



# World Directory of Free-Flight Make it work for you!

**World Directory of Free-Flight** is a unique publication. Sold worldwide in three different language editions, it will be the only annual at any price which aims to detail every foot-launched and deregulated aircraft, as well as offering comprehensive coverage of engines, accessories, training, aviation organisations, etc.

Though new for 2009, **World Directory of Free-Flight** has an impeccable pedigree. A sister publication to the renowned World Directory of Leisure Aviation, now established over 15 years, **World Directory of Free-Flight** will have some 150 color pages and a print run approaching 100,000. It will be widely distributed on the North American market, where it will be sold not only through shops but also by mail order.

If you want to reach the whole world of Free-Flight, there is only one answer: advertise in **WDFF** and choose Worldwide Coverage. Your advertisement will appear in all three language editions (English, French and German) and be seen by up to 250,000 people across the globe. You can have different wording in each edition at no extra cost, giving you the flexibility to tailor your message independently to each market. Moreover, **WDFF** advertisers receive publicity free of charge on our comprehensive online database at <[www.widola.com](http://www.widola.com)>.

If you want more localised impact, choose Regional Coverage. This puts your advertisement in just one language edition, of your choice.

Like WDLA before it, **WDFF** will become the undisputed market leader in its sector. Nothing else rivals its prestige, its breadth of coverage or its reader profile, and nothing else gets referred to time and time again throughout the year. It's unbeatable value for money.

## What's in WDFF?

Description, technical data and photos of...

- Paragliders and speedriding wings
- Paramotors
- Paraplanes
- Hang gliders
- Foot-launched ultralight gliders
- Paramotor wings
- Paraplane wings
- Powered hang gliders

## Plus...

- Technical data and photos of engines
- Specialist section on instruments and avionics
- Specialist section on propellers
- Lists of other suppliers of accessories, spares etc
- Lists of importers
- Calendar of international sport aviation events
- Addresses of aviation organizations
- Details of selected schools\*

*\*If you run a school, ask about our special schools deal through which you can get free publicity!*

## To find out more

Contact Desirée Leonard at our North American sales office: Specialized Publications, 14141 46th Street North suite #1208, Clearwater, FL 33762, USA.

Tel +1 727 532 4640; fax +1 727 532 4630;  
email <[desireel@mindspring.com](mailto:desireel@mindspring.com)>.





