

Trade-A-Plane[®]

MEDIA KIT
2012

Connecting you with active buyers



Trade-A-Plane has been the marketing cornerstone of our Top Prop Performance Conversions program since the early 1990's.

–Mike Disbrow
Hartzell Propeller, Inc.

With well over a decade of experience as an advertiser in **Trade-A-Plane**, we want you to know that the vast majority of our new customers find us in **Trade-A-Plane**. We have tried others, but none bring results that even come close...the service and assistance we receive is top notch. We expect to continue this relationship for many more years.

–Tom Heid
Aerospace Welding Minneapolis, Inc.



Welcome to the world of Trade-A-Plane!

Since 1937, *Trade-A-Plane* has served General Aviation as the first choice among buyers and sellers. We are a family business and we believe in customer service. Our family roots go deep in aviation.

Our founder, Cosby Harrison (my grandfather), got his start as a homebuilder in the 1920's, constructing a glider in his living room. He later purchased his first powered plane, a 1929 Swallow TP, in 1930. Interestingly, during that era, there were a couple of young whippersnappers—eventually aviation legends—who worked for the E.M. Laird Company (later called Swallow Airplane Mfg.). Perhaps you've heard of them: Lloyd Stearman and Walter Beech!

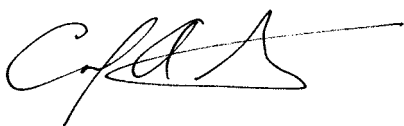
Trade-A-Plane.com
averages 373,300
visits and 4.1 million
pageviews per month.

As our logo has conveyed for many decades, *Trade-A-Plane* connects you with a worldwide aviation audience. With over 120,000 copies in print each month, *Trade-A-Plane* is circulated in over 100 countries. Every year, we distribute thousands of additional copies at trade shows and key aviation events around the world, where they are eagerly snatched up.

In addition, our worldwide web audience is exactly that—worldwide. Google Analytics show that *Trade-A-Plane.com* currently averages 4.1 million pageviews per month, comprised of over 373,300 visits from 220 countries and territories. And Google states that its numbers are conservative, as they do not count visitors whose browsers have Java turned off (beware of the hyped-up numbers of some of our competitors; ours are verifiable via Google Analytics).

Trade-A-Plane connects you with a global aviation audience through the best of both worlds, in print and online. We look forward to serving you and helping your business grow!

Sincerely,



Cosby A. Stone
Publisher

Spend some time with an old friend.

Trade-A-Plane print edition benefits for advertisers

Since 1937, hundreds of thousands of aircraft owners and pilots all over the world have often (and affectionately) referred to *Trade-A-Plane's* print edition as "the bible of aviation." Little wonder, since it is, after all, the definitive word on what is available in the General Aviation marketplace.

Even other publishers consider *Trade-A-Plane* the "pulse" of the market, an authoritative source from which they occasionally quote airplane prices. For buyers and sellers alike, *Trade-A-Plane* is like an old friend you can count on, one that never lets you down or disappoints. One you can dream with, one that works—and works hard—to help you build your business.

Trade-A-Plane delivers your message to buyers three times a month. Quick turnaround from closing dates to mailing ensures that price-sensitive inventory gets immediate exposure.



Listing Upgrades

PAVE STAR 88 JULIE Fuel AD Compliance by STC Model: B727, B737, DC-9/MD-81 to B737 gpi PNR 21.90. <http://www.airplanet.com> - Capt. Earl Seawing, MWK4231 270-4220, Georgia Tech, WMA4231 577-8192 or Ted Seaman, DC08431 756-6193

BOMBARDIER CHALLENGER (For Sale)
ANYWHERE, ANYTIME. www.weatherfox.com
1985 BOMBARDIER CHALLENGER 600, 763800, 6136 TT, 1871314 SMOKE, LR fuel, MSP Good, TCAS II, Heated/hood w/ 231.0, Road Wilmsy, Lane Atlanta, GA 30314, 233-3747 ext. 159 128262

BOMBARDIER GLOBAL EXPRESS (For Sale)
ANYWHERE, ANYTIME. www.fish8.com

BRITISH AEROSPACE (For Sale)

CITATION CJ OPERATORS
CALL NOW FOR SPECIAL PRICING ON CJ RECURRENT TRAINING
SIMCOM
1-800-272-0211
www.simulator.com

Upgrades are available for classified print listings, including photos, logos, bold type, color highlights and additional lines. Some upgrades expand online benefits like home page rotation.

