

# A Flight Plan For Success

Audience. Interest. Reach. Format. Frequency. Build a smart flight plan of AOPA Media channels that matches your marketing objectives. Your AOPA Media Rep will help craft a cost-effective and integrated media plan that is certain to make significant returns on your marketing investment.

		PRINT					DIGITAL					DIGITAL					VIDEO		EVENTS
		AOPA Pilot	AOPA Pilot Turbine	Flight Training	Flight Training You Can Fly Special Edition	Pilot Island Guides	AOPA ePilot	Flight Training	Aviation eBrief	Flight School Business	CFI-to-CFI	Club Connector	AOPA Drone Pilot	Travel Pilot	AOPA.org	AOPA App	AOPA Live This Week	AOPA Videos and Podcasts	AOPA Fly-Ins
Audiences	Students & New Pilots	X		X	X			X				X	X	X	X	X	X	X	
	Active Pilots	X	X			X	X		X		X	X	X	X	X	X	X	X	
	Business and Turbine Pilots	X	X			X	X		X			X	X	X	X	X	X	X	
	Flight Instructors	X	X	X	X			X		X	X			X	X	X	X	X	
	Flying Clubs	X		X		X			X		X			X				X	
	Flight Schools	X		X	X			X		X	X			X				X	
	Aircraft Owners	X	X			X	X		X			X		X	X	X	X	X	
	Drone Operators	X		X	X			X				X		X	X	X	X	X	
	Travelers	X	X			X	X		X			X		X	X	X	X	X	X
Format		Print + Digital	Print + Digital	Print + Digital	Print + Digital	Print	eNewsletter	eNewsletter	eNewsletter	eNewsletter	Digital Edition	eNewsletter	eNewsletter	Website	App	Online Video + Newsletter	Short form video + Audio podcasts	Onsite Event	
Frequency		Monthly	Monthly	Monthly	Annual	Annual	Weekly	Weekly	Daily	Biweekly	Quarterly	Monthly	Biweekly	Biweekly	24/7	24/7	Weekly	On demand	2x per year
Reach/Views		465K	108K	163K	260K	Purchase Copy	31% open rate	27% open rate	39% open rate	34% open rate	38% open rate	38% open rate	34% open	61% open	2.2M	57K installs	47% open rate	275K video 40K podcast	10 M
Circulation/Uniques		259K*	60K	102K	200K	5K	216K	80K	150K	6.2K	59K	7.5K	65K	16K	727K	10K users	70K	25-30K per segment	8-10K per show
Gender M/F		97/3	98/2	92/8	Indispensable resource for Student pilots and flight schools	Must-have airport/ services info for pilots planning island adventures	95/5	92/8	95/5	B2B for flight school owners, operators, clubs and instructors	Exclusively for flight instructors	Exclusively for flying club owners, members and management	Fresh new content and videos for rapidly growing pro-sumer drone market	Featuring places to fly for weekend warriors and world travelers	83/17	News, videos, podcasts, events for pilots on the go	95/5	Exciting, entertaining segments for aspiring and seasoned pilots	2-day event for pilots, families; 60+ exhibits, aircraft display and seminars
Average Age		58 yrs	59 yrs	50 yrs			58 yrs	50 yrs	61 yrs						55 yrs		58 yrs		
Net Worth		\$1.60M	\$1.85M	\$870K			\$1.33M	\$870K	\$1.4M						\$1.37M		\$1.33M		
HHI		\$262K	\$396K	\$205k			\$253K	\$192k	\$245K						\$258K		\$253K		
Purchase Habits	Aircraft/Powerplant	X	X	X	X		X		X	X	X	X			X	X	X	X	X
	Adventure/Lifestyle	X	X	X	X	X	X	X				X	X	X	X	X	X	X	X
	Aviation Services	X	X			X	X		X	X	X			X	X	X	X	X	X
	Avionics/Technology	X	X	X	X		X	X	X	X	X				X	X	X	X	X
	Destinations/Travel	X	X	X	X	X	X	X				X	X	X	X	X	X	X	X
	Pilot Supplies/Gear/Drones	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X
	Training/Employment	All levels	Advanced - Recurrent	Primary - Instruction	Primary - Instruction		All levels	Primary-Instruction	Advanced-Recurrent	All levels	All levels	Primary - Instruction	Part 107 - Primary Instruction		All levels	All levels	All levels	All levels	All levels

2019 June AAM Audit  
2018 E&M Erdos & Morgan Research

## STUDENTS/NEW PILOTS

Reach new and aspiring pilots who are actively in the market for supplies, aviation gear, training, services, and more.

## ACTIVE PILOTS

Connect with the single largest audience of affluent and active certificated pilots in the world who shop for supplies, avionics, advanced training, and their next aircraft for adventures by air, land and sea.

## BUSINESS AND TURBINE PILOTS

Build your brand with the specialized and highly sought-after owner-operators and pilots who are flying business-class and turbine aircraft day in and day out.

## FLIGHT INSTRUCTORS

Put your company in front of general aviation’s instructors and educators who help their students make critical buying decisions every day.

## FLYING CLUBS

Be seen by Flying Clubs and their members as a resource to support its fleet and club activities with aircraft parts, supplies, and scheduling tools.

## FLIGHT SCHOOLS

Start a profitable partnership with schools and businesses that need new aircraft, avionics, tires, simulators, and pilot supplies to train a growing crop of students and pilots seeking advanced ratings.

## AIRCRAFT OWNERS

Talk directly to the ultimate decision makers for their next aircraft purchase, refurb, maintenance, avionics, equipment upgrades, and recurrent training.

## DRONE OPERATORS

Engage FAA-registered UAS owners and operators who are in the market for prosumer drone products, training, and services.

## TRAVEL PILOTS

Introduce your resort, fly-in community, travel service, domestic or exotic destination to the “bags- packed-and-ready-to-fly” crowd searching for their next aviation adventure