# World Directory of Free-Flight • Mondial de Vol Libre • Welt-Index Free-Flight

## CHOOSING YOUR AD

**Double page**  
B 420x297  
N 396x273

W FC 4510 €  
R FC 3025 €  
W BW 3160 €  
R BW 2120 €

**210x297**

**Outside back cover**  
W FC 3510 €

**Inside front cover**  
W FC 2970 €

**Inside back cover**  
W FC 2970 €

**Full page**  
B 210x297  
N 185x273

W FC 2700 €  
R FC 1810 €  
W BW 1890 €  
R BW 1270 €

**2/3V**  
B 134x297

W FC 2025 €  
R FC 1360 €  
W BW 1420 €  
R BW 955 €

**1/3V**  
B 71x297

W FC 1215 €  
R FC 815 €  
W BW 855 €  
R BW 575 €

**1/3V**  
B 59x273

W FC 1215 €  
R FC 815 €  
W BW 855 €  
R BW 575 €

**2/3V**  
N 122x273

W FC 2025 €  
R FC 1360 €  
W BW 1420 €  
R BW 955 €

**1/3H** B 210x100

W FC 1215 € W BW 855 €  
R FC 815 € R BW 575 €

**1/3H** N 185x88

W FC 1215 € W BW 855 €  
R FC 815 € R BW 575 €

**2/3H** B 210x192

W FC 2025 €  
R FC 1360 €  
W BW 1420 €  
R BW 955 €

**2/3H** N 185x180

W FC 2025 €  
R FC 1360 €  
W BW 1420 €  
R BW 955 €

**1/2H** N 185x134

W FC 1620 €  
R FC 1090 €  
W BW 1135 €  
R BW 765 €

**1/2H** B 210x146

W FC 1620 €  
R FC 1090 €  
W BW 1135 €  
R BW 765 €

**1/2V** N 90x273

W FC 1620 €  
R FC 1090 €  
W BW 1135 €  
R BW 765 €

**1/2V** B 103x297

W FC 1620 €  
R FC 1090 €  
W BW 1135 €  
R BW 765 €

**1/4V** N 90x134

W FC 945 €  
R FC 635 €  
W BW 665 €  
R BW 450 €

**1/4H** N 185x65

W FC 945 € W BW 665 €  
R FC 635 € R BW 450 €

**1/6V** N 59x134

W FC 675 € W BW 475 €  
R FC 455 € R BW 320 €

**1/6H** N 185x42

W BW 475 € R BW 320 €  
W FC 675 € R FC 455 €

**1/6K** N 90x88

W FC 675 €  
R FC 455 €  
W BW 475 €  
R BW 320 €

**1/8K** N 90x65

W FC 530 €  
R FC 360 €  
W BW 375 €  
R BW 255 €

**1/8H** N 185x30

W FC 530 € R FC 360 €  
W BW 375 € R BW 255 €

**1/8V** N 43x134

W BW 375 € W FC 530 €  
R BW 255 € R FC 360 €

**1/16K** N 43x65

W FC 320 € W BW 225 €  
R FC 215 € R BW 155 €

**W** Worldwide coverage  
**R** Regional coverage

**N:** Normal type area  
**B:** trimmed (add min 5mm Bleed all round)

**H:** Horizontal  
**V:** Vertical  
**K:** block

**BW:** Black & White  
**FC:** Full-Colour

All prices subject to national taxes as appropriate





# World Directory of Free-Flight • Mondial de Vol Libre • Welt-Index Free-Flight

## SIZES & PRICES

	Width x height (mm)		Worldwide coverage		Regional coverage	
	Trimmed size <sup>(2)</sup>	Normal size <sup>(3)</sup>	Black & White	Full-Colour	Black & White	Full-Colour
<b>Double page spread</b>	<b>420x297</b>	<b>396x273</b>	<b>3160 €</b>	<b>4510 €</b>	<b>2120 €</b>	<b>3025 €</b>
<b>Inside front cover</b>	<b>210x297</b>		-	<b>2970 €</b>	-	-
<b>Inside back cover</b>	<b>210x297</b>	-	-	<b>2970 €</b>	-	-
<b>Outside back cover</b>	<b>210x297</b>	-	-	<b>3510 €</b>	-	-
<b>Full page</b>	<b>210x297</b>	<b>185x273</b>	<b>1890 €</b>	<b>2700 €</b>	<b>1270 €</b>	<b>1810 €</b>
<b>2/3 page horizontal</b>	<b>210x192</b>	<b>185x180</b>	<b>1420 €</b>	<b>2025 €</b>	<b>955 €</b>	<b>1360 €</b>
<b>2/3 page vertical</b>	<b>134x297</b>	<b>122x273</b>	<b>1420 €</b>	<b>2025 €</b>	<b>955 €</b>	<b>1360 €</b>
<b>1/2 page horizontal</b>	<b>210x146</b>	<b>185x134</b>	<b>1135 €</b>	<b>1620 €</b>	<b>765 €</b>	<b>1090 €</b>
<b>1/2 page vertical</b>	<b>103x297</b>	<b>90x273</b>	<b>1135 €</b>	<b>1620 €</b>	<b>765 €</b>	<b>1090 €</b>
<b>1/3 page horizontal</b>	<b>210x100</b>	<b>185x88</b>	<b>855 €</b>	<b>1215 €</b>	<b>575 €</b>	<b>815 €</b>
<b>1/3 page vertical</b>	<b>71x297</b>	<b>59x273</b>	<b>855 €</b>	<b>1215 €</b>	<b>575 €</b>	<b>815 €</b>
<b>1/4 page horizontal</b>	-	<b>185x65</b>	<b>665 €</b>	<b>945 €</b>	<b>450 €</b>	<b>635 €</b>
<b>1/4 page vertical</b>	-	<b>90x134</b>	<b>665 €</b>	<b>945 €</b>	<b>450 €</b>	<b>635 €</b>
<b>1/6 page horizontal</b>	-	<b>185x42</b>	<b>475 €</b>	<b>675 €</b>	<b>320 €</b>	<b>455 €</b>
<b>1/6 page vertical</b>	-	<b>59x134</b>	<b>475 €</b>	<b>675 €</b>	<b>320 €</b>	<b>455 €</b>
<b>1/6 page block</b>	-	<b>90x88</b>	<b>475 €</b>	<b>675 €</b>	<b>320 €</b>	<b>455 €</b>
<b>1/8 page horizontal</b>	-	<b>185x30</b>	<b>375 €</b>	<b>530 €</b>	<b>255 €</b>	<b>360 €</b>
<b>1/8 page vertical</b>	-	<b>43x134</b>	<b>375 €</b>	<b>530 €</b>	<b>255 €</b>	<b>360 €</b>
<b>1/8 page block</b>	-	<b>90x65</b>	<b>375 €</b>	<b>530 €</b>	<b>255 €</b>	<b>360 €</b>
<b>1/16 page block</b>	-	<b>43x65</b>	<b>225 €</b>	<b>320 €</b>	<b>155 €</b>	<b>215 €</b>