Special Sections

Jets

Turboprop

The print edition classified listings are organized by aircraft type, including Jets and Turboprops. These special sections insure that buyers easily find what they are looking for.

Print ads are updated with each new issue.

Then take time to make a new one.

Trade-A-Plane online benefits for advertisers



If you haven't seen the all-new *Trade-A-Plane.com*, then you haven't seen today's *Trade-A-Plane*. It's a whole new way to buy and sell online! The site is open for business in every sense of the word. No subscription is required, so buyers can search free for anything, anywhere, all the time.

With much more content that is continuously updated, the site is well organized and easy to navigate. Aircraft, Engines, Parts/Products, Real Estate and Services/ Misc. categories organize detailed search results. Online exposure is included with print advertising at no additional cost. Our staff will work closely with you to synchronize your online and print ads, helping you to put together a professional, results-oriented plan.

Buyers can search aircraft and other categories quickly and easily from our home page. The new site allows you to manage your own inventory at your convenience, with detailed reports.

Complete Listings



All aircraft listings appear online and are totally searchable. Each listing has its own page with specs, multiple photos, and the ability for buyers to contact sellers directly.

Extra Benefits



Advertiser banner ads appear on our homepage and also rotate throughout our site. Home page photo rotation as a Featured Listing for aircraft is available as a classified upgrade.

Online exposure is included with your print ads!

You can count on our readership.

Trade-A-Plane leads the pack

In a survey of *Trade-A-Plane* subscribers, 96% said if they could choose only one aviation publication or service as their primary shopping tool, it would be *Trade-A-Plane*. Hands down. No question. Not even a hesitation.

The reason? Because since 1937, it's lived up to the well earned title of The Aviation MarketPlace. Inside its covers is the largest selection of planes, products and services on the planet. Literally everything that keeps you flying.

Buying or selling, in print and online, *Trade-A-Plane* simply works. For advertisers and readers alike, its effectiveness is unequalled. Why else would they be so happy with it?

The most useful tool

Of 13 publications or services* that subscribers might use to buy aircraft and equipment, *Trade-A-Plane* was rated very useful for selling by 89%—more than seven times as often as its closest competitor at 12%.

Of the same 13 publications or services,* *Trade-A-Plane* was rated very useful for selling by 81%—10 times as often as its closest competitor at 8%. There's no doubt about it – *Trade-A-Plane's* the one.

**Trade-A-Plane*, Aero Trader, AOPA Pilot, Aviators Hot Line, Controller, Flying, Kit Plane, GA News, Plane & Pilot, Private Pilot, Sport Aviation, ASO and Wings Online.

Profile of a subscriber

The typical *Trade-A-Plane* reader is an affluent, middle-aged male pilot who owns an airplane, is of above-average education, and holds a high-level executive or professional job.

Nearly All Are Pilots

95% of our readers are pilots who logged 102 hours during the past year. Overall, 89% of the pilots fly for pleasure, 32% fly for business, and 9% are strictly professional pilots.

Trade-A-Plane has been a very effective advertising medium for us...in fact a good percentage of our calls come from our ad the customers see in *Trade-A-Plane*.

—Robert Jamieson
MH Oxygen Systems

50% are private pilots (VFR), 48% are instrument rated, 36% are multi-engine rated, and 15% are turbine/jet rated. 6% are helicopter rated, 38% are commercial/ATP, 18% are flight instructors, and 19% are mechanics/technicians.

Most Own Planes

83% of the pilots fly aircraft they own or lease personally or as a partner. 97% of them fly factory-built airplanes, while 31% fly homebuilts. Overall, 79% of *Trade-A-Plane* subscribers own or lease at least one aircraft. 66% own/lease aircraft for personal use while 14% own/lease for business use.

Most Are Executives And Professionals

Of the 74% who are working and not retired or between jobs, 57% are company owners or hold senior level executive or professional positions.

Purchasing Power

Average Annual Income Is \$236,600

The median annual household income is \$125,000, 49% of our readers earn \$100,000 or more.

