

A Flight Plan For Success

Audience. Interest. Reach. Format. Frequency. Build a smart flight plan of AOPA Media channels that matches your marketing objectives. Your AOPA Media Rep will help craft a cost-effective and integrated media plan that is certain to make significant returns on your marketing investment.

	PRINT				DIGITAL							DIGITAL		VIDEO	
	AOPA PILOT	AOPA PILOT Turbine	Flight Training	Flight Training You Can Fly Special Edition	AOPA ePilot	Flight Training	Aviation eBrief	Flight School Business	CFI-to-CFI	Club Connector	Travel Pilot	AOPA.org	AOPA App	AOPA PILOT Videos + Newsletters	AOPA Podcasts
Audiences															
Students & New Pilots	X		X	X		X					X	X	X	X	X
Active Pilots	X	X			X		X			X	X	X	X	X	X
Business and Turbine Pilots	X	X			X		X				X	X	X	X	X
Flight Instructors	X	X	X	X		X		X	X	X		X	X	X	X
Flying Clubs	X		X	X				X		X		X			
Flight Schools	X		X	X		X		X	X	X		X			
Aircraft Owners	X	X			X		X			X	X	X	X	X	X
Drone Operators	X		X	X		X						X	X	X	X
Travelers	X	X			X		X			X	X	X	X	X	X
Format	Print + Digital	Print + Digital	Print + Digital	Print + Digital	eNewsletter	eNewsletter	eNewsletter	eNewsletter	Digital Edition	eNewsletter	eNewsletter	Website	App	Online Video + Newsletter	Audio podcasts
Frequency	Monthly	Monthly	8x/yr	Annual	Weekly	Weekly	Daily	Biweekly	Quarterly	Monthly	Biweekly	24/7	24/7	Weekly	On demand
Reach/Views	457K	108K	170K	260K	59% open rate	48% open rate	40% open rate, 5% CTR	51% open rate	38% open rate	51% open rate	36% open	1.9M	133K impressions	67% open rate	135K listeners
Circulation/Uniques	282K	60K	107K	200K	150K	85K	121K	8K	53K	75K	30K	780K	19K users	125K views 50K unique	15-65K unique per podcast
Gender M/F	95/5	94/6	88/12	Indispensable resource for Student pilots and flight schools	95/5	92/8	95/5	B2B for flight school owners, operators, clubs and instructors	95/5	95/5	96/4	83/17	96/4	95/5	96/4
Average Age	58 yrs	59 yrs	41 yrs		58 yrs	47 yrs	61 yrs		57 yrs	57 yrs	61 yrs	55 yrs	55 yrs	58 yrs	55 yrs
Average Net Worth	\$1.60M	\$1.85M	\$870K		\$1.33M	\$870K	\$1.4M		Exclusively for flight instructors	For flying club owners, members, and management	Places to fly for weekend warriors and world travelers	\$1.37M	News, videos, podcasts, events for pilots.	\$1.33M	Segments for aspiring and seasoned pilots
Average HHI	\$283K	\$396K	\$205k		\$253K	\$192k	\$283K					\$258K		\$253K	
Purchase Habits															
Aircraft/Powerplant	X	X	X	X	X		X	X	X	X		X	X	X	X
Adventure/Lifestyle	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Aviation Services	X	X			X		X	X	X		X	X	X	X	X
Avionics/Technology	X	X	X	X	X	X	X	X	X			X	X	X	X
Destinations/Travel	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Pilot Supplies/Gear/Drones	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Training/Employment	All levels	Advanced - Recurrent	Primary - Instruction	Primary - Instruction	All levels	Primary-Instruction	Advanced-Recurrent	All levels	All levels	Primary - Instruction		All levels	All levels	All levels	All levels

*June 2022 AAM Audit

STUDENTS/NEW PILOTS

Reach new and aspiring pilots who are actively in the market for supplies, aviation gear, training, services, and more.

ACTIVE PILOTS

Connect with the single largest audience of affluent and active certificated pilots in the world who shop for supplies, avionics, advanced training, and their next aircraft for adventures by air, land, and sea.

BUSINESS AND TURBINE PILOTS

Build your brand with the specialized and highly sought-after owner-operators and pilots who are flying business-class and turbine aircraft day in and day out.

FLIGHT INSTRUCTORS

Put your company in front of general aviation's instructors and educators who help their students make critical buying decisions every day.

FLYING CLUBS

Be seen by Flying Clubs and their members as a resource to support their fleet and club activities with aircraft parts, supplies, and scheduling tools.

FLIGHT SCHOOLS

Start a profitable partnership with schools and businesses that need new aircraft, avionics, tires, simulators, and pilot supplies to train a growing crop of students and pilots seeking advanced ratings.

AIRCRAFT OWNERS

Talk directly to the ultimate decision makers for their next aircraft purchase, refurb, maintenance, avionics, equipment upgrades, and recurrent training.

DRONE OPERATORS

Engage FAA-registered UAS owners and operators who are in the market for prosumer drone products, training, and services.

TRAVEL PILOTS

Introduce your resort, fly-in community, travel service, domestic or exotic destination to the "bags-packed-and-ready-to-fly" crowd searching for their next aviation adventure.