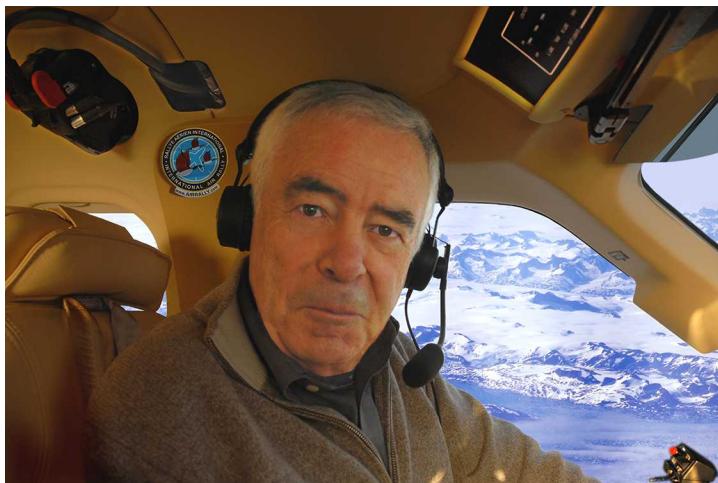


## 2011 Governor General's cup Caribbean air Challenge Confirmed media to date



Robert Sirdey is pleased to confirm again his participation to cover this great Flying adventure for glamorous magazines. Robert has covered the event since 2003. Robert great talent as writer and photographer has been a great asset to the International air Rally and visited destinations as his stories are covered yearly on 3 to 4 magazines with a minimum of 4 to 16 pages per magazine. We owe Robert the participation of pilots joining every year from Europe, in growing numbers.

Robert will also put his cinematography skills and experience to supervise the production of a video

**Robert will cover for:**

**Sports et Loisirs:** <http://www.sportsetloisirs.ch/>

**Distribution :**

Published in both German and French  
1450 stands across French Switzerland  
7400 stands in German Switzerland



Sports et Loisirs, Switzerland (14 pages)  
Read  [Au-dessus des Bahamas](#) (PDF, 1.44 MB)  
by Robert Sirdey

Published in French : 1400 saling points

In German: 7400 sales points

presented in front row with total exposure of 900 000 people in a period of three months



**Cig' Art:** <http://www.cig-art.ch/20/Frame4.html>

Very high standard luxury magazine distributed in Geneva, Zurich, Lauzanne, Berne, Gstaadt, Zermatt, Megeve, St-Moritz,

**Distribution:**

8000 French

8000 Geman

3000 French

Delivered to corporations and financial institutions



**L'actualité** a Canadian French-language news and general interest magazine with over a million readers, mainly subscribers. Suscribers range in the upper middle class, professionals, financial institutions, etc... Prime Ministers, international stars, International business leaders appear on that magazine regularly.

The magazine has offered 4 pages dedicated to the event and postings of pictures on the photoweb reportage as well as on the iPad version of the magazine.

<http://www.lactualite.com/>



**Catherine Tobenas will cover for**

### **COPA Flight**



<http://www.copanational.org/files/Display2011.pdf>

**Page: B1-2-3-4-5 - B12 & B13**

**This magazine is the Canadian owner and Pilot Association magazine mailed monthly to 15000 pilots and distributed in all flight school, aeroclub, FBOs for a total visibility of 50,000 readers**

- **Video footage** edited with all destinations and posted on the [www.airrally.com](http://www.airrally.com) website as well as sent to participating pilots to share with others through presentations.
- In 2011: Five destination videos will be posted on the [www.airrally.com](http://www.airrally.com) website  
 Visitors: 6000 average a month

### ➤ **SUN N FUN 2011 EXHIBIT**



- March 29 - April 3, 2011 — **Sun 'n Fun 2011**, Lakeland, Florida. Second largest aviation enthusiast gathering in the world . For over 32 years the annual Sun 'n Fun Fly-In has brought together enthusiasts from all over the world, and from all segments of the aviation community to enjoy the best fly-in experience ever. Sun 'n Fun is the second largest fly-in event in the world offering workshops, forums and plenty of hands-on experience in addition to a wide array of aircraft. [www.sun-n-fun.org](http://www.sun-n-fun.org)

➤ **Electronic generated visibility to a total of : 1,850 000 North American and European network**



direct mail to 225000 members sent direct mail today with another mailing later this week for a total exposure of :**450,000 readers**:

<http://www.avweb.com/eletter/archives/avflash/1842.html>

<http://www.avweb.com/eletter/archives/avflash/1845-printable.html>



**AOPA E-PILOT sent four different times: CARIBBEAN AIR CHALLENGE 01-14; 01-21;01-28;02-04**  
Direct mail to 350,000 connected members four times for a total exposure of :

**1,400,000 readers**

	<p><b>Caribbean Air Challenge: NOT A RACE !</b> Visit the Caribbean like no one has ever before! <b>Bahamas-DR-Puerto Rico-Saint Martin-Martinique-Turks &amp; Caicos</b> <b>Starts March 19 FXE - Ends at Sun-n-Fun March 31 - Exhibit N025.</b> <a href="http://www.airrally.com">www.airrally.com</a> or <a href="mailto:ctobenas@airrally.com">ctobenas@airrally.com</a></p>
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<http://www.aopa.org/members/files/pilot/epilot/2011/110114epilot.html>

[http://www.aopa.org/members/files/pilot/epilot/2011/110128epilot.html?WT.mc\\_id=110128epilot](http://www.aopa.org/members/files/pilot/epilot/2011/110128epilot.html?WT.mc_id=110128epilot)

[http://www.aopa.org/members/files/pilot/epilot/2011/110121epilot.html?WT.mc\\_id=110121epilot](http://www.aopa.org/members/files/pilot/epilot/2011/110121epilot.html?WT.mc_id=110121epilot)

[http://www.aopa.org/members/files/pilot/epilot/2011/110204epilot.html?WT.mc\\_id=110204epilot](http://www.aopa.org/members/files/pilot/epilot/2011/110204epilot.html?WT.mc_id=110204epilot)

Catherine Tobenas  
President

International Air Rally/Rallye Aerien International  
Aviation Connection Event coordinator  
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