38% Of Our Readers Are Millionaires

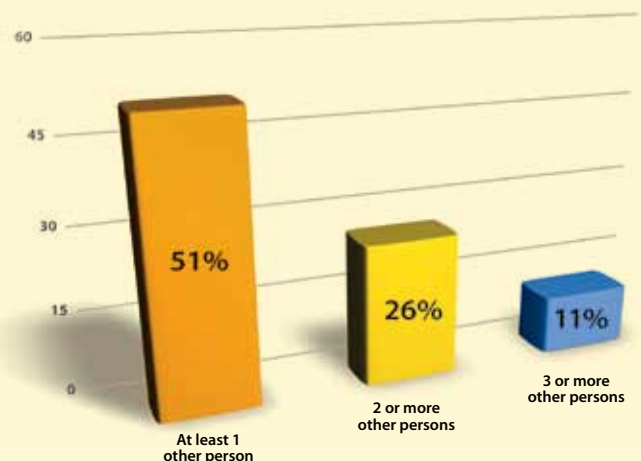
The average net worth is \$1.7 million, while the median net worth is \$750,000.

They Are Affluent And Well-educated

96% own homes. Most have personal computers at home or at work – 91% at home and 59% at work. 79% of our readers have college degrees or some college education. Of the 58% with degrees, 55% hold graduate degrees or have done at least some post-graduate work.

Trade-A-Plane gets passed along to others

51% of our subscribers said at least one other person reads their copy of *Trade-A-Plane*. 26% said two or more other people read their copy; 11% said three or more. The average number of people who read a single copy of *Trade-A-Plane* is 2.1.



Percent readers who share their copy

Our readers' buying habits

They're in the market for aircraft and more

69% of the readers subscribed to buy aircraft; 50% to buy engines, avionics or other equipment. 15% subscribed to purchase training or other services. 86% of Trade-A-Plane's subscribers bought aircraft and/or other aviation products and services in the past year or plan such purchases over the next year.

Among the buyers, 32% bought an airplane, 34% bought engines or engine parts, 36% had mechanical service done, and 38% purchased avionics and instruments. Among those planning purchases, 39% plan to buy an airplane, 27% plan to buy engines or engine parts, 25% plan to have mechanical service done, and 42% plan to purchase avionics and instruments.

They are involved with business aviation

Almost a third (29%) of Trade-A-Plane's readers have some connection to business or corporate aviation. Nearly a fourth (22%) works for a company that operates aircraft.

Their organizations spend big dollars

Over the past 12 months, among subscribers with ties to business aviation, 54% of their organizations spent \$100,000 or more to purchase aircraft; 40% spent \$1 million or more. Other aviation purchases:

Business Reader Company Expenditures

Product/Service	\$100,000+	\$1 million+
Aircraft	54%	40%
Engines/Engine Parts	43%	29%
Fuel	48%	29%
Parts/Accessories	40%	28%
Avionics/Instruments	37%	27%
Storage	36%	29%

They have strong purchasing influence

72% of those in business aviation are involved in company decisions regarding aircraft and aviation expenditures. 58% determine the need for products and services, while 41% select the aircraft make and model. 51% approve expenditures and recommend or advise others; 41% budget for company aviation expenditures.

Many are with large companies

27% of those employed with revenue-based organizations listed their companies' past-year sales as \$100 million or more. 24% are in organizations with 500 or more employees.

Source: Trade-A-Plane Subscriber Survey, conducted by Marquest Media Research, Beaufort, NC. Response was 45%, based on 906 returns from a random sample of 2,000 U.S. paid subscribers.

