

THE LOG

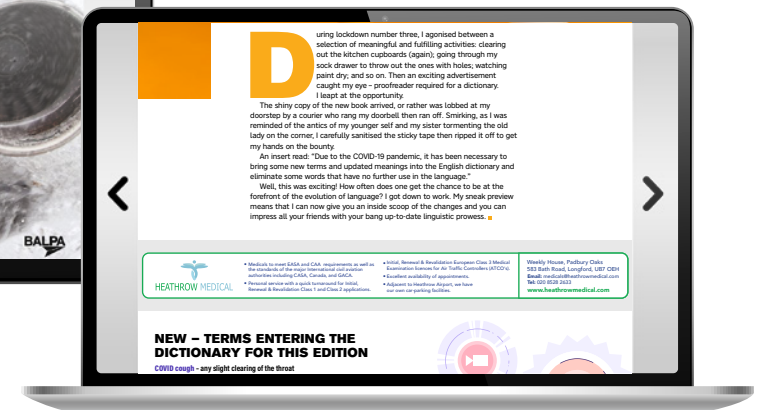
MAKING EVERY FLIGHT
A SAFE FLIGHT



Media pack 2021

Advertising opportunities

BALPA's membership includes more than 85% of all commercial pilots flying in the UK





About BALPA

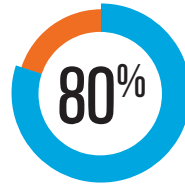
The British Airline Pilots Association (BALPA) is a professional association and registered trade union that was established in 1937 to represent the interests of all UK commercial pilots.

BALPA works with the UK Civil Aviation Authority, within the corridors of Westminster, and with government departments and other professional bodies where the voice of 'the pilot' is needed.

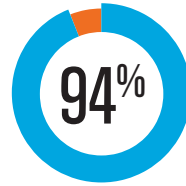
More than 80% of Britain's commercial pilots belong to BALPA. It represents flight crew in 26 companies, including legacy carriers, low-cost airlines, charter and executive jets, search and rescue, and flying instructors. It uses all available resources to protect and enhance the terms and conditions of its 14,000+ members.

About our readers

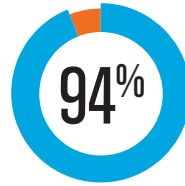
Our readers



BALPA reaches more than **80%** of all UK commercial pilots



94% of readers rate the magazine as 'excellent' or 'good'

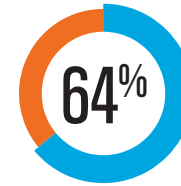


94% of readers are male

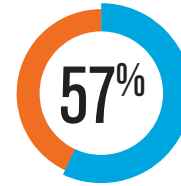


90% say that they read *The Log*

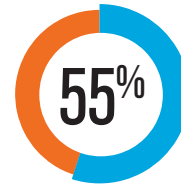
Most interesting content and articles



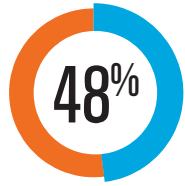
64% Tech Log



57% Cover features



55% Tech update

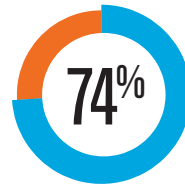


48% Gear

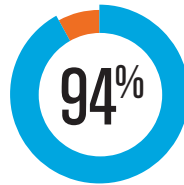
Age

■ **30%** are 18 to 30 years | **40%** are 31 to 50 years

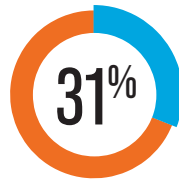
Technology



74% of members list technology as an interest

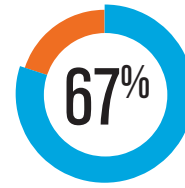


94% of members own a tablet/smartphone

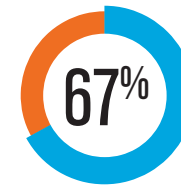


31% plan to buy a new computer or laptop

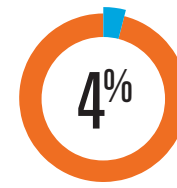
Travel



67% list travel as a key interest

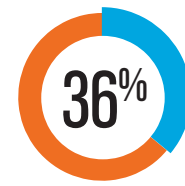


67% intend to spend their money on one or more holidays



4% plan to buy a holiday home

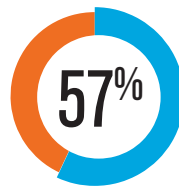
Cars



36% intend to buy a new car in the next year

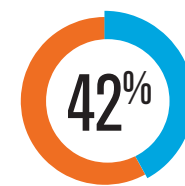


20% change their car every 2-3 years

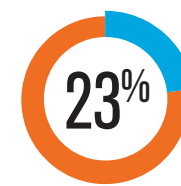


57% list cars and motoring as an interest

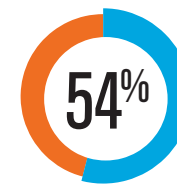
What else do members intend to spend money on in the next year?



