

# Media Kit

2025



*AVweb*+

A white Phenom 100 turboprop aircraft is shown in flight, banking to the right. The aircraft is positioned in the lower half of the frame, with its nose pointing towards the left. The background features a range of mountains under a warm, orange-hued sky, suggesting a sunset or sunrise. The text "THE GO TO SOURCE FOR DAILY AVIATION NEWS" is overlaid in the center of the image in a bold, white, sans-serif font. The word "PHENOM" is visible on the side of the aircraft's fuselage.

**THE GO TO SOURCE FOR DAILY  
AVIATION NEWS**



Four times a week AVweb reaches more than a quarter million GA pilots who buy single and twin pistons, turboprops, owner- own jets, LSA's— even kits and experimental aircraft.

AVweb is the recognized, leading independent source of breaking

news for pilots, OEM's, FBO's, students, flight schools, the FAA, corporate leaders and flight departments.

We reach a wide, wide range of General Aviation pilots with fast-read, hard-news items and quick-view videos.

*AVweb*+

# In aviation's fast lane, digital marketing is essential.

## Total Monthly Audience (Email, Digital, Social)

1.7+ Million Per Month

## AVweb.com

1.3+ Million Pageviews/mo

## Email Subscriptions

125K+ Opt-In Subscribers

## Social Media

229K+ YouTube Subscribers

4.3K+ Facebook followers

The screenshot shows the AVweb.com website homepage. At the top, there is a navigation bar with links for NEWS, FEATURES, BLOG, MULTIMEDIA, EVENTS, FLIGHT SAFETY, OWNERSHIP, AVIONICS, FORUM, ACCOUNT, and CONTACT. A search bar and a 'NEWSLETTER' button are also present. The main content area is divided into several sections:

- ATP AIRLINE CAREER PILOT PROGRAM:** A banner for the ATP program with a 'Request Info' button.
- FAA Probe Finds Little Wrong At United:** An article with a photo of a United airplane in flight. The headline is 'FAA Probe Finds Little Wrong At United' and the sub-headline is 'Monthlong investigation found no "significant flaws."'. The author is MARK PERLETT.
- World War II Naval Ace Gets Back In The Sky:** An article with a photo of a biplane. The headline is 'World War II Naval Ace Gets Back In The Sky' and the author is MARK PERLETT.
- Testron Customers Prompt Reversal On NBAA Miss:** An article with a photo of a test aircraft. The headline is 'Testron Customers Prompt Reversal On NBAA Miss' and the author is MARK PERLETT.
- WWII Vintage Bomb Explodes On Japanese Airport:** An article with a photo of a vintage bomber. The headline is 'WWII Vintage Bomb Explodes On Japanese Airport' and the author is MARK PERLETT.
- FAA Interpretation Threatens GA Maintenance Sustainability:** An article with a photo of a person working on an aircraft. The headline is 'FAA Interpretation Threatens GA Maintenance Sustainability' and the sub-headline is 'A recent take on a decade-old rule has insurance professionals worried for the future of the industry'. The author is MARK PERLETT.
- Practice Made Perfect:** A sidebar article with a photo of a simulator. The headline is 'PRACTICE MADE PERFECT' and the sub-headline is 'BUSINESS AVIATION SIMULATORS'. There is an 'EXPLORE' button.
- AVweb insider:** A sidebar article with the headline 'Pitching In On The Air: A First Timer's Account'. The sub-headline is 'A well-organized volunteer effort supported the adult for Helene victims.' and the author is JOSHUA KANG.
- Poll:** A poll titled 'Poll: Ever Considered Public Benefit Flying?'. The options are: 'I do it regularly', 'Occasionally', 'Not so far but interested', and 'No'. There is a 'SUBMIT' button.
- Featured video:** A video player with the headline 'Kiplanes Video: Weighing An RV-10' and the sub-headline 'One of the final steps in the build process.' The author is LARRY ANGLISSON.