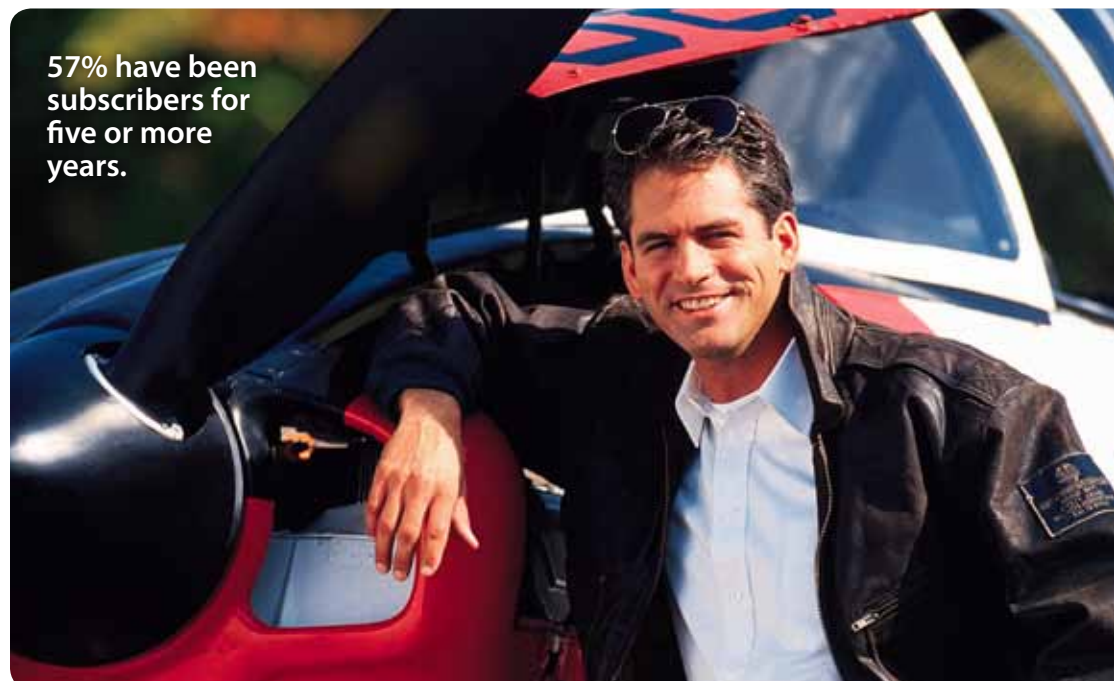
“I want to tell you that the response from our advertising in your publication brings many orders and customers don't hesitate to tell us that they saw our advertising in *Trade-A-Plane*.”

– Janet Sandman
M-20 Oil Separators, LLC

We reach your target audience.

Trade-A-Plane's print circulation is designed to get you maximum exposure among aviation's most active buyers. As an advertiser, you'll enjoy total audience reach through our paid print subscriptions, qualified (controlled) circulation, single copy sales and show distribution. Our online traffic further expands your worldwide exposure.

Our audience is comprised of serious aviators that own and pilot their own aircraft, so they're always a qualified prospect for you (your best, to be exact). Due to the dynamics of distribution and web usage, print circulation and Google Analytics data change frequently. The most current information is available on request.





“We were extremely pleased with our service and ad results from **Trade-A-Plane**. Within a very little time we started receiving numerous inquiries.”

–Bud King
Hanford, CA

“70% of our business comes from our ad in **Trade-A-Plane**. They are always willing to help and great to work with.”

–Terry Alderdice
Pressure Technologies & Avionics

2012 Trade Show Distribution

Event	Show Date	Location
U.S. Sport Aviation Expo www.sport-aviation-expo.com	January 19-22	Sebring, FL
Heli-Expo Helicopter Association International www.heli-expo.com	February 11-14	Dallas, TX
Singapore Airshow www.singaporeairshow.com.sg	February 14-19	Singapore
Northwest Aviation Conference & Trade Show www.washington-aviation.org	February 25-26	Puyallap, WA
TN Mid-South Aviation Maintenance Conference www.tnmidsouthamc.com	March 5-7	Nashville, TN
Cygnus Aviation Expo www.cygnusaviationexpo.com	March 7-9	Las Vegas, NV
International Women in Aviation Conference www.wai.org	March 8-10	Dallas, TX
FIDAE 2012 www.eventseye.com/fairs/f-fidae-987-1.html	March 27 - April 1	Santiago, Chile
Sun 'n Fun www.sun-n-fun.org	March 27 - April 1	Lakeland, FL
Aero Friedrichshafen www.aero-expo.com	April 18-21	Friedrichshafen, Germany
Alaska State Aviation Conference & Trade Show www.alaskaairmen.org	May 5-6	Anchorage, AK
Farnborough International Airshow www.farnborough.com	July 9-15	Hampshire, UK
Northwest EAA Fly-In www.arlingtonflyin.org	July 11-15	Arlington, WA
EAA AirVenture www.airventure.org	July 23-29	Oshkosh, WI
AOPA Aviation Summit www.aopa.org	October 11-13	Palm Springs, CA
Copperstate Fly-In www.copperstate.org	October 25-27	Phoenix, AZ
NBAA Annual Meeting & Convention www.nbaa.org	Oct. 30-Nov.1	Orlando, FL

“As one of the smaller dealer/brokers my advertising budget is not that large but the folks at **Trade-A-Plane** make me feel like I spend a million bucks a year with them.”

