

IFR

IN-FLIGHT REVIEW

Helijet

2016 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 FACTS

PUBLISHED:	4 times a year
PRINTED COPIES:	20,000
DISTRIBUTION:	Helijet aircraft & passenger terminals Select Vancouver & Victoria hotels
ESTIMATED SINGLE ISSUE REACH:	25,000+ 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 hotels, resorts and businesses in Vancouver, Victoria and Nanaimo.**



"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

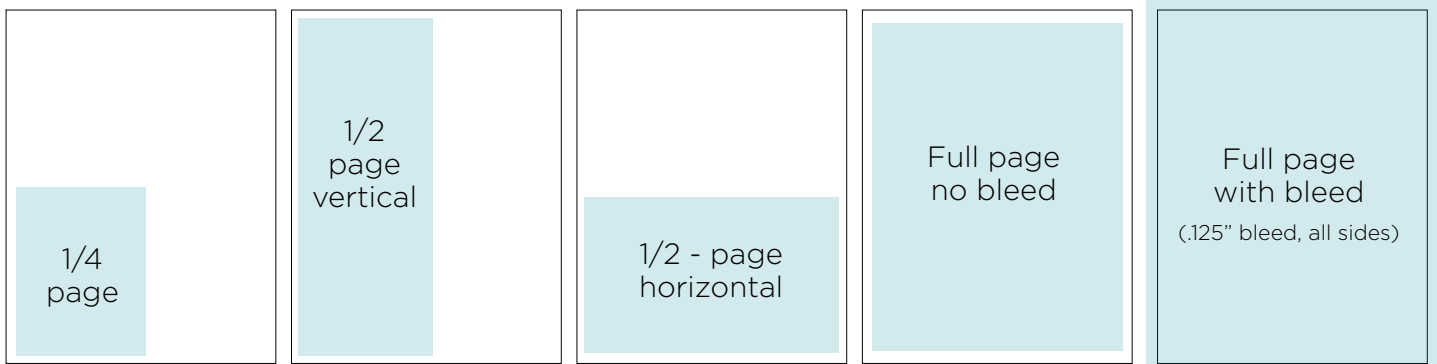
		Audience	Composition
READERSHIP	Total Adults	101,553	100
	Men	56,123	55
	Women	45,430	45
AGE	Median Age: 49		
HOME ADDRESS	Greater Vancouver	49,761	49
	Greater Victoria	46,714	46
	Other	3,046	3
OCCUPATION	Business & Professional	54,839	54
	Government	42,652	42
	Other	4,062	4

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 \$1,000 on Helijet. (See rate card for details.)

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



"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	3.25" x 4.75"
1/2 page horizontal	7" x 4.5"
1/2 page vertical	3.25" x 9.7"
Full page no bleed	7" x 9.7"
Full page with bleed*	8.5" x 11"
DPS with bleed*	16.75" X 11"

* size includes .125" bleed, all sides