# How to Get Involved



Talk to a sales representative today to bundle in any of these additional promotions and solutions (detail on following pages):

+ **Website Display Advertising**

+ **Email**

+ **Social Content**

+ **Custom Content**

Please contact [lisa@firecrown.com](mailto:lisa@firecrown.com) to explore these solutions and get more information.



# AVweb Forums

- Advertise on one of our most popular pages
- Display ads delivered on AVweb.com forum

Price Plans	100% SOV
Impressions	30k-50k
Investment	\$3,500/mo

The screenshot shows the AVweb forum homepage. At the top right, there are links for 'Sign Up' and 'Log In'. Below the navigation bar, there are tabs for 'categories', 'tags', 'Latest', 'Hot', and 'Categories'. A red box highlights an advertisement for 'DCONEX The Premium ANR Headset, Without the Premium Price. Learn More, Pay Less >>>'. Below the ad, there is a list of forum topics with columns for 'Topic', 'Replies', 'Views', and 'Activity'. The topics listed are:

- Pilot Ignored Night Takeoff Warning In Fatal Catalina Crash (16 replies, 375 views, 35m activity)
- USAF Warthogs To Phase Out Of Korean Mission (16 replies, 34 views, 38m activity)
- U.S. Airlines Prohibited From Flying To Port-au-Prince, Haiti (9 replies, 15 views, 44m activity)
- Honeywell/Curtiss-Wright Team On 25-Hour CVR/FDR (3 replies, 7 views, 3h activity)
- Picture Of The Week: Nov. 8, 2024 (3 replies, 5 views, 3h activity)

The screenshot shows a detailed view of a forum post. At the top right, there are links for 'Sign Up' and 'Log In'. Below the navigation bar, there is a large banner advertisement for 'START DAYDREAMING THE ULTIMATE FLYING GIVERAWAY'. The main content is a forum post titled 'U.S. Airlines Prohibited From Flying To Port-au-Prince, Haiti' by user 'system'. The post text reads: 'The FAA announced it has prohibited all U.S. airlines from flying to Port-au-Prince, Haiti for at least 30 days. The action comes after three airlines were struck by bullets – two on departure, and a third on landing approach earlier this week. The ban limits humanitarian aid from reaching the country, which is widely savaged by gang-related political violence.' Below the text, there is a 'Show Full Post...' button. At the bottom, there are statistics for the post: 15 views, 6 users, and a date of Nov 13, 1h ago.

# AVweb.com Website Advertising

- Impression or Category-Based Campaigns
  - Sample Categories:
    - Aircraft (Piston, Turboprop, Jets)
    - Avionics
    - Training
    - Pilot Supplies and Gear & more

Price Plans	Tier 1	Tier 2	Tier 3
Impressions	< 100K	< 200K	< 300K
Targeted CPMs	\$50	\$45	\$30
Investment	< \$5,000	< \$9,000	> \$12,000

Price Plans	Tier 1	Tier 2	Tier 3
Impressions	< 200K	< 600,000	> 1,000,000
ROS CPM	\$25	\$20	\$15
Investment	< \$5,000	< \$12,000	> \$15,000

The screenshot shows the AVweb.com website interface. At the top, there is a navigation menu with links for NEWS, FEATURES, BLOG, MULTIMEDIA, EVENTS, FLIGHT SAFETY, OWNERSHIP, AVIONICS, FORUM, ACCOUNT, and CONTACT. A search bar and a 'NEWSLETTER' button are also present.

The main content area features several news articles and advertisements. A prominent advertisement at the top right is for the 'ATP AIRLINE CAREER PILOT PROGRAM' with a 'Request Info' button. Below it, there is a large image of two fighter jets in flight, with a caption: 'FAA Probe Finds Little Wrong At Unkeg' and 'Monthlong investigation found no "significant flaws"'. To the right of this is a vertical advertisement for 'PRACTICE MADE PERFECT BUSINESS AVIATION SIMULATORS' with a 'Request Info' button.

