

# AEROKURIER fact sheet



## The magazine

### From Pilots for Pilots: AEROKURIER

As a trade journal, AEROKURIER informs about topics concerning general and business aviation, aircraft, sport aviation and developments in aviation technology for international civil aviation. As goes without saying for a serious general aviation magazine of AEROKURIER's range, pilot reports on aircraft are published every month. AEROKURIER is the official publication of 2 major aviation associations in Germany: the German Aeroclub e.V. and AOPA Germany.

AEROKURIER contributes consistently to the acceptance of aviation by the public by publishing competent reports, transparent presentation of the market and well founded investigations. The ambitious editorial concept of AEROKURIER covers our readers' interest in all topics of civil aviation. Several times per year SPECIALS are published as a journal within the journal. Topics are, for example, flight training, helicopters, maintenance and business aviation.


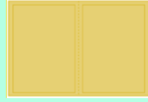
AEROKURIER is for all people who are interested in the field of civil aviation and who are predominantly active in this field. 80 % of all readers of AEROKURIER are in the possession of a valid pilot's license.

## The facts

- **Founding year:** 1957
- **Publication frequency:** monthly
- **Copy price:** € 6,50
- **Sold circulation:** 13.863 (IVW 4/18)
- **Publisher:**  
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 [www.aerokurier.de](http://www.aerokurier.de)

## Ad sizes and rates 2019

| Page Fractions   | Sizes*  | Rates 2019*       |
|--|---|-------------------|
|   | <b>1/1 Page 4c</b><br>S: 185 x 248mm<br>A: 215 x 280mm* | <b>€6.790</b>     |
|   | <b>2/1 Page 4c</b><br>S: 392 x 248mm<br>A: 430 x 280mm* | <b>€13.550</b>    |
| * <b>Width x Height</b>   TA: Type Area   TS: Trim Size<br>* For bleed advertisements please add additional 5mm on all sides for trimming.<br>* All rates plus VAT. Other formats and rates on request or under <a href="http://www.mps-vermarktung.de">www.mps-vermarktung.de</a> |   |                   |
| Classified Sections  |   |                   |
| Rate per mm and column (43mm width)  | <b>4-c €3,90</b>  | <b>b/w €3,00*</b> |

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## Our readers

### Readers AEROKURIER

| Job Position**                                 |     |  |
|--|-----|--|
| Freelance                                      | 21% |    |
| Executive / Appointee                          | 18% |    |
| Employee                                       | 27% |    |
| Craftsman                                      | 5%  |     |
| Worker   | 6%  |     |
| In education                                   | 12% |    |
| Other  | 11% |    |
| Ownership of a flying license**                |     |  |
| Yes  | 78% |  |
| No   | 22% |  |
| Personally used aircraft**                     |     |  |
| Piston aircraft                                | 64% |  |
| Glider   | 44% |  |
| Motor glider                                   | 38% |  |
| Ultralight                                     | 39% |  |
| Jet  | 5%  |   |
| Helicopter                                     | 3%  |   |
| Gyrocopter                                     | 1%  |   |
| I don't fly one                                | 1%  |   |
| Membership in Organizations*                   |     |  |
| Membership in a club or organization           | 57% |  |
| Who is the owner of your most flown aircraft?* |     |  |
| Club   | 49% |  |
| Myself   | 19% |  |
| Charter Company                                | 18% |  |
| Sharing Community                              | 12% |   |
| Employer                                       | 5%  |   |

Source: \*Reader's survey in the AEROKURIER AERO 2005 lottery, issue 04/2005

\*\* Innovation Award 2018; base reader and user from AEROKURIER