

# KITPLANES®

YOUR HOMEBUILT AIRCRAFT AUTHORITY



## 2023 Print & Digital Media Kit

## Only KITPLANES exclusively covers the fastest growing segment of general aviation.

Experimental/Amateur-Built aircraft make up one of the hottest segments of general aviation—more than 1100 new homebuilts were registered in 2020. Since 2019, demand for new airplane kits continues to break records month after month, while the values of used, flying homebuilts have never been higher. What’s more, today’s so-called homebuilts are better than ever, and the individuals interested in creating their own “dream machines” from scratch come from all corners of aviation. And they’re discovering some key aspects of Experimental aircraft we’ve known for years.

**Lower Cost.** Simply put, you can build an Experimental airplane in just about any category for less than buying a similar aircraft—used! The category allows the airframe designers, whether they provide you a sophisticated kit or merely a set of plans, to develop without the costly burdens of an FAA certification system designed for Boeings. Likewise, engines for Experimentals are often more advanced and affordable than certified versions, as are modern avionics. Plus, builders can perform their own maintenance, saving money after the build.

**Easier to Build.** A large part of today’s homebuilt success is that the kit manufacturers have developed incredibly good kits, most of which have computer-controlled tooling to cut build time and dramatically reduce the chances the builder will make a costly mistake. Today’s homebuilts are eminently buildable.

### Our Readers

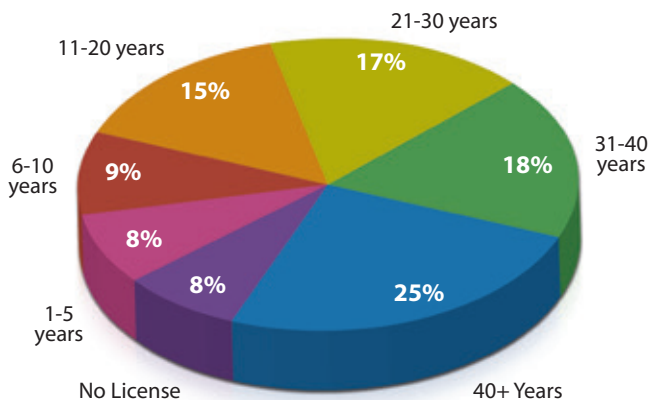
KITPLANES® readers are interested in the leading-edge of aviation technology and are often the first adopters on their airports—they’re the ones making the decisions. Getting in front of them in KITPLANES® is an excellent way to boost sales. Demographically, they are high-earning, highly educated. They’re seriously hooked on Experimental aviation, whether they’re working on a new project or flying an aircraft they built themselves or purchased from a previous owner. Not only are most KITPLANES® readers pilots, but many own more than one aircraft.



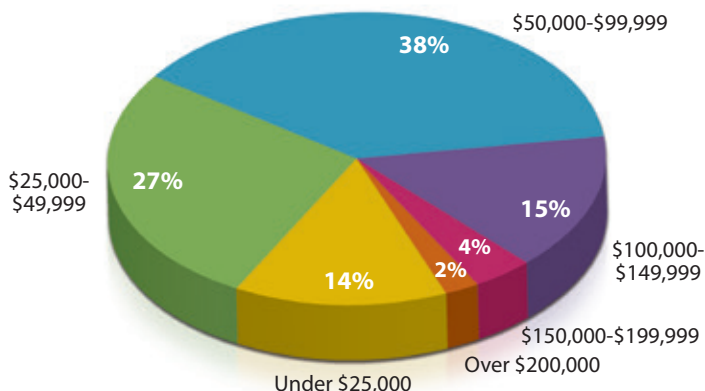
### The KITPLANES® Reader:

- **99%** are male, with **63%** between the ages of 55 and 74.
- **66%** have a college degree and **26%** have completed graduate school.
- **51%** have household incomes exceeding \$100,000; **35%** exceed \$125,000 and **13%** exceed \$200,000.
- **90%** are pilots and **50%** have been a pilot for more than 10 years. Average hours flown is 92 hours per year.
- **58%** own a flying aircraft and **15%** own multiple aircraft.
- **59%** expect to spend at least \$50,000 on their project and **21%** expect to spend more than \$100,000.
- **74%** have subscribed to KITPLANES® for at least three years, **48%** for at least six years and **29%** for more than 10 years.