Below the main article, there is a 'Poll' section titled 'Poll: Ever Considered Public Benefit Flying?' with three options: 'I do it regularly', 'Occasionally', and 'Not so far but interested'. A 'SUBMIT' button is located below the poll options.

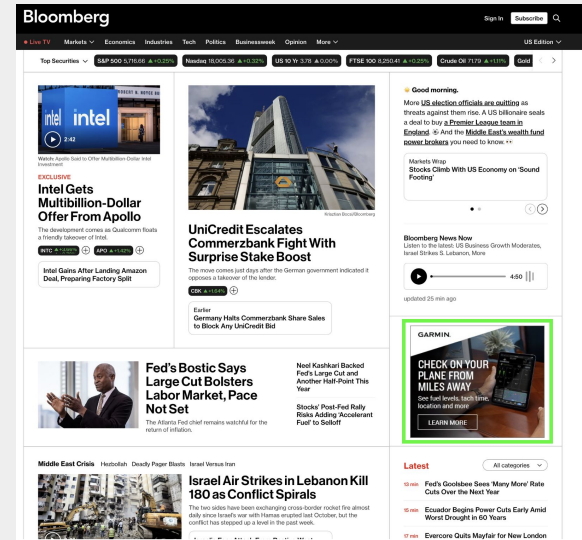
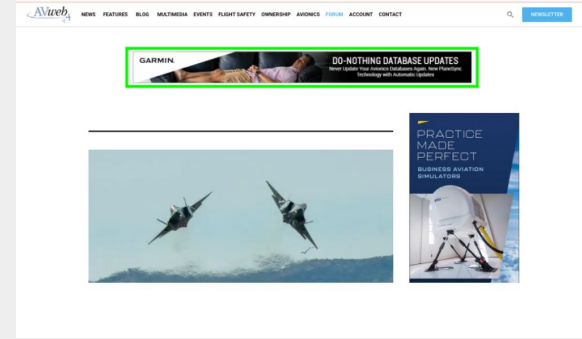
At the bottom of the page, there is a 'Featured video' section with three video thumbnails: 'WWII Vintage Bomb Explodes On Japanese Airport', 'World War II Naval Ace Gets Back In The Sky', and 'Textron Customers Prompt Reversal On NBAA Miss'. A 'VIEW NEWS' button is located at the bottom center of the page.



# Audience Extension Advertising Package

- Expand the effectiveness and reach of your campaign through audience extension
- Increase the touchpoints of your brand with your targets within Avweb audience
- Ability to target AVweb content categories, newsletter lists, or provide an ideal persona to the FMG ad ops team
- Impressions will be delivered and optimized through a premium blend of partner sites
- Avg. CTR: .15-.20%

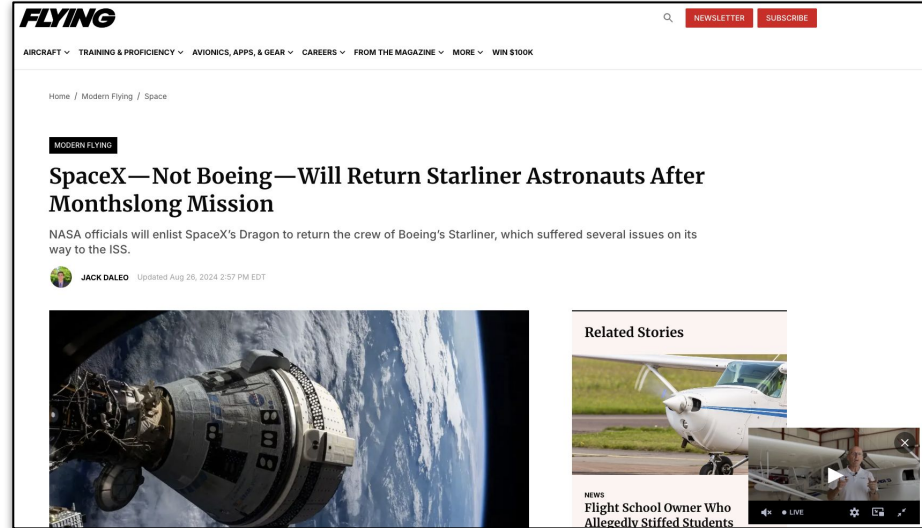
Price Plans	Tier 1	Tier 2	Tier 3
Impressions	< 200K	< 600,000	> 1,000,000
ROS CPM	\$25	\$20	\$15
Investment	< \$5,000	< \$12,000	> \$15,000



