



 **FLY CORPORATE®**
YOUR INFLIGHT TRAVEL MAGAZINE



2019 Media Kit

What is Regional Skies?

Regional Skies Inflight Magazine is fresh, bold and brings together the very best of the people and the places that make coastal and regional Australia what they are.

Regional Skies is a magazine dedicated to telling the stories of inspiring Australian people and exploring the industries that passengers work in, as well as **the communities and places they call home.**

The bi-monthly publication is complimentary in all Fly Corporate seat pockets and passenger terminals and is your opportunity to reach the guests and travellers of the airlines extensive regional network.

The Fly Corporate network has grown to over 160 flights per week. This is a captive audience of up to 40,000 passengers per issue.

The magazine includes **travel and lifestyle features**, a national **event calendar**, **product pages**, interviews with **people making a difference** in our own backyard, or in the world, **money matters**, the **best reads**, as well as dedicated **mining and resources** and **business** sections, including industry events, new products and services.

Most of our frequent flyers are business people who like to stay informed and abreast of **local and national news**, and we also understand that Fly Corporate does carry regional folk who engage in regular business across Australia.



Introducing Fly Corporate

Aiming to be an airline of choice for regional communities, Fly Corporate operates from Brisbane, Sydney and Melbourne to 10 regional destinations across Queensland and New South Wales.

Fly Corporate is **owned by Corporate Air (established 1972)**, one of the largest and longest established air charter and aviation service providers based in eastern and southern Australia.

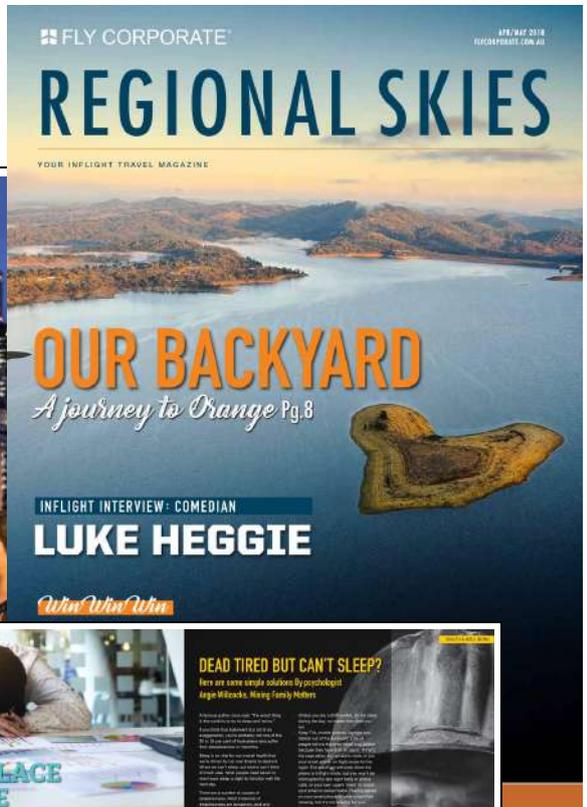
Fly Corporate's fleet is comprised of highly reliable and fuel efficient 34 passenger seat Saab 340B Plus and 19 passenger seat Metro 23turbo-prop aircraft, **delivering over 160 flights per week.**

Safety, reliability and the desire to **treat each customer with personalised, caring service** are our highest priorities.

Specifically, we provide a variety of air charter services tailored to meet the requirements of **corporate, government, business and fly-in fly-out (FIFO)** charter flights.

Passengers of regional airlines are a clearly defined and attractive audience. Spanning regional business professionals, regional leisure travelers and the affluent professionals of the mining and resources sector, the passengers of the Fly Corporate airline have income profiles well above the national average.





Editorial Focus

From taste and travel to money matters, technology and community, Regional Skies delivers a diverse range of articles and couples it with brilliant photography.

Features focussing on Fly Corporate

Regional Skies has a section of the magazine dedicated to all things Fly Corporate: news, staff profiles, pre-flight advice and in-flight health & safety.