–**Harry Kraemer, President
Kraemer Aviation Services**

“Horizon Instruments uses four other magazines to advertise their product and I must say that most of our calls come from **Trade-A-Plane**.”

–**Ron Jacobs
Horizon Instruments**



Classified Advertising

All classified ad types require a three-line minimum charge and a charge for two consecutive issues—no less for one. For ads over three lines, multiply the number of lines by the per line charge.

General Advertisers

For advertisers who are new or occasional

	Minimum charge is for 3 lines for 2 issues	Charge for each additional issue
Text ad w/standard type	\$24.48 (minimum text charge)	\$4.08 per line
Text ad w/bold type	\$34.20 (minimum text charge)	\$5.70 per line
Add photo	\$56.00 per inch + text charge	\$28 + text charge
Add logo in B&W	\$60.00 per inch + text charge	\$30 + text charge
Add logo in color	\$82.00 per inch + text charge	\$41 + text charge
Add Classified Display in B&W	\$68.00 per inch + text charge	\$34 + text charge
Add Classified Display in Color	\$94.00 per inch + text charge	\$47 + text charge

Volume Advertisers

For advertisers \$1,000 or more previous 12 months

	Minimum charge is for 3 lines for 2 issues	Charge for each additional issue
Text ad w/standard type	\$19.44 (minimum text charge)	\$3.24 per line
Text ad w/bold type	\$27.00 (minimum text charge)	\$4.50 per line
Add photo	\$52.00 per inch + text charge	\$26 + text charge
Add logo in B&W	\$56.00 per inch + text charge	\$28 + text charge
Add logo in color	\$78.00 per inch + text charge	\$39 + text charge
Add Classified Display in B&W	\$64.00 per inch + text charge	\$32 + text charge
Add Classified Display in Color	\$88.00 per inch + text charge	\$44 + text charge

If an ad misses an issue, please count as a new order (two-issue minimum order still applies). All text ads with bold type have the option to add a background color free of charge. All standard type text ads can add a background color for a 39% up charge. Classified advertising is not commissionable. No cash discounts.

Only ads listing specific, existing items of the appropriate manufacturer can be listed under "Aircraft for Sale" classifications. Those not qualifying are placed under other appropriate classifications. Ads appearing on the Trade-A-Plane website can be cancelled at any time, but after appearance on website the two-issue minimum charge applies.

*Print ad appears in three consecutive issues of Trade-A-Plane.

**A quick reference number in your print ad helps prospective buyers quickly find your corresponding online listing.

***Super Photo appears in your print ad and rotates on the Trade-A-Plane.com aircraft home page.

For other add-ons, all current, non-package rates apply (see other Classified Advertising tables). No refunds available on packages, regardless of when advertised plane sells. However, ad can be cancelled at anytime.

For Photo, Logo, or Classified Display Ads: All photo, logo, or Classified Display ads are built onto a text ad. Each can be up to 3 inches in depth plus the text ad. Rate is computed by the inch for the photo, logo, or Classified Display plus the line charge. All photos appear in process color and up to three photos may be included with a Photo Ad. Searches and links on our website are pulled from the text ad, so we suggest that you include web or email addresses and keywords in the text part of your ad. We will crop photos/logos to fit standard one-inch depth. Please identify aircraft type on back of photo. For best reproduction send quality 35mm color prints or digital photos with high resolution (camera set on highest resolution). Email photos to classified@trade-a-plane.com. Only photos of appropriate aircraft may be run under aircraft headings.

Our online listings are like a website specifically for your plane, product or service. All print classified purchases include a corresponding online listing that can include additional text, specs, photos, video links and PDFs. The online listing reference number appears in the print edition, making it easy for print readers to locate your more detailed online listing.

