

MIDWEST FLYER MAGAZINE

Serving the marketing needs of aviation businesses & airports since 1978

POB 199, Oregon WI 53575-0199

PH & FX 608-835-7063 dave@midwestflyer.com

Circulation Summary Effective June 1, 2010

MIDWEST FLYER MAGAZINE is distributed to an 11-state region of the United States: Minnesota, Wisconsin, Illinois, Iowa, North Dakota, South Dakota, Nebraska, Missouri, Kansas, Indiana, and Michigan. The magazine is published bi-monthly, six (6) times a year.

CIRCULATION: **10,000** copies of each issue are printed and distributed via mail, and at conferences and trade shows.

READERSHIP: Each issue is distributed to ***different aircraft owners*** (single-engine piston thru corporate jets), **pilots** (Private thru ATP), **students and faculty** at aviation college campuses and flight schools, **aircraft technicians**, **fixed base operators**, and **airport officials**.

Each of the 1,000-plus copies distributed to airports and displayed in pilot lounges are likely read by more than one pilot, aircraft owner, and airport official, resulting in ***multiple readers*** and advertisement impressions.

Each issue is also posted at **MidwestFlyer.com**, resulting in ***added exposure*** to advertisements *at no additional charge!*

In addition, advertising clients who sign up for six or more issues (one year) receive a complimentary **website link** at *MidwestFlyer.com*, resulting in even greater exposure and added value.

AIRCRAFT OWNER & PILOT DEMOGRAPHICS:

\$1,088,000 = Average Household Net Worth.

189,000 = Average Household Income.

109,000 = Median Household Income.

877,000 = Average Investments Held.

361,000 = Average Value of Primary Home.

32% = Millionaires

29% = Own Second Home, with 12% Located In Fly-In Community.

96% = Male.

52 = Median Age.

50% = Between Ages 25-54.
89% = College Educated.
33% = Pursued Postgraduate Degrees or Hold Master or Doctorate.
30% = Self-Employed.
90% = Own Personal Computer.
48% = Own Laptop Computer.
96% = Regularly Use Internet & 68% Eight or More Times A Week.
99% = Own At Least One Vehicle & 88% Own Two or More.

AVIATION BACKGROUNDS:

96% = Certificated Pilots.
58% = Private Pilots.
24% = Commercial Pilots.
14% = Air Transport Pilots.
20% = Certificated Flight Instructors.
52% = Instrument Rated.
24% = Intend To Upgrade Certificate Within Next 12 Months.
24% = Intend To Upgrade Ratings Within Next 12 Months.
73% = Intend To Upgrade To Instrument or Multi-Engine Ratings.
71% = Intend To Obtain Recurrent Training Within Next 12 Months.
14% = Hold Type Rating In Jet Over 12,500 lbs.

TRAVEL:

Have flown by general aviation aircraft in the past three years to:

38% = Canada
26% = Alaska
35% = Bahamas
12% = Other Caribbean.

NOTE: Since the majority of Midwest Flyer Magazine readers are aircraft owners and pilots, the publishers believe that the demographics of its readers parallel those of AOPA members. The above demographics were derived from AOPA Pilot Subscriber Study; Erdos & Morgan, April 2003. Primary sources of data include the FAA, NTSB, GAMA, and others (12/31/03).