### Years as a licensed pilot



### Estimated total project cost for the completed aircraft, including engine and avionics



## There's nothing experimental about advertising in KITPLANES.®

For nearly 40 years, we've delivered more qualified buyers, month in and month out, than any other magazine. Kit manufacturers and our regular advertisers tell us KITPLANES® consistently outperforms other media on a cost-per-sale basis.

### Highly Trusted Editorial Content

KITPLANES® is the only publication with 100% of its content dedicated exclusively to Experimental aviation—we don't waste our readers' time with classics and warbirds. Every type of amateur-built aircraft gets editorial attention. Moreover, we've expanded our coverage of buying used Experimentals, in recognition that many durable, desirable homebuilts are no longer being flown by the builder. This is a relatively untapped potential market for upgrades and updates.

### Regularly Covered Topics

- Flight reports on new designs.
- Extensive build-series coverage to show what it's like to make your own.
- Avionics reviews and what-to-buy guides.
- Flight test procedures—how to be safe in the airplane you built.
- Annual buyer's guides on airframes, engines, propellers, lighting, avionics and more.

### Driving Traffic to Your Website

KITPLANES® website is dedicated exclusively to Experimental aviation. We also offer digital subscriptions, publish monthly online newsletters, and make regular posts to social media.

Even though almost all of our readers use computers on a regular basis, many still prefer to read KITPLANES® in print. Then, after reading the magazine, they visit the websites of the advertisers they're interested in learning more about.

### Targeted Market

If you are planning on targeting this fast-growing segment, now is the time to capture the "new" folks we're sure to gain from our newsstand sales in addition to our regular subscribers. Coverage of both the existing and new designs makes us the publication positioned to generate the most new potential customers. KITPLANES® Magazine brings vitality and new pilots to the industry as the #1 newsstand publication for the sport and home-built aircraft market.

As you know, advertising isn't just reaching people. . . it's reaching those who are most likely to buy your product.



## Meet the Team

### Ivy Ericksen, Advertising Representative



Advertising Representative Ivy Ericksen has a long history with KITPLANES, working Experimental aircraft trade shows for 39 years. With the knowledge, experience, and friendships she has developed in the industry during that time, she brings insight and perspective to support the industry. Ivy looks forward to

helping your company's growth plan with advertising products available in KITPLANES Magazine and [kitplanes.com](http://kitplanes.com).

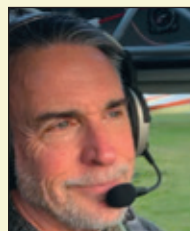
### Karen Lund, Advertising Coordinator



Karen Lund is our meticulously organized, detail-oriented ad coordinator and billing manager. (Yes, it's a lot for one person!) She provides logistical and computer support internally and works directly with advertisers to ensure timely, accurate ad placement in KITPLANES. Karen has been part of the Belvoir Media team for

17 years, working on both KITPLANES and sister aviation brand AVweb.

### Marc Cook, Editor in Chief



Marc is a multi-aircraft builder fully immersed in the Experimental world. His current airplane, a GlaStar, serves as a testbed for new products and a source for upkeep and modification stories to be seen in the magazine and online. He lives in western Oregon.

## KITPLANES® makes it easy to stay informed.

We are the leading source of information for the aircraft builder reaching an exclusive segment of the industry that can't be reached with any other aviation magazine, or all of them combined. And now we've added electronic media to that reach.