42% on home improvements



23% plan to move home



54% have a key interest in food and drink

T H E

LOG

MAKING EVERY FLIGHT
A SAFE FLIGHT

***THE LOG* magazine**

The Log is the official magazine for BALPA. Published quarterly, the magazine is the primary channel of communication for BALPA members.

The Log's reader profile, history and content are truly unique, and it reaches more than 80% of UK commercial pilots. Advertising in *The Log* ensures your advertising message reaches a discerning, loyal and affluent readership.

The Log also reaches a wider audience of industry and airline professionals, and stakeholders throughout the UK. *The Log* is the voice of Britain's aviation professionals. BALPA is also well respected by the European Commission and international civil aviation bodies.

Accessible, digital platforms

The Log magazine is available to members digitally on mobile devices and online – accessible through both the dedicated BALPA Log app and online through a browser version.

The BALPA *Log* app is available on Apple or Android devices and, once installed, will download issues automatically when available. Most importantly, it is available for offline reading during flights.

14,000

members

72,500

page views

15

page views per issue

8

minutes spent reading

£50,000

The majority of readers are between 30 and 50 years of age, and earn more than £50,000 per year

T H E

LOG

MAKING EVERY FLIGHT
A SAFE FLIGHT

ON THE RADAR **e-newsletter**

Our e-newsletter – *On The Radar* – is sent monthly, with highly engaging content, news, articles and advice, to BALPA's 14,000 members.

The e-newsletter gives members the essential industry, employment and news content from BALPA, and directs them to the latest updates, features and offers.

MEMBER BENEFITS **online**

Through the BALPA online members' area, you can promote an exclusive offer to to BALPA members through their benefits pages.

Include an explanation of your offer, your logo and a link to your website.

14,000

registered recipients

60%

open rate

For more details, visit
www.balpa.org/The-Log

T H E

LOG

MAKING EVERY FLIGHT
A SAFE FLIGHT

Advertising opportunities

BALPA provides you with a mix of prominent, interactive advertising, sponsorships and advertorial opportunities to meet both your requirements and budgets.

THE LOG

ADVERT TYPE	POSITIONING	SIZE (w x h px)	PRICE (£)
Premium page advert 1 Expansive advert page	Page 3 positioned between cover and Editors introduction	2048 x 3072	£2,250
Premium page advert 2 Expansive advert page	Page 5 positioned before the contents page	2048 x 3072	£1,950
Premium page advert 3 Expansive advert page	Page 7 positioned before the lead feature	2048 x 3072	£1,800
Premium strip on Contents page	Contents page. Choice between vertical or horizontal	Vertical: 256 x 1536, Horizontal: 2018 x 192	£975
Sponsored advertorial content	Featured editorial page. Highlighted in the contents page.	Our editorial team will set your supplied content into the style of The Log	£1,950
Pop-up advert	Viewable when readers open the magazine.	tbc	£1,250
Full page advert Expansive advert page	Page placed within the magazine	2048 x 3072	£1,700
Half page advert - horizontal	Adverts placed within an editorial page	2016 x 741	£950
Strip advert - horizontal	Adverts placed within editorial pages	2016 x 370	£550

ON THE RADAR

ADVERT TYPE	POSITIONING	SIZE (w x h px)	PRICE (£)
Banner	Banner positioned within the email	525 x 150	£500
Sponsored advertorial content	Text and image positioned within the email	Up to 200 words and an image	£750

MEMBER BENEFITS

ADVERT TYPE	REQUIREMENTS	PRICE (£)
12-month listing	Up to 400 words, logo, picture and web link	£1,200

Production specs – Please provide your artwork to the required size shown in pixels. We accept either JPEG, PNG, PDF or TIFF files.

All rates exclude VAT and are eligible for 10% agency commission to qualifying agencies

2021 publication dates

Spring 2021

Ad copy deadline: 3 March 2021
Publication date: 15 March 2021

Summer 2021

Ad copy deadline: 3 June 2021
Publication date: 14 June 2021

Autumn 2021

Ad copy deadline: 1 September 2021
Publication date: 13 September 2021

Winter 2021/22

Ad Copy deadline: 24 November 2021
Publication date: 6 December 2021

ON THE RADAR e-newsletter

The e-newsletter is published monthly on the 10th of the month. Please send all artwork copy through at least seven days before the publication date.

To discuss advertising opportunities, please contact us:

Advertising manager
John Wheaton
01223 378 042
john.wheaton@cpl.co.uk

1 Cambridge Technopark,
Newmarket Road
Cambridge CB5 8PB

CPL