



Advertising rates Spring 2009

0131 556 2220 • advertisers@aurora-mag.com

Meet the mag

Highland Airways, based in Inverness, will carry approximately 56,000 passengers in 2009 over various routes from the Scottish Highlands, to Wales and the south of England. The fleet of Jetstream 31 and 41s operate scheduled passenger flights along with regular business charters. 75% of passengers are business related in the ABC1 category. The remaining 25% are domestic.

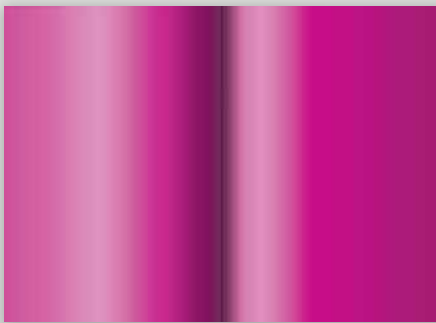
Inflight magazines are well read – particularly on shorter flights where there is no other inflight entertainment. This 'captive audience' means that we offer a more attentive readership than

newstand titles so, as an advertiser, you have a best possible opportunity to get your message across.

Aurora is a compact (168 x 245) lifestyle magazine covering local interest, city focus features, wealth management, sport and health matters – along with profiles and Highland Airways news. Produced by CMYK Design on behalf of Highland Airways, it has a potential readership of 200,000 due to its unique position in all aircraft seat backs. Published quarterly at 56 pages, the magazine is also available through selected UK airports.

It takes all sorts

We offer a range of advertising spaces within the magazine so, whether you're looking to grab the maximum exposure for your business or just dip your toe in the advertising waters, we can help. For exact dimensions, please refer to our artworking guide.



DOUBLE PAGE £2000^{+VAT}

Available throughout the magazine



FULL PAGE £1100^{+VAT}

Available throughout. Right hand page not guaranteed. Rear and inside front cover positions available - **ECALL**



SOLUS £325^{+VAT}

Available on all our regular features. Right hand positions only.



DOUBLE FOOTER £590^{+VAT}

Available in our Destinations section only



SINGLE FOOTER £295^{+VAT}

Available in our Destinations section only



HALF PAGE £650^{+VAT}

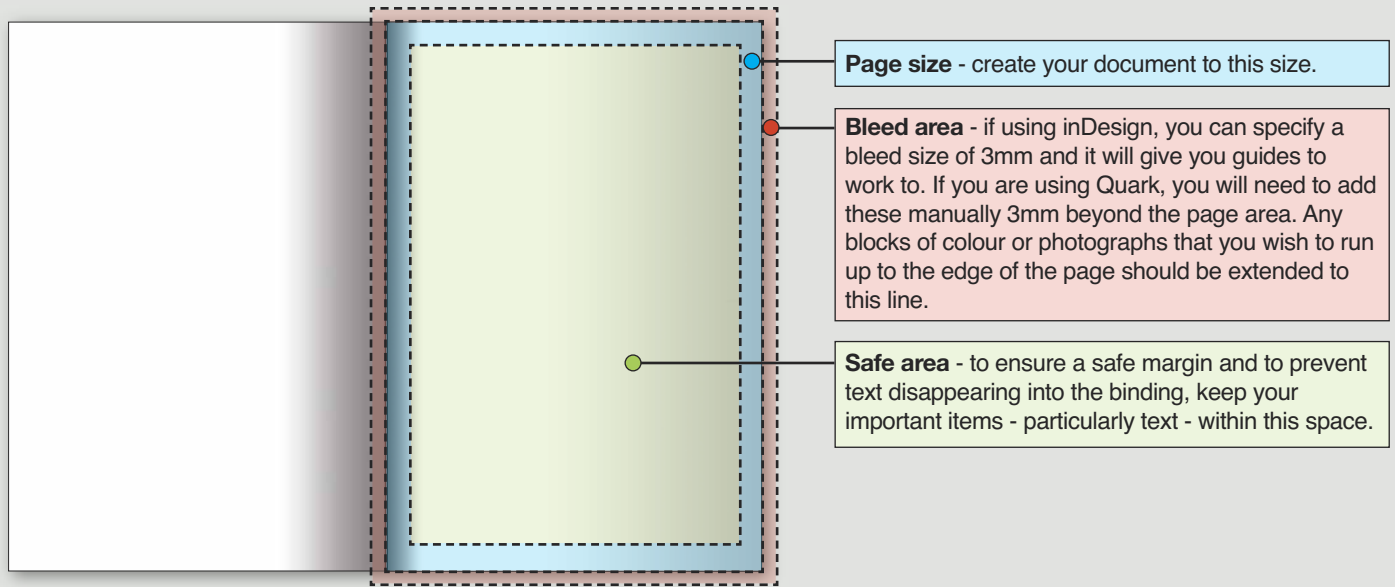
Available throughout.

Getting it right first time

We must ask that all supplied artwork be created according to our attached artworking guide. This is essential to ensure your advert appears correctly in the magazine. We provide guidance on the safe area for text, the bleed requirements and filetypes. While we do perform basic checks on your artwork when it arrives, printing or trimming issues caused by non-compliant artwork are entirely the responsibility of the designer. Please read twice to avoid designers' remorse!

Creating your document - Full and double page adverts with bleed

If your artwork is to run all the way to the edges of the page, you must include bleed space beyond the actual size of the advert. This allows for any variances in the trimming of the pages (these are a fact of life in the world of print) so that you won't get any unwanted white edges. If your advert does not run to the page edges, you don't need to worry about this.



Those sizes:

Double page spread with bleed:

Page size: 336mm W 245mm H
Safe area: 322mm W 230mm H
 (remembering a 12mm space either side of the centre of the page for important text)

Full page with bleed:

Page size: 168mm W 245mm H
Safe area: 149mm W 230mm H

Double page spread with border:

Page size: 322mm W 230mm H
 (remembering a 12mm space either side of the centre of the page for important text)

Full page with border:

Page size: 149mm W 230mm H

Half page:

Page size: 149mm W 112mm H

Solus:

Page size: 46mm W 230mm H

Double footer:

Page size: 322mm W 25mm H
 (remembering a 12mm space either side of the centre of the page for important text)

Single footer:

Page size: 149mm W 25mm H

Preparing your art for print:

InDesign and QuarkXpress template files are available at: aurora-mag.com

Preparing your art for print:

All artwork should be created in four colour CMYK mode - no RGB or Pantone colours please!

Any photographs you use should be at 300dpi and again in CMYK colour mode. Once added to your layout, do not scale them above 100% in size.

Your final design should be supplied in PDF form. Both Quark and inDesign allow for direct export of PDFs.

When creating your PDF, please use the **PDF/X-1a: 2001** standard settings which should be included with your page layout software.

Questions?

For further information please contact Graham Rigby at:

Aurora Inflight Magazine CMYK Design 91 East London Street Edinburgh EH7 4BQ Scotland	Tel: 0131 556 2220 Fax: 0131 556 3300 Email: graham@aurora-mag.com Web: aurora-mag.com
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