# Pre-Roll Video Advertising

- Video creative between :6 and :15 seconds and trackable click through URL accepted
- Pre-roll delivered on AVweb.com and additional channels

Price Plans	Pre-Roll	Pre-Roll+	Pre-Roll Takeover
SOV	25%	50%	100%
Impressions	150K	300K	600K
Investment	\$9,000/mo	\$14,000/mo	\$21,000/mo



The screenshot shows the AVweb website interface. At the top, there is a navigation menu with categories like AIRCRAFT, TRAINING & PROFICIENCY, AVIONICS, APPS, & GEAR, CAREERS, FROM THE MAGAZINE, MORE, and WIN \$100K. A search icon and buttons for NEWSLETTER and SUBSCRIBE are also visible. The main content area features a featured article titled "SpaceX—Not Boeing—Will Return Starliner Astronauts After Monthslong Mission" under the "MODERN FLYING" category. The article text states: "NASA officials will enlist SpaceX's Dragon to return the crew of Boeing's Starliner, which suffered several issues on its way to the ISS." The author is JACK DALEO, and the article was updated on Aug 26, 2024 at 2:57 PM EDT. Below the article is a large image of the Starliner spacecraft in orbit. To the right, there is a "Related Stories" section with a thumbnail for a news item titled "Flight School Owner Who Allegedly Stuffed Students".


AVweb

# Sponsored Social Posts

- Leverage the huge social following of our aviation brands with a dedicated social post promoting your aircraft or aircraft service
- Each post is hosted on the AVweb social handle

\*Advertiser must have a registered social handle on the platform of choice\*


Platform	Package Price
Facebook - Article	\$750
Facebook - Video	\$1,000

**Flying Magazine**  
Aug 23




Based at KTIW for 10 years, this polished 47' Bonanza has been meticulously maintained and upgraded. Every component, whether replaced or updated, showcases an uncompromising commitment to quality. This is a fantastic opportunity for enthusiasts or pilots looking for a reliable and beautifully preserved aircraft.

Sponsored by **AV8RS LLC**  
<https://bit.ly/4fUQfON>

[Show Less](#)



AIRCRAFTFORSALE.COM  
**1947 Beechcraft 35 Bonanza - \$99,500 | Aircraft for Sale**

 Like  Comment  Share

# Boosted Social Posts

- Leverage the huge social following of our aviation brands with a dedicated social post promoting your aircraft or aircraft service
- Each post retargets the engaged followers on our social channels
- Varying scales of investment available, depending on the impressions that you would like guaranteed
  
- Facebook Followers: 339,000 followers
- Instagram Followers: 102,000 followers

\*Advertiser must have a registered social handle on the platform of choice\*

Guaranteed Impressions	Package Price
Impressions Scalable by Commitment	TBD
Available on Facebook	



# Sponsored eBlast

- AVweb will distribute a sponsored e-blast with partner CTA
- eBlast will be sent to AVweb's full 63,600+ opt-in list
- The partner can provide images and copy and Avweb will create an email using a template
- Alternatively, the partner can provide an HTML file


Price Plans	Overview
Quantity	1X
List Size	63,600
Investment	\$6,500

Follow Up Email, Retargeting Unopened Users: \$5,500/per

Brought to you by **AVweb**

**gogo** CONNECTED

Always connected is the new expectation.



