

SAILPLANE & GLIDING



“It’s the world’s finest gliding magazine”

Media information

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www.sailplaneandgliding.co.uk

SAILPLANE & GLIDING

MEDIA INFORMATION



Sailplane & Gliding (S&G) has been inspiring, educating and entertaining glider pilots throughout the world since 1955. It is written by enthusiasts for enthusiasts, but is edited and verified by professionals. Published every other month, *S&G* is read by over 10,000 individuals worldwide. *S&G*'s editorial is targeted at the interests of its international readership, as well as its home UK market, with an aim of maintaining its position as the world's leading English-language gliding magazine. There is something in each issue for everyone, from those learning to fly through to world champions.

The readership of *S&G* is almost exclusively made up of committed glider pilots, predominantly from NRS social grades AB and CACI category 1. These generally high net worth individuals spend large sums on their sport and have significant amounts of leisure time. This core readership provides a balanced spread from young professionals to the newly retired. The readership is technologically aware and will be attractive to suppliers of luxury lifestyle products, as well as to suppliers in the recreational aviation and general aviation market.

"It is the world's finest gliding magazine!"

- Double-world-champion George Moffat

"Other gliding magazines around the world may have tried to emulate S&G's example, but S&G remains the premier magazine for gliding devotees!"

- David Roberts, Europe Air Sports President

"Bang up-to-date, readable and very professional!"

- Roland Clarke, Devon & Somerset Gliding Club

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S&G advertising rate card 2015

Display Advertising

Size	Full colour
Full page	£840
Two-thirds page	£595
Half page	£520
One-third page	£295
One-third box	£320
Quarter page	£225
One-sixth page	£150
One-ninth page	£120
One-twelfth page	£75

Classified Advertisements

One inch panel £46

Lineage: 80p/word, minimum 20 words (£16). Photographs £6 extra.

Box number £3 extra

Extras

Outside back cover - 20%

Inside cover - 17%

Early right-hand page - 17%

Solus on page (not spread) - 20%

Guaranteed right-hand page - 15%

Series discounts

6 issues 10%

12 issues 15%

** BGA clubs should contact Debbie Carr for member club rates*

All prices quoted above exclude VAT, which will be charged at the current rate

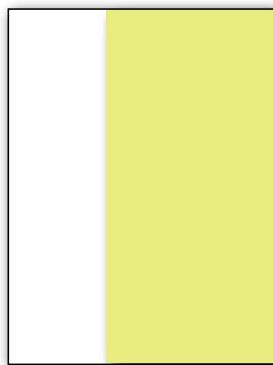
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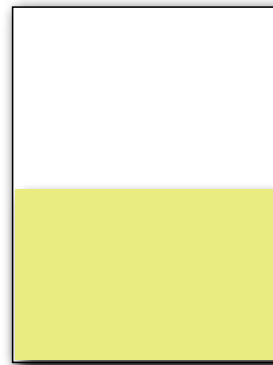
Display sizes



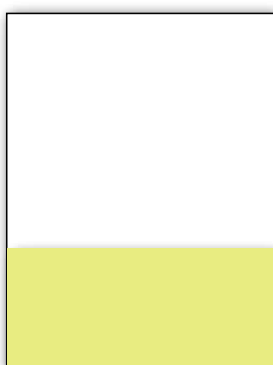
Display full page
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Bleed:
286mm (d) x 221mm (w)



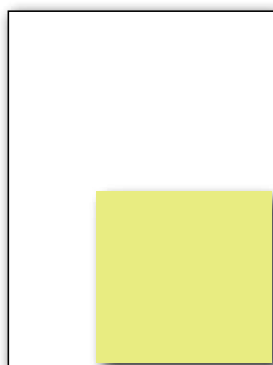
Two-thirds page
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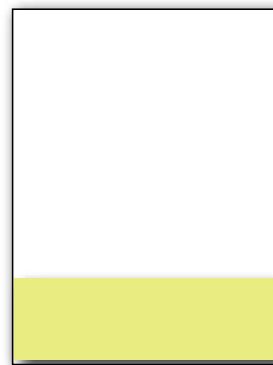
Half page
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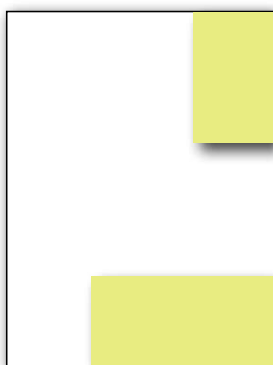
One-third page
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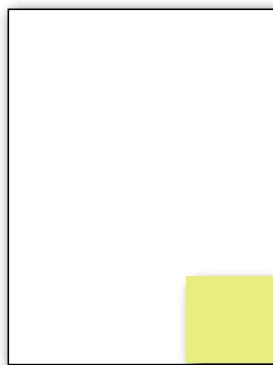
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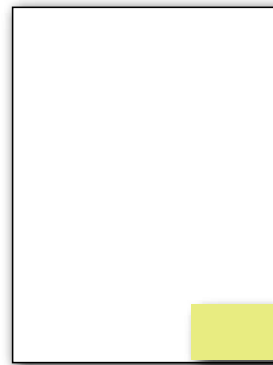
One-quarter page
57mm (d) x 189mm (w)



One-sixth page
124mm (d) x 57mm (w)
59mm (d) x 120mm (w)



One-ninth page
78mm (d) x 59mm (w)



One-twelfth page
59mm (d) x 57mm (w)

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Deadline and publishing schedule 2015

Issue	Display ad deadline	Publication date
December 14/January 15	21/10/14	25/11/14
February/March 15	22/12/15	26/01/15
April/May 15	20/02/15	25/03/15
June/July 15	23/04/15	26/05/15
August/September 15	22/06/15	24/07/15
October/November 15	21/08/15	25/09/15
December 14/January 16	21/10/15	25/11/15

Artwork requirements

High resolution PDF - jpg, eps and tiff files accepted

All graphics, photographs, logos, etc to be scanned at 300dpi

All images to be saved as CMYK

All fonts embedded

Full printers specification available on request

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Sales contact

Debbie Carr
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debbie@gliding.co.uk

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Photo: Damien Dyer