

# ***MIDWEST FLYER MAGAZINE***

*Serving the marketing needs of aviation businesses & airports since 1978*

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## **Circulation Summary Effective January 1, 2009**

MIDWEST FLYER MAGAZINE covers an 11-state region of the United States: Minnesota, Wisconsin, Illinois, Iowa, North Dakota, South Dakota, Nebraska, Missouri, Kansas, Indiana, and Michigan. The magazine is published bi-monthly, six (6) times a year with additional coverage provided through [www.midwestflyer.com](http://www.midwestflyer.com).

CIRCULATION: **40,000** readers per issue est. (10,000 direct readers including 1,000 copies to airport lounges X 30 residual readers per copy est. = 30,000 + 10,000 = 40,000), *plus added exposure through* [www.midwestflyer.com](http://www.midwestflyer.com). (Advertising clients who sign up for six (6) or more issues (one year) receive a 15 percent discount, and a website link at [www.midwestflyer.com](http://www.midwestflyer.com) at no additional charge!)

Each issue is distributed to different aircraft owners ((Light Sport Aircraft thru Corporate Jets), pilots (Student thru ATP), aviation college campuses, aircraft maintenance facilities, flight schools, fixed base operations, and airport officials.

### READER DEMOGRAPHICS:

\$1,088,000 = Average Household Net Worth.

189,000 = Average Household Income.

109,000 = Median Household Income.

877,000 = Average Investments Held.

361,000 = Average Value of Primary Home.

32% = Millionaires

29% = Own Second Home, with 12% Located In Fly-In Community.

96% = Male.

52 = Median Age.

50% = Between Ages 25-54.

89% = College Educated.

33% = Pursued Postgraduate Degrees or Hold Master or Doctorate.

30% = Self-Employed.

90% = Own Personal Computer.

48% = Own Laptop Computer.  
96% = Regularly Use Internet & 68% Eight or More Times A Week.  
99% = Own At Least One Vehicle & 88% Own Two or More.

#### AVIATION BACKGROUNDS:

96% = Certificated Pilots.  
58% = Private Pilots.  
24% = Commercial Pilots.  
14% = Air Transport Pilots.  
20% = Certificated Flight Instructors.  
52% = Instrument Rated.  
24% = Intend To Upgrade Certificate Within Next 12 Months.  
24% = Intend To Upgrade Ratings Within Next 12 Months.  
73% = Intend To Upgrade To Instrument or Multi-Engine Ratings.  
71% = Intend To Obtain Recurrent Training Within Next 12 Months.  
14% = Hold Type Rating In Jet Over 12,500 lbs.

#### TRAVEL:

Have flown by general aviation aircraft in the past three years to:

38% = Canada  
26% = Alaska  
35% = Bahamas  
12% = Other Caribbean.

*NOTE: Since the majority of Midwest Flyer Magazine readers are aircraft owners and pilots (96%), their demographics parallel those of AOPA members. The above demographics were derived from AOPA Pilot Subscriber Study; Erdos & Morgan, April 2003. Primary sources of data include the FAA, NTSB, GAMA, and others (12/31/03).*