### Stay connected, stay informed: Get your newly updated pilot's guide

Keep ahead of the curve with our newly updated Pilot's Guide. This guide is your key to understanding the fundamentals of inflight connectivity as they apply to pilots, just like you. It covers everything you need to know about the latest in cockpit technology, from real-time flight data and weather updates to improved situational awareness and safety. With insights directly from seasoned pilots, this guide explains how connectivity can transform your flying experience and help you better understand:

- **Expert insights:** Learn how inflight connectivity enhances your flight capabilities.
- **Safety first:** Discover how connectivity can enhance your safety measures.
- **Practical use:** Understand how to use these tools for better decision-making.
- **Real-world scenarios:** See the benefits of connectivity in action.

[Download the updated guide](#)

# “AVweb Flash” Newsletter Sponsorship

- Distributed Monday- Friday
- Distributed to 78,600+ subscriber list
- Open Rate: 68%

Price Plans	Leaderboard	Position 2	Position 3	Sponsored Inclusion
Placements	<ul style="list-style-type: none"> <li>✓ Top Spot</li> <li>✓ 600 x300 ad Image</li> <li>✓ URL Link</li> </ul>	<ul style="list-style-type: none"> <li>✓ 2nd Spot</li> <li>✓ 600 x300 ad Image</li> <li>✓ URL Link</li> </ul>	<ul style="list-style-type: none"> <li>✓ 3rd Spot</li> <li>✓ 600 x300 ad Image</li> <li>✓ URL Link</li> </ul>	<ul style="list-style-type: none"> <li>✓ 600 x300 ad Image</li> <li>✓ URL Link</li> <li>✓ 35 Word Copy</li> <li>✓ CTA</li> </ul>
Open Rate*	• 68%	• 68%	• 68%	• 68%
Investment	\$1,250/each	\$950/each	\$950/each	\$750/each

\*Open Rate is monthly average - updated August 2024

**DCONE X**  
The most comfortable, best value, premium ANR headset in aviation  
Learn More >  
*Clear Click*

**AVwebflash**

Volume 31, Number 41c, October 9, 2024

**Hurricane-Hunter P3 Experiences Severe Turbulence**  
One of the National Oceanographic and Atmospheric Administration's (NOAA's) two "hurricane hunter" Lockheed WP-3D Orion aircraft flew into the eye of Hurricane Milton as it approached the Florida coast. Video from on board the four-engine turboprop has been making the [...]  
[Read this article](#)

**Relief Pilots Reminded Of Basics Of Safe Operations**  
General aviation operators sprang into action to provide much needed relief for victims of Hurricane Helens. But the initiative needs to be organized, and the Air Care Alliance (ACA) has coordinated volunteer pilots from Operation AirDrop, AeroBridge, Angel Flight Soars, [...]  
[Read this article](#)


**Elixir Aircraft**  
The 4th generation Part 23 aircraft  
67% less consumption\*

# Custom Co-Branded White Paper

- 2,000 - 4,000 word white paper on an area of the partner's expertise drafted by AVweb's Research team ([Example](#))
- Mutually agreed upon graphics and photos will be incorporated to best illustrate and support the content
- AVweb's Research team will source baseline industry research and the partner will have an opportunity to highlight their own industry data, case studies, or commentary within a dedicated section

\*Based on ABM list; Firecrown Audience Development team will generate impression guarantee

Price Plans	Premium
10 Organic 1st Party Promotions	<ul style="list-style-type: none"><li>✓ 3x on LI, FB &amp; TW/X</li><li>✓ 6x daily NL inclusions</li><li>✓ 1x eBlast</li></ul>
Market Survey	✓ ~8 questions
ABM Promo	*Up to 200k added impressions for download
Investment	\$35,000 per