Our Backyard

Every issue, Regional Skies journeys to a regional location, bringing together the very best of the people and the places that make regional Australia what it is, with a focus on the regions that Fly Corporate services.

Travel Articles

Regional Skies travel stories focus on the regions that Fly Corporate flies to, and the stories are filled with everything from local characters, interesting history, art and culture, to business and education.

National Events Calendar

Australia is absolutely bursting at the seams with festivals and events. From the big cities to regional events, we cover the pick of the bunch from all over Australia.

Business

From issues and news in agribusiness to philanthropy, small business, investment, governmental issues and technology, Regional Skies is a highly engaging read.

Mining and Resources

Mining is one of the industries that is largely responsible for fuelling Australia's growth. Regional Skies covers important stories from the resource sector centered upon the issues, people, places and events that affect the very passengers using Fly Corporate.

Education

Education is absolutely key to opportunity. And for families in regional and rural Australia, or those looking to relocate from the hustle and bustle of the city to somewhere quieter, where their children are educated is crucial to the family staying connected.



REGIONAL SKIES

YOUR INFLIGHT TRAVEL MAGAZINE

Each advertisement in **Regional Skies** runs for two months, reaching up to **40,000** passengers on board Fly Corporate.

What does it cost?

Size	1 Issue	3 Issues	6 Issues
Front Cover	\$4,000	\$3,600	\$3,200
Back Cover	\$2,200	\$2,000	\$1,900
Inside Front Cover	\$1,980	\$1,800	\$1,700
Inside Back Cover	\$1,880	\$1,780	\$1,650
Full Page	\$1,800	\$1,700	\$1,600
Half Page	\$985	\$900	\$850
Third Page	\$690	\$600	\$550
Quarter Page	\$525	\$495	\$450
Directory Listing	\$250	\$225	\$200

2019 Booking and Material Deadlines

Issue Date	Booking Deadline	Material Deadline	Magazine Onboard
Feb/March	Jan 15	Jan 15	Feb 1
April/May	March 15	March 15	April 1
June/July	May 15	May 15	June 1
Aug/Sept	July 15	July 15	Aug 1
Oct/Nov	Sept 15	Sept 15	Oct 1
Dec/Jan	Nov 15	Nov 15	Dec 1



Advertising Specifications

We're not just about advertising ...

We offer advice on design, copy, editorial, social media and advertising guidelines. We're about providing a range of options for our clients to assist you in achieving the best outcomes for your business. We welcome the opportunity to work with you and utilise new communication techniques to deliver content that is tailored to your marketing objectives and budget.

If advertising isn't your forte, don't stress - we offer complimentary in-house graphic design and editorial support.

Editorial Support

We know that an Ad can only say so much, and sometimes, an Ad just isn't enough. That's why we offer complimentary space to share content on the product or service on display in your advertisement.

Design Services

Trans Tasman Media offers a free-of-charge design of your advertisement by a talented graphic artist. We will require a high resolution logo, images and text including contact information.



Double Page - with bleed
Bleed Size: 600mm h x 216mm w
Trim Size: 297mm h x 210mm w



Full Page - with bleed
303mm h x 216mm w



Half Page Vertical
268mm high x 93mm wide



Half Page Horizontal
132mm high x 190mm wide



Third Page Horizontal
88mm high x 190mm wide



Quarter Page
132mm high x 93mm wide

Material Specifications

Bleed:

At least 3mm on each side for applicable ads.

File Type:

We prefer PDF files, Tiffs or high resolution jpegs for supplied advertisements. PSD and AI files are also accepted.

Technical Specifications:

All artwork must be supplied at 300 dpi (minimum) in CMYK colour. All text must be converted to curves for Illustrator or EPS files. Trans Tasman Media cannot take responsibility for any unexpected results experienced from artwork supplied in non-CMYK.

For just \$250 for 2 months coverage, directory-style advertising is an affordable way for you to advertise your business.

Your company name, Address, Phone number, Email address, Website (if applicable), 1 image and a 50 word description of your venue/service.

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