Seen by over  
**120,000**  
readers monthly



Over **150,000+**  
user sessions per month



**260,000+**  
monthly page views

Available in  
**Multiple Formats**



## Social Media



facebook.com/kitplanes



#kitplanes

In touch with enthusiasts daily with over

**120,000+**  
monthly post reach

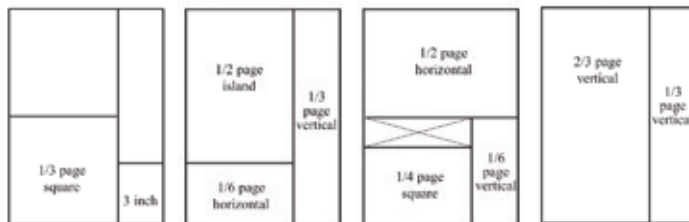


**60,000+**  
weekly email  
newsletter readers

**300,000+**  
weekly newsletter  
readers during  
major airshows

**KITPLANES® = sales to a unique market.**

Unit	Width inches (picas)	Depth inches (picas)
2-page spread bleed	16" (96p)	10-3/4" (64p9)
Full page bleed	8-1/8" (48p9)	10-3/4" (64p9)
2/3 page vertical	4-5/8" (27p9)	9 3/4" (58p6)
1/2 page horizontal	7" (42p)	4-3/4" (28p6)
1/2 page island	4-5/8" (27p9)	7-1/8" (42p9)
1/3 page vertical	2-1/4" (13p6)	9 3/4" (58p6)
1/3 page square	4-5/8" (27p9)	4-3/4" (28p6)
1/4 page square	4-5/8" (27p9)	3-1/2" (21p)
1/6 page vertical	2-1/4" (13p6)	4-3/4" (28p6)
1/6 page horizontal	4-5/8" (27p9)	2-3/8" (14p3)



Printed: Web Offset  
 Trim Size: 7-7/8" x 10-1/2"  
 Safety Area: 1/4" in from each side  
 Ink Specifications: 4/C process  
 Rotation of Colors: SWOP (Black, Cyan, Magenta, Yellow)

Binding: Perfect Bound  
 Bleed Allowance: 1/8" on all edges  
 Dot Gain on Press: 17-23%

## DIGITAL AD SPECIFICATIONS

For full page ads, your document page size should match the magazine page size. Trim marks with 1/8" offset. Bleeds should extend 1/8" beyond trim. Maximum one ad per document.

**Required File Formats:** PDF/X-1a: PDF version 1.3 (Acrobat 4); output resolution 2400 dpi; composite CMYK; high-quality JPEG or lossless Zip compression; resolution for color and gray scale images is 300 dpi; resolution for monochrome images is 1200 dpi; and fonts are embedded and subsetted 100% as well as other characteristics. Trapping is the responsibility of the file provider. Total density should not exceed 290%.

**Unacceptable File Formats:** Other file types, such as Postscript, TIFF, TIFF/IT, EPS or native applications such as Microsoft Word, InDesign, Illustrator, Photoshop, etc.

## IMAGES

**Photography:** Should be saved in TIFF or EPS format, not JPEG, and must not contain extra channels. The color space should be CMYK or Grayscale. Do not place CMYK images in black & white ads. The maximum ink coverage (C+Y+M+K), not to exceed 290%. The resolution of images should be 300 dpi. Images should not contain embedded transfer functions or halftone screens. Do not use ICC profiles or other color management.

**Linework:** Should be saved as a bitmap TIFF. Should have an effective resolution of 1200 to 2400 dpi.

**Vector (EPS logos, etc):** Images must be embedded, not linked. Fonts must be converted to outline (preferred) or embedded within the EPS. Do not place EPS files inside of EPS files.

**Colors:** No RGB or Pantone. Must be CMYK. Ink coverage not to exceed 290%.

## FONTS

We can only accept PostScript Type 1 fonts. If TrueType fonts are used, they must be converted to outlines in Illustrator or a similar program, or embedded within a PDF. Type must not have styles (bold, italic, etc) applied in the page layout program. The actual (bold or italic) font must be selected.