• Referral ads \$5 extra*

• Blind ads \$6 extra*
(name and address withheld, our box number used)

• Replies for foreign countries \$11 extra*
(only bona fide replies forwarded)

• Blank line or short line Standard line charge*
(used in separating items or aircraft)

• Email addresses No extra charge
(Linked at no extra charge on our website.
No URL links to sites that we consider competitive.)

• Online listing Included with all
(Internet photo/spec sheets) print classifieds

*per issue

Classified Ad Packages



Standard \$35/month

- Online listing for 31 days
- Spec page with 20 photos
- Print ad with 3 lines*
- Reference number**

Expanded \$49/month

- Online listing for 31 days
- Spec page with 35 photos
- Print ad with 4 lines*
- Reference number**

Publisher's Choice \$119/month

- Online listing for 31 days
- Spec page with 40 photos
- Print ad with 5 lines*
- Reference number**
- Super photo***



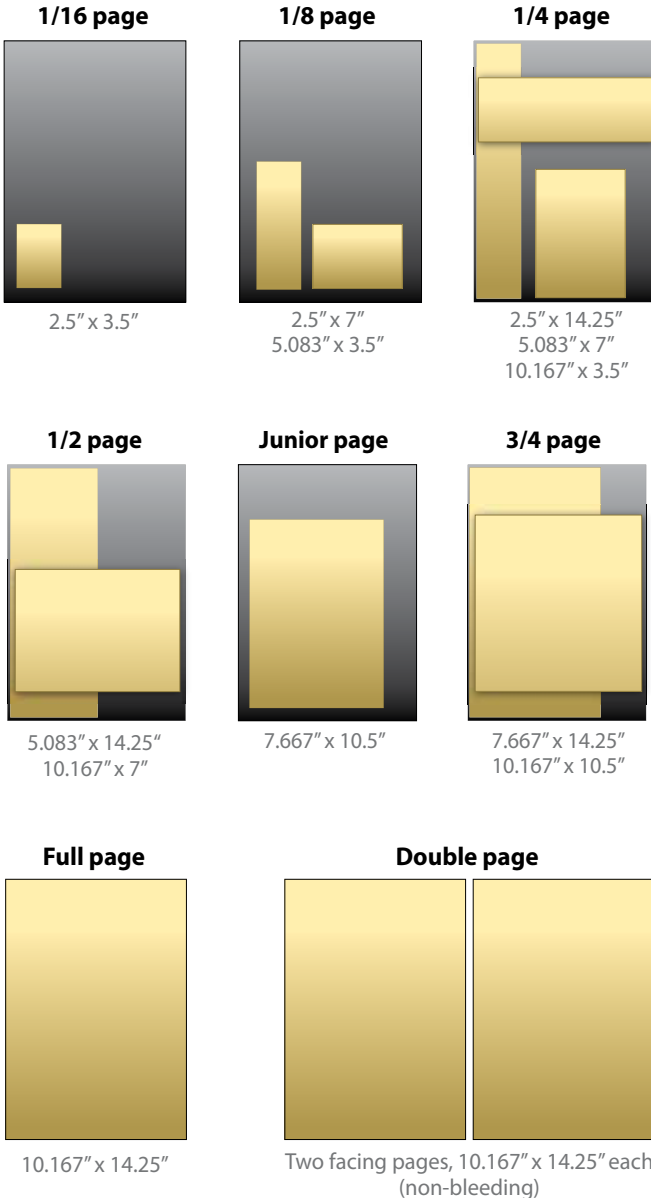
“ We have advertised with **Trade-A-Plane** for 30 years now and have always received excellent visibility and an outstanding return. Advertising in **Trade-A-Plane** works! ”

–Mark Wennin
RAM Aircraft, LP

“ Thanks for everything. My plane sold, sight unseen, the day the ad went back online. ”

–Dan Thomas
Central Lake, MI

Display Advertising



Rates cover three consecutive issues; no less for one or two. Ads can begin with any issue. Three-, Six- and 12-month discounts apply to schedules contracted in advance. No rebates. Blind ads \$18 extra per month. Referral ads \$15 extra. Bleeds not available.