(1) All prices subject to national taxes at the appropriate rate and for one insertion. Terms: 30 days from date of invoice.

(2) Trimmed: Finished size of ads printed to edge of paper. Add bleed allowance of 5mm all round to figures shown. No type within 10mm of edge.

(3) Normal: within normal type area (with margin).

## Technical specifications

We accept artwork generated by a Mac or a PC in the following formats: PDF, TIFF, EPS and JPG. Resolution should be 300 dpi and color mode CMYK.

Media accepted: CD-Rom, floppy disk or electronic. Files up to 10Mb can be emailed to <desireel@mindspring.com>, to submit larger files please contact us.

If you originate your own artwork, it is your responsibility to ensure that it contains no typographical errors. If you notice a problem after you have submitted the artwork, contact us, we will do our best to help.

If you are supplying different artwork for the different language editions, note that the changes must affect the black plate only.

Please supply a color proof.

A fully professional advertisement design service is available at modest cost. Please ask for details.







Company: .....

Responsible individual: .....

Job title: .....

Company address: .....

.....

City: ..... State: .....

Zip: ..... Country: .....

Tel: ..... Fax: .....

E-mail: .....

## World Directory of Free-Flight • Mondial de Vol Libre • Welt-Index Free-Flight SPACE ORDER



### Coverage (tick one)

- ☐ Worldwide (all three editions, same artwork throughout)
- ☐ Worldwide (all three editions, different artwork for each)
- ☐ Regional (English-language edition only)
- ☐ Regional (French-language edition only)
- ☐ Regional (German-language edition only)

### Color (tick one)

- ☐ Full Color ☐ Spot Color or Black & White

### Size (tick one)

- ☐ Inside front cover ☐ Inside back cover ☐ Outside back cover
- ☐ Double page spread ☐ Full page
- ☐ 2/3 page horizontal ☐ 2/3 page vertical
- ☐ 1/2 page horizontal ☐ 1/2 page vertical
- ☐ 1/3 page horizontal ☐ 1/3 page vertical
- ☐ 1/4 page horizontal ☐ 1/4 page vertical
- ☐ 1/6 page horizontal ☐ 1/6 page vertical ☐ 1/6 page block
- ☐ 1/8 page horizontal ☐ 1/8 page vertical ☐ 1/8 page block
- ☐ 1/16 block

### Section (publisher's discretion if nothing ticked)

- ☐ Paragliders, Speedriding Wings, Paramotor Wings, Paraplane Wings
- ☐ Paraglider Harnesses ☐ Paramotors
- ☐ Paraplanes ☐ Hang Gliders
- ☐ Powered Hang Gliders ☐ Hang Gliding Harnesses
- ☐ Foot-launched Ultralight Gliders
- ☐ Instruments & Avionics ☐ Propellers
- ☐ Other Suppliers ☐ Aviation Organizations
- ☐ Schools ☐ Calendar

### Special requests

NB: Not every combination of space, color and position is available. Our staff will be pleased to advise.

**DEADLINE**  
**Space orders**  
**must be received**  
**on or before**  
**16 FEBRUARY**  
**2009**

Please place the advertising detailed above in the next edition of *World Directory of Free-Flight / Mondial de Vol Libre / Welt-Index Free-Flight*.  
I have read and understood the terms and conditions.

Signed ..... Date .....

Send to: Desirée Leonard, Specialized Publications,  
14901 Feather Cove Road, Clearwater, FL 33762, USA  
Tel +1 727 532 4640 • fax +1 727 532 4630 • email <desireel@mindspring.com>



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