

NORDIC GLIDING

& Aviation magazine

MEDIA INFO 2022

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

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 and direct email newsletters ensures a high level of user interaction.

Get in touch with a global market

NORDICGLIDING.COM is a perfect media platform for communication 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 an global audience of a least +125 000 international glider pilots.

Prices

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

All prices in Euros excl. VAT

Ad formats

Big Banner (front page)

970 x 180 pixels (should also be delivered in 320 x 100 pixel version for mobile platforms)

Side banner "square" ad (front page)

(Mobile og desktop): 300 x 250 pixels)

The screenshot shows the Nordic Gliding website interface. At the top, there's a navigation menu with links like 'OM NORDIC GLIDING', 'KONTAKT', and 'NYHEDSBREV'. The main content area features a large article titled 'Jonker JS3 vs SH Ventus 3' with a sub-headline 'Vilken är bäst? Vilken skall jag köpa eller drömma om att jag hade?'. Below this, there's a section for 'Udvalgte artikler' (Selected articles) with two featured articles: 'Sommerferie på Ole Reistad Senter' and 'Standardklasse på budget'. To the right, there's a 'Sidebanner' for 'LX Sweden' with the text 'LET ME BE YOUR WING'. At the bottom, there's a 'Big banner' for 'FEELING FLAT?' and a 'Powered by' section listing sponsors like HDI and Selskabet. A search bar is visible in the top right corner.

Fact: High traffic web site:

- +6 000 article views during a 24 hour period on the 5th of june, 2020
 - + 90 000 unique persons has visited the site so far
 - + 250 000 articles has been read so far
- (Source: Google Analytics)

Publisher

Nordic Gliding APS, FASTERHOLTVEJ 10, 7400 HERNING

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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