason, each insertion will be recalculated at the appropriate base rate, and advertisers will be responsible for paying the difference between the original reduced rate and the appropriate base rate listed on the rate card. Cancellation of advertising space must be submitted in writing by registered letter prior to published space reservation close date. All verbal instructions regarding contracts and insertion orders must be confirmed in writing.

In the event of a production error, JP Media LLC's liability will be limited to the cost of the ad. In the event of ad cancellation within 10 days of the published space reservation deadline, the advertiser will be assessed a fee of one-half the cost of the ad. After 10 days from the space reservation deadline, advertisers are liable for the full cost of their ad.

Publisher reserves the right to refuse advertising if it is not considered suitable for the publication. The publisher will have the final decision. The advertiser assumes all responsibility for any advertising content printed in the publication and any claims of litigation arising against that advertiser. The publisher and the Aircraft Owners Group shall not be held liable for any damages if the advertisement is not published. The publisher will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of the current rate card.

All advertising created by Cessna Owner/Pipers magazines is the sole property of JP Media LLC and may not be used as advertising or editorial in any other publication. No reproductions may be made under any circumstances without prior approval and with the written permission of a JP Media LLC representative.



# About Our Members...

## Cessna Owner Organization



### 1.) Age Range:

10% are between the ages of 31-45  
33% are between the ages of 46-60  
56% are over the age of 60

### 2.) Income Range:

31% make over \$150,000 annually  
22% make between \$100,001-\$150,000 annually  
18% make between \$75,001-\$100,000 annually  
18% make between \$75,000-\$50,000 annually  
10% make less than \$50,000 annually

### 3.) How long have you been a Member?

14% have been a member for over 10 years  
8% have been a member for between 7-9 years  
25% have been a member for between 4-6 years  
40% have been a member for between 1-3 years  
13% have been a member less than one year

### 4.) How many times do you share your magazine?

52% share their magazine with a flying friend  
20% share their magazine with more than 1 flying friend

### 5.) How often do you visit [www.cessnowner.org](http://www.cessnowner.org)?

54% visit our Website at least once a month  
6% visit our Website at least once a week

### 6.) How often do you read or look at the advertisements?

96% look at the advertisements  
33% read every advertisement

### 7.) How many planes do you own?

99% own at least one plane  
16% own 2 planes  
5% own 3 or more planes

### 8.) Excluding Fuel, how much have you spent on your plane in the past 12 months?

60% spent more than \$5,000 on their plane(s)  
35% spent more than \$10,000 on their plane(s)  
5% spent more than \$50,000 on their plane(s)

### 9.) What products do you plan to buy in the next 12 months?

• Tires	30%
• Interior Parts	23%
• GPS (panel-mounted)	16%
• GPS (hand-held)	16%
• New Radio	14%
• New Paint Job	12%
• New Interior	11%
• Seat Belts/Restraints	10%
• Autopilot	8%
• Vortex Generators	7%
• Wheel Pants	5%
• Used/Overhauled Prop	4%
• New Engine	1%
• Overhauled Engine	1%
• New Prop	1%

## Piper Owner Society



8% are between the ages 31-45  
51% are between ages of 46-60  
41% are over the age of 60

44% make over \$150,000 annually  
23% make between \$100,001-\$150,000 annually  
15% make between \$75,001-\$100,000 annually  
13% make between \$75,000-\$50,000 annually  
4% make less than \$50,000 annually

6% have been a member for over 10 years  
6% have been a member for between 7-9 years  
27% have been a member for between 4-6 years  
41% have been a member for between 1-3 years  
19% have been a member less than one year

49% share their magazine with a flying friend  
20% share their magazine with more than 1 flying friend

### How often do you visit [www.piperowner.org](http://www.piperowner.org)?

29% visit our Website at least once a month  
13% visit our Website at least once a week

97% look at the advertisements  
29% read every advertisement

97% own at least one plane  
9% own 2 planes  
7% own 3 or more planes

73% spent more than \$5,000 on their plane(s)  
45% spent more than \$10,000 on their plane(s)  
7% spent more than \$50,000 on their plane(s)

• Interior Parts	33%
• Tires	25%
• New Paint Job	22%
• New Interior	22%
• GPS (panel-mounted)	16%
• GPS (hand-held)	15%
• New Radio	13%
• Seatbelts/Restraints	12%
• Used/Overhauled Prop	9%
• Vortex Generators	8%
• Wheel Pants	7%
• Autopilot	6%
• New Engine	1%
• Overhauled Engine	1%
• New Prop	1%