



PILOT CAREER NEWS

THE DEFINITIVE SOURCE FOR PILOT TRAINING, CAREER AND INDUSTRY NEWS



PILOT CAREER NEWS

MEDIA KIT

ADVERTISING SALES CREW

Paul Yates: paul.yates@seager.aero **Darran Ward:** darran.ward@seager.aero
Flyer Ad Dept, PO Box 4261, Melksham SN12 9BN Tel: +44 (0)1225 481440

PCN... INFORMS, INSPIRES EDUCATES, ENTHUSES

Pilot Careers News is the Number One source of information for anyone thinking about a career as a professional pilot. We not only cover news from the pilot training industry but also seek to inspire and enthuse our visitors about this important career choice.

We care passionately about helping our visitors and readers as they approach key decisions in their career planning. We make sure they have every opportunity to find the information they need – even when they're not sure of the right questions to ask. Our visitors also include people looking for a change of career, cadet pilots and already qualified pilots.

PCN not only has the latest on pilot training developments but also publishes targeted and essential articles on key aspects of becoming a professional pilot. These include:

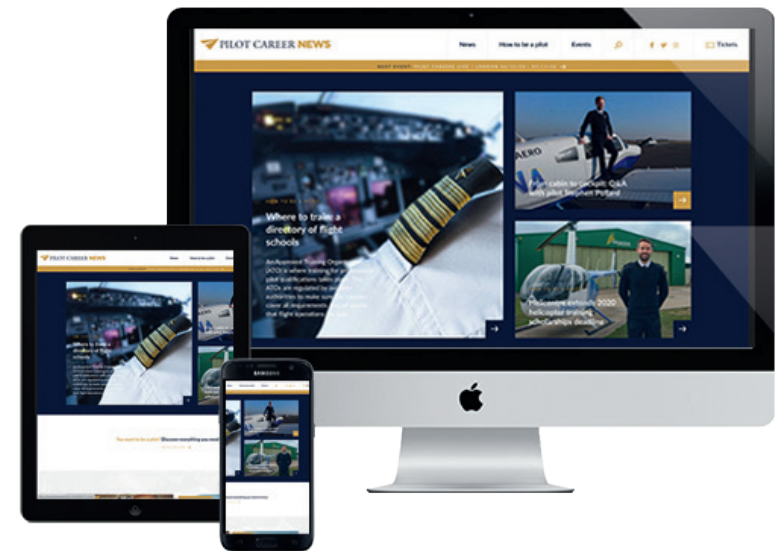
- What it takes to become a pilot
- Assessment and selection
- The different routes to the cockpit: integrated and modular ATPL, or MPL
- Medical requirements and issues
- Funding

The different types of professional pilot careers, from airline to helicopter operations
Case histories of graduates and new pilots

PCN also has a useful directory of Approved Training Organisations which can be viewed as a whole or country by country, with the opportunity for ATOs to expand their entry.

PCN is coupled with the popular and successful series of Pilot Careers Live events to inspire and inform potential student pilots, as well as match them with training organisations or suppliers of training materials and services.

Pilot Careers News and Pilot Careers Live deliver for both would-be professional pilots and the pilot training industry. There is no better place to be.



PCN reader & online user profile

Consists of young users (over half are under 34) seeking information helping them choose the best career path. Two thirds of our readers connect with us on mobile, mostly through organic search or social media.

Our readers, your buyers....

