



Flight

The official magazine of Glasgow Prestwick Airport
» **Media Pack and Advertising Rates**

» **2.4 million passengers**

» **6,500 passengers every day**

AB 50% C1 34%

» **Over 3 million 'meeters and greeters'**

» **28 flights to London every week**

» **28 destinations**

» **16 check in desks**

» **3,100 car park spaces**

Flight The official magazine of
Glasgow Prestwick Airport

selecttravelmedia.com
01204 478 817

» Content featuring

Editorial/welcome

News/scene and heard

Updates and news from Glasgow Prestwick Airport. New routes and innovations.

See You!

Getting to and from Glasgow Prestwick airport – taxi, bus, car. Parking info.

Diary

Covering events for the quarter – cultural, sporting and more.

Travel & Food

Cuisine and destinations tied in to flights from Glasgow Prestwick.

48 hours

Each issue highlights a batch of destinations that can be flown to and enjoyed within a 48 hour time frame; mini city guides: Milan, Paris and so on.

Fashion

Mens and ladies fashion – aspirational, classy.

CD & Book Reviews

The latest titles reviewed with mini-features spun off key releases.

Celebrity/interview

Identity of subject to be agreed: will add weight and sense of perceived value to title.

Health

Regular feature will explore yoga, reiki etc as well as simple exercises to help de-stress and enhance quality of life.

Business Talk

Issues of interest to business community: tax, inheritance, stock market.

Overseas property opportunities

Opportunities to live and work abroad, as well as financial opportunities for renting etc. All tied in to Glasgow Prestwick destinations.



Wines

For the connoisseur. Assessment of wines around the globe ie France, Australia and South Africa. Wine as an investment.

Motoring

Desirable and upmarket vehicles test driven that may well generate advertising revenue. Test brands to include BMW, Mercedes, Lexus, Jaguar etc.

Homes & Property

New build and traditional homes in Scotland.

Local content

Overview of what's happening in Prestwick and hinterland, Pitching Prestwick as a tourist destination in its own right; listings of local Events.

Competitions

Could be expected to include CDs, books as well as – perhaps – vouchers for holidays or holiday package(s).



» Target

Targeted at ABC1 flyers and their 'meeters' and 'greeters' of which 50% of the users are of AB demographic.

Glasgow Prestwick Airport is their preferred choice of airport connecting with the rest of the world for both business and pleasure travel.

Available from strategically sighted and 'flagged' dispensers throughout the concourse, destination airport information desks, mailed to regular flyers and presented hand-to-hand in Landside passenger meeting points.

Flight will give you, the advertiser, immediate access to a readership with 'time on their hands' and are receptive to your message.

Alicante, Costa Blanca

Barcelona Girona

Carcassonne

Dalaman, Turkey

Derry

Dublin

Faro, Portugal

Fuerteventura

Gdansk

Ibiza

Lanzarote

Las Palmas, Gran Canaria

London Stansted

Madeira

Malaga

Malta

Milan Bergamo

Murcia

Palma, Majorca

Paris Beauvais

Pisa

Reus

Riga

Rome

Salzburg

Tenerife

Warsaw

Wroclaw

» Target Market

Over 2.4 million passengers flying out of Glasgow Prestwick Airport.

6,500 passengers on average a day.

3 million passenger arrivals and their 'meeters' and 'greeters'.

90% Scheduled passengers.

10% Charter passengers.

» Key Facts

Glasgow Prestwick Airport currently handles over 2.4 million passengers a year.

Operates 24 hours a day, 365 days a year.

Flights to 28 destinations.

Delivers proportionally more inbound tourists than any other Scottish airport.

Scotland's best value airport - home to 2 major low cost carriers, Ryanair and Wizz.

Scotland's only rail-connected airport, with some 30% of passengers arriving by "AirTrain".

» Distribution

High profile dispensers within the concourse both Landside and Airside, strategically sited in passenger waiting areas.

Information Desks.

Glasgow Prestwick Airport marketing mailing list.

>> Advertising

Rate: Display run of Magazine

Cover positions:	£1,500
DPS:	£1,750
Full page:	£950
Half page:	£600
Quarter page:	£350

VAT at current rate will apply

Series Discounts:

- X2 insertions less 10%
- X3 insertions less 12.5%
- X4 insertions less 15%

- Special positions: +15%
- Bleed +10%
- Agency 10%

Data: Display run of magazine

	depth x width
Full page bleed size:	307mm x 220mm
Full page trim size:	297mm x 210mm
Full page type area:	275mm x 190mm
Half page horizontal:	135mm x 190mm
Half page vertical:	275mm x 93mm
Quarter page:	135mm x 93mm

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Please address any production queries to:
David Rowbottom +44 (0)1204 478 818



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