

# BLADES™

AVIATION ENTERTAINMENT MAGAZINE

2012 MEDIA KIT

**BOLD CONTENT** 85% CONTENT IS ENTERTAINMENT COVERAGE

# WHO'S LOOKING?

## BANNER ADVERTISING

- LEADERBOARD 700 X 87 PIXELS
- RECTANGLE 300 X 250 PIXELS
- SKYSCRAPER 160 X 600 PIXELS
- LRG SKYSCRAPER 300 X 600 PIXELS
- SKIN (BACKGROUND)

Blades Magazine is the leading Aviation Entertainment Magazine quickly gaining momentum in the digital world. Our strong presence online and our extensive knowledge in social media marketing has driven visitor traffic to all those who advertise on our digital magazine.

### ALSO INCLUDED

FACEBOOK AD & NEWSLETTERS

## ASK ABOUT SPECIAL DISCOUNTS

Reduced banner advertising only available to aviation industry companies.



## READER PROFILE

<b>GENDER</b>	75% MALE 25% FEMALE
<b>DEMO (AGES)</b>	
56 - 75	50%
25 - 54	45%
18 - 34	20%
<b>AVERAGE ANNUAL INCOME \$95k</b>	
\$50k - \$74,999k	25%
\$100k - \$149,999k	46%
<b>ETHNICITY</b>	
WHITE (NOT HISPANIC)	75%
BLACK (NOT HISPANIC)	8%
HISPANIC DESCENT	5%
<b>CHILDREN AT HOME</b>	
NO KIDS	61%
HAS KIDS	39%
<b>EDUCATION / COLLEGE DEGREE</b>	67%

**BLADES**<sup>TM</sup>  
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