PCN Website/forum viewers per month 30,000
Unique website/forum visitors per month 15,000
Facebook post reach 8,000
Instagram reach 6,000
Instagram impressions 11,000

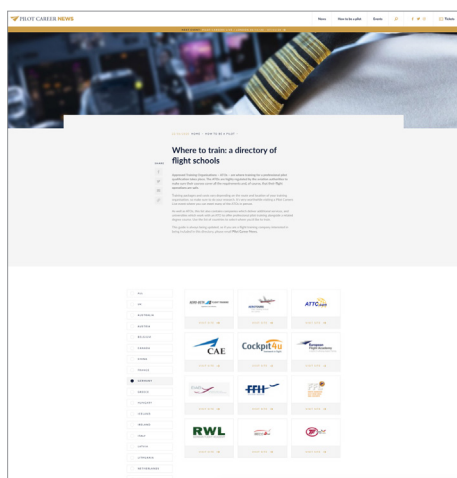
Directory of Approved Training Organisations

PCN Media Kit 2020 | 3 of 4



Every would-be professional pilot has to train with an Approved Training Organisation (ATO). The PCN directory is a powerful tool for ATOs to put their business right in front of students. The basic listing is free but can be upgraded to include content supplied by the ATO (subject to our editorial control to ensure it meets general standards of taste, decency, accuracy, human rights and legal issues).

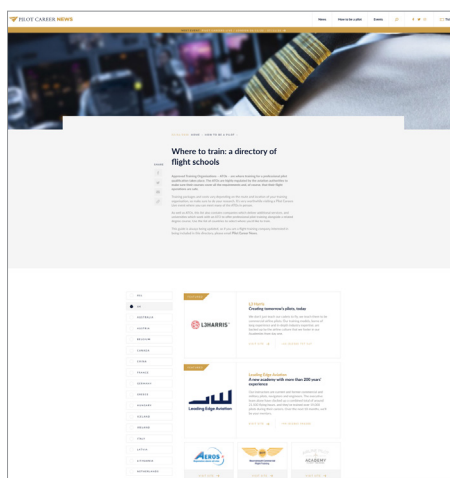
Standard

Feature	Starter
Monthly cost	£20
Annual cost	£199
Prominence / position	-
Featured tab	-
Company description	-



Featured

Feature	Featured
Monthly cost	£50
Annual cost	£495
Prominence / position	Above starter
Featured tab	
Company description	



The ATO Listing

The standard listing comprises:

- The ATO company logo (needs to be supplied with a white background)
- The countries in which the ATO has training bases
- A link (URL) to the ATO website

An upgraded listing could include:

- Text describing an ATO's facilities, operations, capabilities and authorisations
- Testimonials from past graduates
- Photos
- Video

pilotcareernews.com

PCN Media Kit 2020 | 4 of 4

Digital advertising needn't be confusing - we make it simple and cost-effective for you to reach our considerable online audience...

Rates

Cost per thousand website page impressions (cpm)

Leaderboard.....	£20 cpm	Mid-page unit (MPU).....	£15 cpm
Billboards.....	£25 cpm	Double MPU.....	£25 cpm

PILOT CAREER NEWS Standard digital ad formats



Banner
728 x 90px



MPU
300 x 250px



Double MPU
300 x 600px

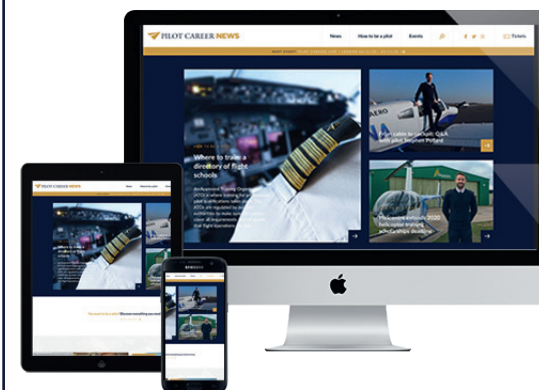
Digital bespoke services

For all other opportunities and creative bespoke services, please contact our sales team on **+44 (0)1225 481440**

Supplying artwork

We accept files in Flash/SWF and JPEG/GIF/
PNG formats
File size 40kb

Email all artwork to
nick.powell@seager.aero



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Keep up with Pilot Career News via our website, and on Facebook and Twitter, for all the latest news, reviews, gossip, headlines, discussions and videos.