Base rates are for black plus any one color, no less for black only. Rates for black plus two or more colors same as process color rates. Single colors will be simulated using process inks.

Copy and Reproduction Restrictions: high-resolution digital photos or good quality 35mm prints required. No Polaroid photos. Agencies must provide digital files complying with the Electronic File Submission Guidelines at www.trade-a-plane.com/digital. Include a color proof with digital files. We will reproduce "pleasing color." Please refer to guidelines online for additional information on our reproduction standards. Copy changes can be made after each three-issue run.

Advertising Rates

Size	Regular rate	3-month discount 8%	6-month discount 13%	12-month discount 18%
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Color rates

1/16 page	\$ 663	\$ 609	\$ 576	\$ 543
1/8 page	1,320	1,215	1,149	1,083
1/4 page	2,541	2,337	2,211	2,085
1/2 page	4,842	4,455	4,212	3,969
Junior page	5,352	4,923	4,656	4,389
3/4 page	7,194	6,618	6,258	5,898
Full page	9,381	8,631	8,163	7,692
Double page	17,772	16,350	15,462	14,574
Center spread	21,414	19,701	18,630	17,559
Inside covers	10,020	9,219	8,718	8,217
Back cover	10,173	9,360	8,850	8,343

Base rates

1/16 page	\$ 480	\$ 441	\$ 417	\$ 393
1/8 page	951	876	828	780
1/4 page	1,830	1,683	1,593	1,500
1/2 page	3,495	3,216	3,042	2,865
Junior page	3,858	3,549	3,357	3,165
3/4 page	5,190	4,776	4,515	4,257
Full page	6,771	6,228	5,892	5,553
Double page	12,819	11,793	11,154	10,512

Online banner ads and video links available. Some restrictions may apply. Other ad sizes available. For more information call your sales representative.

Rates effective First January Issue, 2012.

“Last year we began to closely track the source of our new customers. It came as no surprise to us that our single largest source of new customers was **Trade-A-Plane**.”

—**Brett C. Benton**
Quality Aircraft Accessories

Mechanical Requirements

1. Web offset printing process. Saddle stitch binding method.
2. Column width: 2.5"; two columns: 5.083"; three columns: 7.667"; four columns: 10.167"
3. Column depth: 14.25"; est. trim size: 10.75" wide by 14.875" deep.
4. Minimum size space unit: One column by one inch (2.5"W by 1"D).
5. Ads must be as many inches deep as columns wide (excluding horizontal 1/4 pages).
6. Send digital files that comply with the Electronic File Submission Guidelines, or copy to be typeset. Mail proofs flat or in tube. Complete info can be found at www.trade-a-plane.com/digital.
7. Any digital file repair or special artwork billed at cost.
8. Publisher will not be responsible for quality when clear, sharp photos are not submitted.
9. Publisher recommends that type, lettering, rules and pictures across gutter be avoided (except center spread) to allow tolerance for some variation in folding and alignment of pages.

Issuance & Closing Dates

Published 36 times a year (three issues per month). Issuance is approximately six days after display closing dates or 36 hours after classified closing times. Display and classified closing dates are, respectively: First Issue, 26th* and 30th*; Second Issue, 6th and 10th; Third Issue, 16th and 20th.

*Month preceding publication; all other dates month of publication. If Saturday, one day earlier. If Sunday, one day later. Closing is noon Central Time. For classified advertising, last-minute copy will not be accepted unless accompanied by remittance to cover publication costs.

Send all correspondence and materials to addresses on the back of this booklet. With certain strict guidelines you can also email ads or provide them on a variety of media. For display ads, notify your sales representative before electronically sending your ad. Important specifications are at www.trade-a-plane.com/digital.

Trade-A-Plane is second to none in reaching customers from around the world. Much of our growth and success can be attributed to advertising with you.

—**Seth Record**
Performance Aircraft Parts, Inc.

Terms & Commissions

Cash with order. Major credit cards accepted. For classified ads, absolutely no exceptions other than to local, state or federal institutions. For wire transfers, please call sales representative for instructions.

