

MEDIA KIT 2018

REGIONAL SKIES

INFLIGHT MAGAZINE

WWW.FLYCORPORATE.COM.AU

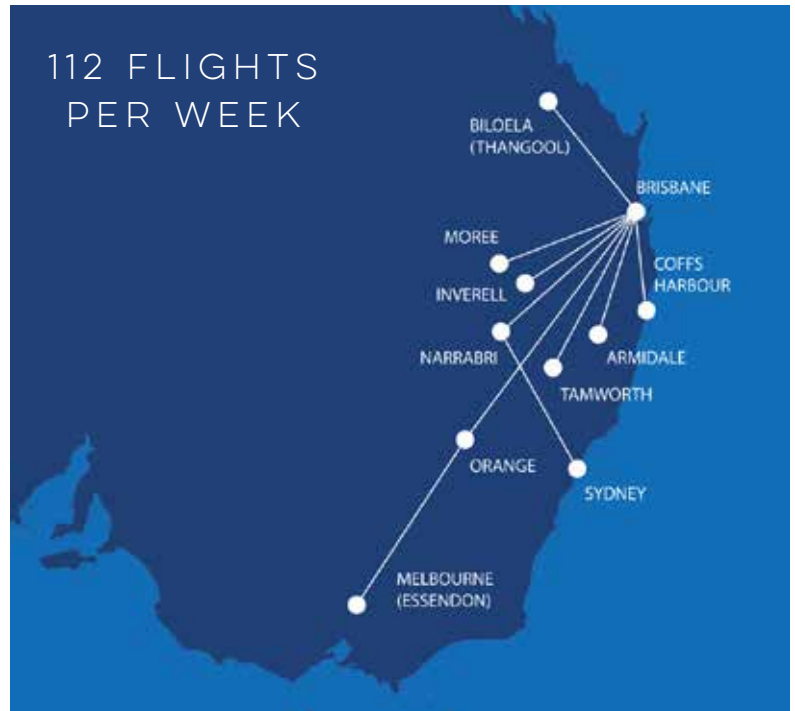


REGIONAL SKIES

FLY CORPORATE, YOUR REGIONAL AIRLINE

Welcome to the first edition of the Fly Corporate Inflight Magazine, Regional Skies. The Regional Airline network has now grown to 112 flights per week, operating to and from 8 regional destinations across Eastern Australia in addition to the capital city destinations of Sydney, Melbourne and Brisbane. The network extends North to Biloela in South Eastern Queensland and South to Melbourne Victoria.

Fly Corporate Inflight Magazine is distributed bi-monthly. Positioned in all seat pockets of Fly Corporate flights, the magazine is a complimentary full colour publication containing content to inform, educate and entertain passengers.



PRINT RUN

2000 copies per issue bi monthly

DISTRIBUTION MAP

1. Armidale
2. Biloela (Thangool)
3. Brisbane
4. Coffs Harbour
5. Inverell
6. Melbourne
7. Moree
8. Narrabri
9. Orange
10. Sydney

EDITORIAL FOCUS

The Fly Corporate Inflight Magazine's editorial focuses on a wide range of topics to appeal to readers with a combination of destination, lifestyle and finance features.

WHAT'S ON

What's on in Fly Corp destinations or nearby, with any big AUS events

INFLIGHT INTERVIEW

Each issue, we have an exclusive interview with a high profile sports car driver, celebrity, musician, comedian etc

OUR BACKYARD

We journey to a regional location that is accessible to readers on the Fly Corporate flight path

TAKE OFF

International Travel Destination Feature

MONEY MATTERS

Covering finances from saving and borrowing to investing and spending

TECH TALK

The latest in tech tips, tricks, gadgets, programs and events

TASTE

Food, drink, events, products and recipes

HEALTH & WELLBEING

Tips, tricks, programs and events

COMMUNITY

A focus on a community project, or a person who has done well in the community

STYLE

Fashion tips, tricks, programs and events

BOOK NOOK

Like a book club – with the latest books, best reads, Author interviews



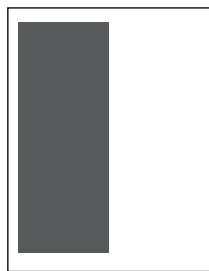
RATES & DIMENSIONS

ADVERTISING RATES

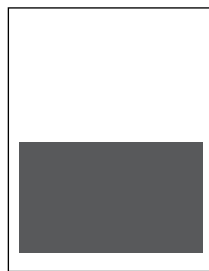
	4 ISSUES (PER ISSUE)
Front Cover	\$4,000
Back Cover	\$2,200
Inside Front Cover FULL PAGE	\$1,980
Inside Back Cover FULL PAGE	\$1,880
Full Page	\$1,800
Half Page	\$985
Third Page	\$690
Quarter Page	\$525



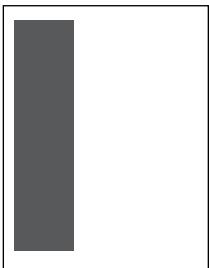
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Trim Size: 297mm h x 210mm w



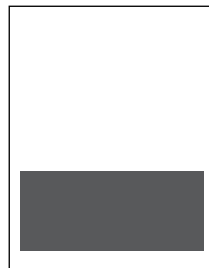
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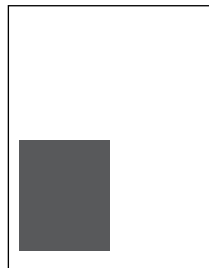
Half Page Horizontal
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Third Page Vertical
268mm high x 61mm wide



Third Page Horizontal
88mm high x 190mm wide



Quarter Page
132mm high x 93mm wide

SPECIFICATIONS

Bleed: At least 3mm on each side for applicable ads

File Types: We prefer PDF files, Tiffs or high resolution jpegs for supplied advertisements. PSD and AI files are also accepted. We do not accept Publisher, Corel Draw or Microsoft Word documents for finished art.

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. If supplying text for advertisements to be typeset, please supply in MS Word or TXT file.

Responsibility Waiver: No guarantee can be given for the accuracy in setting hand-written copy or for the quality of reproduction from unsuitable or previously screened illustration material. The publisher accepts no responsibility for any loss arising from failure of all or part of an advertisement to appear or for any error in an advertisement.

DISTRIBUTION & DEADLINES

EDITION	DISTRIBUTION	DEADLINE*
Issue 1	February/March	15th January 2017
Issue 2	April/May	15th March 2017
Issue 3	June/July	15th May 2017
Issue 4	August/September	15th July 2017
Issue 5	October/November	15th September 2017
Issue 6	December/January	15th November 2017

*If we are designing your advertisement your material must be given to us at least one week before this deadline.