







# 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 establised 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>.

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 propellors
- · 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!

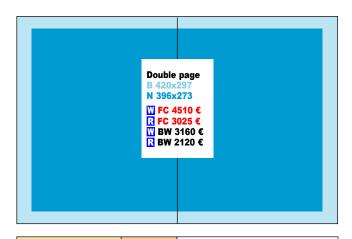
### To find out more

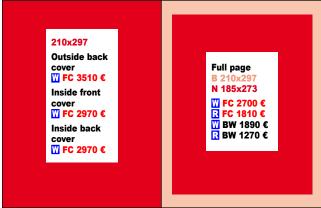
Contact Desirée Leonard at our North American sales office: Specialized Publications, 14141 46th Street North suite #1208, Clearwater, FL 33762, USA.

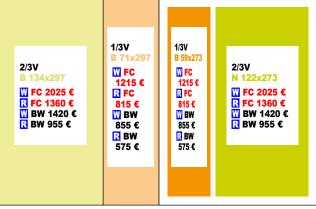
Tel +1 727 532 4640; fax +1 727 532 4630; email <desireel@mindspring.com>.



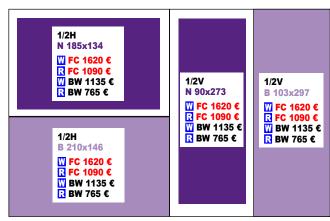
### World Directory of Free-Flight • Mondial de Vol Libre • Welt-Index Free-Flight

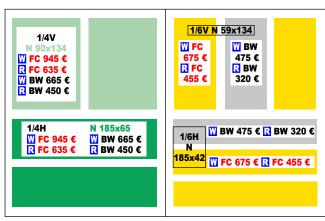


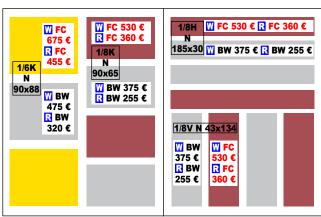


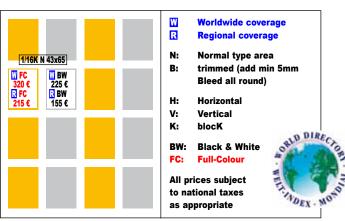














## World Directory of Free-Flight • Mondial de Vol Libre • Welt-Index Free-Flight S I Z E S & P R I C E S

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

- (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.













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	2009-2010 edition
Company:	
Responsible individual:	
Job title:	
	.State:
-	.Country:
	.Fax:
F-mail <sup>.</sup>	







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

World	Directory	of	Free-Flight	•	Mondial	<b>de</b>	Vol	Libre	•	Welt-Index	Free-	<b>Flig</b> i
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Coverage	$\square$ Worldwide (all three editions, same artwork throughout)								
(tick one) Worldwide (all three editions, different artwork for	☐ Worldwide (all three editions, different artwork for each)								
Regional (English-language edition only)	Regional (English-language edition only)								
Regional (French-language edition only)	Regional (French-language edition only)								
Regional (German-language edition only)									
Color	ite								
(tick one)									
Size	Outside back cover								
(tick one) Double page spread Full page									
☐ 2/3 page horizontal ☐ 2/3 page vertical									
☐ 1/2 page horizontal ☐ 1/2 page vertical									
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Section Paragliders, Speedriding Wings, Paramotor Wings, F	Paraplane Wings								
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ticked) Foot-launched Ultralight Gliders									
Instruments & Avionics Propellors									
Other Suppliers Aviation Organ	izations								
☐ Schools ☐ Calendar									
Special NB: Not every combination of space, color and position is	trus.								
requests available. Our staff will be pleased to advise.	30								

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>

about advertising in our sister publications... France: Vol Moteur,

Vol Libre, Vol Passion

Germany: Flügel Special discounts available for multi-publication bookings!