1. Publisher will not be bound by any conditions appearing on order blanks or copy instructions which conflict with any provision contained in its rate card or with its policies.
2. Frequency rates are available when display space is contracted in advance for three months (nine issues), six months (18 issues) or 12 consecutive months (36 issues).
3. Advertisers billed at contract rate who fail to fulfill such contract will be short-rated.
4. Orders accepted are subject to change in rates upon one month's notice from the publisher. However, contracts may be cancelled at the time the change in rates becomes effective without incurring a short-rate adjustment, provided the contract rate has been earned up to the date of cancellation.
5. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. Late charges of 1½% per month (18% annual percentage rate) will accrue on past due balances.
6. Publisher does not assume responsibility for the contents of advertisements, and all representations or warrants made in such advertising are those of the advertiser and not of the publisher. Publisher is not liable to advertiser for any misprints in advertising not the fault of the publisher. In such an event, the limit of the publisher's liability shall be only the amount of the publisher's charge for such advertising.
7. The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.
8. Publisher is not liable for any delays in delivery and/or non delivery due to any condition beyond the control of the publisher (i.e., act of God, action by any government, insurrection, fire, explosion, strikes, etc.).
9. No cancellations/changes in orders accepted after closing dates.
10. Page number or position on page is not guaranteed.
11. The publisher assumes no liability for any errors in orders received by telephone or after the first run on all other orders.
12. All advertising is subject to publisher's approval. The publisher reserves the right to reject advertising which is not in keeping with the publication's standards.
13. Contract advertisers are entitled to one complete change of copy every three issues. When change of copy is not received by closing date, copy run in previous issue will be inserted.

15% agency commission on display advertising to accredited agencies. No cash discount. Agencies failing to pay their accounts on a timely basis are subject to a late charge and forfeiture of commission.

Agency must submit digital files. Accurate proofs must accompany all display advertisements. Ads that are submitted electronically (disk, email, etc.) are commissionable providing they adhere to the Electronic File Submission Guidelines. Refer to www.trade-a-plane.com/digital. There is a charge for any digital file repair, composition, or retouching done by the publisher.

The Trade-A-Plane Story

In 1935, when Cosby Harrison crashed his airplane in stormy weather, he could not have realized the lasting impact of his adventure. His slight misfortune would give rise to a shoestring operation that would become a great entrepreneurial success—and play a significant role in aviation history.

Harrison was a private pilot from Crossville, TN, who learned to fly in the early thirties. Against his father's best advice, he had borrowed \$995 from the local bank to buy his airplane, a 1929 Laird Swallow. The open cockpit

biplane had an overhauled, low-power, WWI OX5 engine. It was Crossville's first flying machine.

Luckily, after the crash, only his ego was hurt but his airplane was in tatters. The determined aviator encountered a great deal of frustration finding parts to repair it. Aviation magazine advertisements of the day took months to generate a response. This became Harrison's inspiration for starting *Trade-A-Plane*, a buy/sell, non-editorial publication for aircraft and parts. At age 37, he and his wife, Margaret, began publishing the tri-monthly paper on their kitchen table.

The first issue of *Trade-A-Plane* contained 76 ads and was mailed on October 5, 1937, to 9,000 transport pilots registered in the United States. An original copy is housed in the Ramsey Room of the National Air and Space Museum at the Smithsonian Institution in Washington, DC. During WWII, hundreds of thousands of pilots were trained. When the war ended in 1945, these pilots helped General Aviation thrive. Naturally, *Trade-A-Plane* grew with the industry.

A few years after the crash, Harrison sold his plane for \$100. Although he died in 1984, his aviation paper became the flagship publication of TAP Publishing, now a fourth-generation, family business in Crossville. Besides *Trade-A-Plane*, TAP also produces similar papers for heavy construction (English and Spanish), oil and gas, as well as trucking.

Even though already a worldwide business through its print circulation, TAP has expanded even more internationally into online publishing. The company has websites for all of its magazines (*Trade-A-Plane.com* was launched in 1997). The company also created weatherTAP.com, a subscription weather service. A commercial printing division serves other clients throughout the United States.



An original watercolor by Xavier Ironside, "How Trade-A-Plane Began," memorializes Cosby Harrison's 1935 crash near a railroad bridge in Harriman, TN.



Trade-A-Plane[®]
The Aviation MarketPlace

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www.trade-a-plane.com | classified@trade-a-plane.com | display@trade-a-plane.com