

2021 MEDIA GUIDE

IFR

IN-FLIGHT REVIEW

Helijet

2021 | MEDIA GUIDE



In-Flight Review (IFR) is an engaging lifestyle magazine produced for Helijet, North America's largest helicopter airline. Tailored to a sophisticated readership of senior executives in business and government, IFR informs and entertains like no other airline publication on the West Coast.



QUICK ANNUAL FACTS

PUBLISHED:	4 times a year
PRINTED COPIES:	10,000
DISTRIBUTION:	Helijet aircraft & passenger terminals Select Vancouver, Victoria & Nanaimo hotels
ESTIMATED SINGLE ISSUE REACH:	10,000+ upper income consumers

READERSHIP & DISTRIBUTION

Helijet's passengers are a **premium readership** of highly mobile professionals who represent some of the most affluent and influential travellers in British Columbia. For the most part, the airline's clientele is an eclectic blend of senior executives and managers in business and government, as well as doctors, lawyers, consultants, and other professionals who appreciate the convenience and level of service only Helijet can provide.

In addition to **strategic distribution** in all Helijet aircraft and passenger terminals, *IFR* magazine is also distributed at **select Vancouver, Victoria and Nanaimo hotels.**

"I advertise because IFR is a quality magazine that allows us to reach a desirable 'captive' audience, and it positions Dance Victoria in a unique and significant way. IFR is an important place for Dance Victoria to be and I congratulate the publisher on producing a great looking publication with interesting content — a rare thing these days."

— Stephen White, Producer, Dance Victoria



ESTIMATED READER PROFILE PER ANNUM

		Audience	Composition
READERSHIP	Total Adults	101,553	100
	Men	56,123	55
	Women	45,430	45
AGE	Median Age: 49		
HOME ADDRESS	Vancouver	43,961	44
	Victoria	39,114	39
	Nanaimo	14,078	14
	Other	3,046	3
OCCUPATION	Business & Professional	54,839	54
	Government	42,652	42
	Other	4,062	4

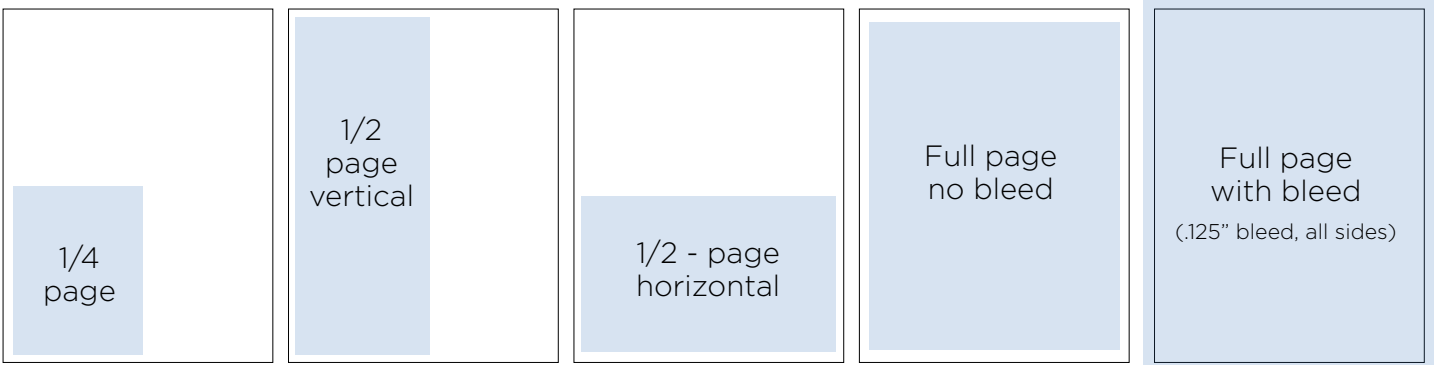
For more information or a rate card, contact Garth Eichel at **250.380.3961**, or e-mail garth@archipelagomedia.com

IFR ADVANTAGE



WHETHER YOU ARE LOOKING TO REACH OLD CUSTOMERS, OR FIND NEW ONES, IFR IS AN IDEAL VENUE IN WHICH TO PROMOTE YOUR BUSINESS TO A PREMIUM READERSHIP:

- Helijet passengers are a **well-defined audience of affluent professionals**. Advertisers can achieve a variety of marketing objectives by targeting this desirable readership of influential leaders and decision makers in industry and government.
- *IFR* magazine provides **superior editorial content** and visual design in a quality product; your business image will be part of the overall reading experience.
- As a quarterly magazine, your ad receives **prolonged exposure** over three months.
- *IFR* is **distributed to several luxury hotels and resorts**, further increasing your ad's exposure.
- Qualified advertisers receive **travel benefits** of up to \$1,200 on Helijet. (See rate card for details.)



“As a lifetime student of marketing and client retention, I am very impressed at the content, quality and diversity of layout and articles in Helijet’s IFR magazine!”

— Lyle Macgregor, Business Manager



ADVERTISING SIZES

PAGE SIZES	INCHES
1/4 page	3.25" x 4.75"
1/2 page horizontal	7" x 4.375"
1/2 page vertical	3.25" x 9.70"
Full page no bleed	7.75" x 10.25"
Full page with bleed*	8.5" x 11"
DPS with bleed*	16.75" X 11"

* size includes 0.125" bleed, all sides

Note: please offset crop marks 0.1875"