## SUBMITTING DIGITAL ADS

5 MB and under: Email to [ad.copy@kitplanes.com](mailto:ad.copy@kitplanes.com). We will confirm receipt of your email.

Over 5 MB: Please send it through [www.hightail.com](http://www.hightail.com). Simply sign up for a free account. Type in the following email address: [ad.copy@kitplanes.com](mailto:ad.copy@kitplanes.com). Put Advertiser Name in the Subject Line. Any other instructions can be placed into the message. Then browse your hard drive and click on the file. When you click on send, it will upload your file to their FTP site. An email will then be sent to you stating that it was uploaded and another email will be sent to KITPLANES Production to download the file. This service will handle files up to 100 MB.

Production charges will apply if ad does not meet our specifications. Materials are destroyed 12 months after publication.

For more information, contact us at [advertising@kitplanes.com](mailto:advertising@kitplanes.com). or visit [www.kitplanes.com/ad-specifications](http://www.kitplanes.com/ad-specifications).

## 2023 ADVERTISING DEADLINES

	Ad Close	Mail Date		Ad Close	Mail Date
January	9/28/22	11/8/22	July	3/29/23	5/9/23
February	11/2/22	12/13/22	August	4/26/23	6/6/23
March	11/30/22	1/10/23	September	5/31/23	7/11/23
April	12/28/22	2/7/23	October	6/28/23	8/8/23
May	1/25/23	3/7/23	November	8/2/23	9/12/23
June	3/1/23	4/11/23	December	8/30/23	10/10/23

For more information, visit [www.kitplanes.com/ad-specifications](http://www.kitplanes.com/ad-specifications) or contact us at [advertising@kitplanes.com](mailto:advertising@kitplanes.com).

The Builders' Marketplace offers several advertising opportunities designed to enhance response for your precious advertising dollars. This section offers 1-, 2- or 3-inch ads designed by us or provided by you. Here are samples of the three different sizes, acceptable formats and the rates to submit your own Builders' Marketplace ad or have us create one using your photo/logo and text.

As you know, advertising isn't just reaching people...it's reaching those who are most likely to buy your product and producing results. The kit manufacturers and our regular advertisers who sell via mail order and track their response tell us that KITPLANES® regularly outperforms other media on a cost-per-sale basis. This no-waste circulation delivers greater efficiency for your valuable ad dollars. In advertising, consistency pays off. Your ability to sustain a long-term advertising program shows customers that you're a successful, reliable brand.

KITPLANES® Marketplace Rates – GROSS			
effective 8/5/2020			
Size	1x	6x	12x
1" 4-color	180	160	130
2" 4-color	400	360	300
3" 4-color	560	510	440

Gross rates include a new ad design with photo and copy to be provided by the advertiser. A 15% discount is allowed for providing the ad to meet our specifications below.

### Required File Formats:

PDF/X-1a: PDF version 1.3 (Acrobat 4); output resolution 2400 dpi; composite CMYK; high-quality JPEG or lossless Zip compression; resolution for color and gray scale images is 300 dpi; resolution for monochrome images is 1200 dpi; and fonts are embedded and subsetted 100% as well as other characteristics. This format is acceptable for spread, full or partial pages. Trapping is the responsibility of the file provider. Total density should not exceed 290%.

### Unacceptable File Formats:

Other file types, such as Postscript, TIFF, TIFF/IT, EPS or native applications such as Microsoft Word, InDesign, Illustrator, Photoshop, etc.

### Ink Specifications:

4/C process.

For more information, please visit [www.kitplanes.com/advertise/](http://www.kitplanes.com/advertise/) or contact us at [advertising@kitplanes.com](mailto:advertising@kitplanes.com).

**Can't Get Enough  
KITPLANES?**

Get the latest. Follow us on Twitter at #Kitplanes.



