

NORDIC GLIDING

& Aviation magazine

MEDIA INFO 2021

For the first time ever, the Nordic countries now have their very own gliding magazine; NORDICGLIDING.COM

The gliding associations in Denmark, Sweden and Norway have joined forces to publish a professionally made aviation magazine portraying the fascinating world of gliding and energy efficient flight and showcasing exiting new technologies and products.

NORDICGLIDING.COM sports a one hundred percent readership among the gliding community in the Nordic countries, making it an essential communication and advertising platform for reaching the target audience among the pilot community.

Modern site

Nordicgliding.com, which arguably is the worlds largest dedicated gliding site, is designed according to the latest principles. All content is meta tagged and can be displayed on all user platforms such as desktop computers, tablets and mobile phones. Social media integration ensures a high level of user interaction.

Get in touch with a global market

NORDICGLIDING.COM is a perfect media platform for commutation and marketing towards the gliding segment not only in the nordic market; Modern translation tools with enables live translations directly in the browser makes the website appealing for a global audience of a least +125 000 international glider pilots.

Prices

Prices	1 mo.	3 months	6 months	12 months
Top banner	400	935	2000	3335
Side banner	135	335	665	1600

All prices in Euros excl. VAT

Discounts

6 placements	25 %
3-5 placements	20 %
2-3 placements	15 %



Fact: High traffic website

NORDICGLIDING.COM had almost 6 000 article views during a 24 hours period on the 5th of June, 2020 (Source: Google Analytics)

Advertising contact

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Ad formats

Banner ad (Desktop, front page)
970 x 180 pixels

Banner ad (Mobile, front page)
320 x 100 pixels

Small "square" ad (side banner, front page)
(Mobile og desktop): 300 x 250 pixels

Publisher

Nordic Gliding APS, FASTERHOLTVEJ 10, 7400 HERNING

About the readers ...

- Active - 100 % are members of a gliding club
- Financially strong - 30 % earns more than 100.000 euros a year. (household income)
- Versatile pilots- 10 % has a PPL-certificate on top of their gliding certificate
- Versatile pilots - 6 % flies ultralight aircraft when they are not piloting gliders