

# microlight

January 2009 PUBLISHED BY THE BMAA

FLYING

**Advertising info**

**pagefast**  
print & publishing

[www.pagefast.co.uk/mf](http://www.pagefast.co.uk/mf)  
telephone 01524 841010

**NOW  
PUBLISHED  
EVERY  
MONTH**

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# FLYING

## The Magazine...

**Microlight Flying** is the official publication of the British Microlight Aircraft Association. It is published monthly and mailed to every member of the BMAA.

Each issue is printed in full colour throughout and the circulation is just over 4,000 copies per issue.

Microlight Flying contains flying-related features and news relevant to microlight and small airplane pilots and enthusiasts together with technical information, new products, topical issues, flight tests, buyers guides, exhibition and fly-in info etc together with an extensive classified directory.

## The Editor...

**David Bremner** has been involved in the sport since the early 1980s and is also a BMAA inspector and check pilot.

He can be contacted on 01706 824090 or email: [mfeditor@bmaa.org](mailto:mfeditor@bmaa.org)

## The Association

**British Microlight Aircraft Association** has its head offices at

The Bullring, Deddington, Banbury, Oxford OX15 0TT.

Tel. 01869 338888 or Fax 01869 337116.

Email: [general@bmaa.org](mailto:general@bmaa.org).

Website: [www.bmaa.org](http://www.bmaa.org)

Also Shop Online at [www.bmaashop.org](http://www.bmaashop.org)

Advertising Consultants:

**pagefast**  
print & publishing

4-6 Lansil Way, Lancaster LA1 3QY

Tel. 01524 841010 · Fax 01524 841578

Email: [mf@pagefast.co.uk](mailto:mf@pagefast.co.uk)

## Booking your advertising...

This leaflet contains all the information you should require, however if you have any further questions contact Pagefast, the advertising consultants.

We also offer a comprehensive design and typesetting service. Contact Pagefast for more details and costs etc.

## Advert Deadlines...

MF magazine is published every month and the approx. deadline dates are below.

Deadlines for the next issue are published in the magazine and also online at:

[www.pagefast.co.uk/mf](http://www.pagefast.co.uk/mf)

ISSUE	Advert Bookings	Loose Inserts	Mailed
JAN	1 Dec	18 Dec	3 Jan
FEB	5 Jan	17 Jan	1 Feb
MAR	2 Feb	16 Feb	2 Mar
APRIL	2 Mar	18 Mar	1 April
MAY	3 April	18 April	1 May
JUNE	4 May	18 May	1 June
JULY	1 June	18 June	1 July
AUG	3 July	18 July	1 Aug
SEPT	3 Aug	17 Aug	1 Sept
OCT	1 Sep	18 Sept	1 Oct
NOV	2 Oct	17 Oct	1 Nov
DEC	2 Nov	18 Nov	1 Dec

# Display advertising rates (not including VAT)

updated September 2008

Size and shape <i>of adverts available</i>	Basic Cost + VAT	Bleed advert + VAT	Page area mm		Add extra 3mm bleed all round	
			<i>Height x Width</i>		<i>Height x Width</i>	
Full Page	£434	£478	252	178	297	210
Half page vertical	£240	£265	252	86	297	100
Half page horizontal	£240	£265	123	178	145	210
Third page vertical	£154	£170	252	55	297	72
Third page horizontal	£154	£170	80	178	103	210
Quarter page vertical	£130	£143	178	40	297	57
Quarter page horizontal	£130	£143	59	178	80	210
Quarter page portrait	£130	N/A	123	86	–	–

All above prices are for complete file (to acceptable standards) supplied by the advertiser. Preferred is press quality PDFX-1a (300dpi). Contact Pagefast for full specification and origination information.

**DISPLAY SPECIAL POSITIONS:** Availability and extra cost involved are available on request

## Directory: Classified advertising rates (all including VAT)

Trade Ads and Non-members' ads	Cost including VAT
<b>Note: All classified display advertising is now at Standard Full Colour Rate</b>	
<b>Linage:</b> Maximum of 30 words	£15.00
<b>Display:</b> Minimum. 4cm x single column	£30.00
<b>Display:</b> Rate per column x 1 cm (col.cm)	£7.50 per col.cm
<b>1/8th page Display: 6cm x 2 columns</b>	£90.00
eg: 5cm x 2 columns Box (5x2=10 col.cm)	£75.00
eg: 4cm x 2 columns Box (4x2=8 col.cm)	£60.00

Above prices include origination for sizes up to 6cm x single column classified display advert. Over this size: Origination cost may be extra unless a complete file (to acceptable standards) is supplied by advertiser. Preferred is press quality PDF (300dpi). Full details available on request.

BMAA Members' adverts: <i>Own Private adverts only</i>	Cost including VAT
<b>Linage:</b> Maximum of 30 words	£7.00
<b>Display box:</b> Minimum. 4cm x single column	£22.00
<b>Display box:</b> 5cm x single column	£27.50
<b>Display box:</b> 6cm x single column	£33.00

All display adverts are now full colour - no extra cost for including colour photo of aircraft etc

**Main Categories:** A: Flexwing aircraft B: Fixed Wing aircraft C: Clubs F: Foot-launched H: Hangarage M: Miscellaneous O: Other Aircraft P: Parts/Equipment S: Services etc T: Training/Flight Experience etc

**Loose leaf inserts** Please contact Pagefast for rates and further information

## Series Discounts...

No. of Insertions	DISCOUNT	NOTES:
3 to 5 issues	5%	The same advert space is reserved for that number of consecutive issues. Artwork may be changed during series if received before deadline. Series Discounts apply to all formats of advertising
6-11 issues	10%	
12 issues	15%	

Advertisers desiring to run their advert until further notice will receive a 15% discount and will be required to confirm the series booking after each 12 issues.

## Payment options...

Advertisers without a Pagefast advertising account must pay upon booking for their first advert. Credit/Debit card payments are accepted for amounts over £12 and Online Secure payment is available at: [www.pagefast.co.uk/payment](http://www.pagefast.co.uk/payment). For subsequent bookings an advertising account can be set up and adverts can be invoiced for payment within 30 days.

All Cheques should be made payable to 'Pagefast Ltd' and sent the address below. Electronic payment methods such as BACS can also be arranged. please contact Pagefast for more details.

Pagefast are also printers and publishers of the highly acclaimed  
**LANDSCAPE CALENDAR series** 2010 version soon

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calendars online or  
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