**FLYING**  
MAGAZINE

## Why Financing Your Next Aircraft Makes Sense

**Contents**

- 03 The Opportunity Cost of Paying Cash
- 05 Does Financing an Aircraft Put You at Risk in a Financial Crisis?
- 06 Borrow at the Right Time
- 07 Financing Keeps Liquidity Open
- 08 How Buying an Aircraft Can Lower Your Tax Burden
- 09 Get Preapproved Today

**FLYING**  
MAGAZINE  
Mark Hill  
General Marketing Writer  
mark.hill@firecrown.com

Why Financing Your Next Aircraft Makes Sense 2

Email Address: \*

First Name: \*

Last Name: \*

Cell Phone Number

+ (555) 555-5555

State/Province: \*

Select One

Country \*

Select One

Do you currently own an aircraft? \*

Yes

No

Timeline for buying your next aircraft? \*

Not Buying

1-3 months

4-6 months

6-12 months

1 year+

Yes, send me the FLYING Daily Newsletter

By clicking submit below, you consent to allow Flying Media to store and process the personal information submitted above to provide you the content requested.

Submit

# Sponsored Editorial Articles

- Leverage AVweb's expert staff writers to craft a relevant piece of sponsored content about your product or service (max 1,200 words)
- Partner's determine the topic that best highlights their brand; AVweb provides written draft for review

Price Plans	Tier 1	Tier 2
Organic 1st Party Promotions	<ul style="list-style-type: none"> <li>✓ Avweb Weekly NL</li> <li>✓ Facebook, Instagram, &amp; Twitter/X</li> <li>✓ AVweb.com</li> </ul>	<ul style="list-style-type: none"> <li>✓ Avweb Weekly NL</li> <li>✓ Facebook, Instagram, &amp; Twitter/X</li> <li>✓ AVweb.com</li> </ul>
ICP (Ideal Customer Profile) Social Boosting	—	Up to 200,000 added impressions guaranteed*
Average Metrics	+ 400-1,000 pageviews	+ 2,000-5,000 pageviews
Investment	\$6,000	\$10,000

\*If specific ICP selected (ex. Student pilots, etc.) - guarantee to calibrate accordingly

The screenshot shows a sponsored article on the AVweb website. The article is titled "About ASA" and is sponsored by Flying Studio. The article content includes a photo of Creighton Merrell, the founder of ASA, and a bio stating that ASA has been aligned with aviation education for over 80 years. The website header shows navigation links like NEWS, FEATURES, BLOG, and MULTIMEDIA. A sidebar on the right contains a "SUBSCRIBE TO OUR NEWSLETTER" form and a "2024 FAR/AIM SERIES" advertisement.

# Avweb TV - Executive Studio

## Interviews

• Highlight your brand's executive team and vision in dedicated Bloomberg-style video interview (5-10 minutes)

- [Example #1](#) - Business Air TV Interview (Tier 1 Package)
- [Example #2](#) - Business Air TV interview (Tier 2 Package [includes recap article])

Price Plans	Tier 1	Tier 2
Organic 1st Party Promotions	<ul style="list-style-type: none"><li>✓ AVweb Weekly NL</li><li>✓ Facebook, Instagram, &amp; Twitter/X</li><li>✓ AVweb.com</li></ul>	<ul style="list-style-type: none"><li>✓ AVweb Weekly NL</li><li>✓ Facebook, Instagram, &amp; Twitter/X</li><li>✓ AVweb.com</li></ul>
ICP (ideal Customer Profile) Social Boosting	—	Up to 200,000 added impressions guaranteed*
Recap Article on Avweb.com	—	✓
Average Metrics	+ 400-1,000 pageviews	+ 2,000-5,000 pageviews
Investment	\$8,000	\$12,000

*\*If specific ICP selected (ex. Student pilots, etc.) - guarantee to calibrate accordingly*