Sample 1" Ad– 2.25" wide x 1" high



**Share Your Enthusiasm for  
KITPLANES**

Stay up to date. Follow us on Facebook at [www.facebook.com/kitplanes](http://www.facebook.com/kitplanes)

Sample 2" Ad– 2.25" wide x 2" high

**WORKING WITH  
A TIGHT BUDGET?**



Builders' Marketplace reaches tens of thousands of homebuilders and pilots who are eager to buy new products and services.

**Call 612-743-8512 or  
email: [ivy@kitplanes.com](mailto:ivy@kitplanes.com)**

Sample 3" Ad– 2.25" wide x 3" high

KITPLANES Website



## KITPLANES WEBSITE

Delivering over 260,000 page views per month, the KITPLANES website connects visitors to a wealth of information related to homebuilding, including featured stories, buyer's guides, new product announcements, events, aviation news and more.

## CURATED SECTION SPONSORSHIPS

The curated sections for Engines, Avionics, and Propellers categories offer advertisers granular exposure to readers who are interested not only in Experimental aircraft, but specifically in products from these categories.

## SHOW NEWS SPONSORSHIP

KITPLANES® Magazine is offering a unique advertising opportunity during the 2021 Sun 'n Fun & AirVenture Shows.

"KITPLANES® news from Sun 'n Fun/AirVenture" program will be reporting daily from the show with "Man on the Field" reports. Our Editorial staff will be looking for news items and photos that will be of interest to our readers.

Sponsorship includes ads in 3 sizes on the website and one ad in each of the daily email blasts during the show.

## KITPLANES EMAIL NEWSLETTERS

We have expanded our newsletters to include our regular weekly mailing (including content from the magazine as well as unique digital-only content) plus an updated Homebuilder's Portal, an outreach-themed effort to entertain and educate those who are interested in joining our ranks. Combined with an active social-media presence and a growing catalog of video products—including a 24-part series called Metal Magic, hosted by Paul Dye and essential watching for builders of metal aircraft—we have succeeded in reaching a new kind of pilot and activating would-be builders. Our circulation growth and open rates far exceed the industry standards.

**Weekly, Semi-Weekly & Monthly Rates Available.**

## KITPLANES EMAIL BLASTS

Want to get right to the point? Our email blasts go directly to more than 30,000 opt-in subscribers to deliver your message in the most direct, concise way. With open rates way above the industry average, our email blasts are a cost-effective way to put yourself in front of customers who are engaged and ready to buy.

**Discounted bundled packages available.**

**For more information, please visit [www.kitplanes.com/advertise/](http://www.kitplanes.com/advertise/) or contact us at [advertising@kitplanes.com](mailto:advertising@kitplanes.com).**

## KITPLANES WEBSITE AD SIZES

### Digital Ad Sizes

- 300 x 250 - Medium rectangle
- 300 x 600 - Half page
- 728 x 90 - Leaderboard

We accept static and animated ads. All animation, including loops, must stop at 30 seconds. Pop-ups and other intrusive ads are not accepted.

For each ad creative, please supply the image in double-density (@2x). This means, for example, that your 300 x 250 px ad should be designed as 600 x 500 px.



Standard



Double density

**Acceptable file formats:** gif, animated gif, jpg (jpeg), png, and 3rd-party ad tags. Ensure images are web optimized. Intrusive (pop-up, slide-in, sound, etc.) ads are not supported. Remember to provide us with the destination URL where traffic should be sent. Performance tracking is available through Google Ad Manager or your third-party impression URL.

## SHOW NEWS SPONSORSHIP

### Website:

- Up to two creatives in each of our ad sizes
- Email Blast: 600x300 or 300x250 (30,000+) (Minimum of 5 E-Blasts during the event)

All ads will rotate on all pages.

## KITPLANES EMAIL NEWSLETTERS

### Available Ad Sizes

- 300 x 250 - Medium rectangle
- 600 x 300 - Horizontal half-page

**Acceptable file formats:** gif, jpg (jpeg), png.



KITPLANES Email Newsletters