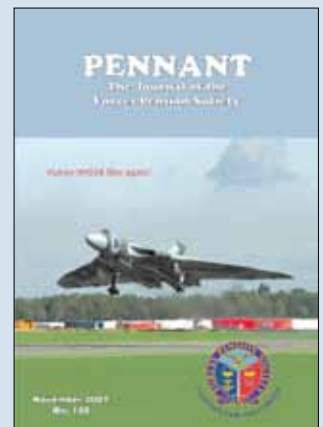
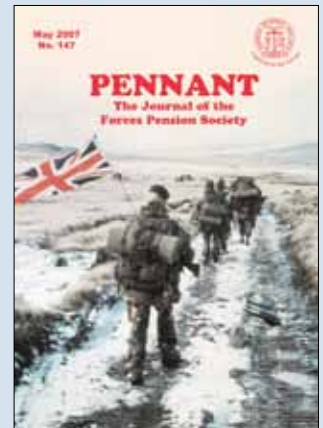


# Pennant

*Exclusively for members of the Forces Pension Society*

Media Information 2010



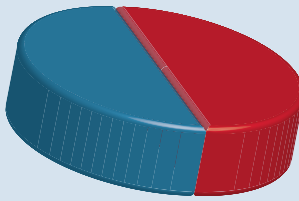
Target over **42,000** members of  
The Forces Pension Society

The Forces Pension Society (FPS) is a campaigning and lobbying organisation that looks to secure equitable pension conditions, on behalf of serving and retired members of the Armed Forces and their dependants, which recognize the unique commitment they make to our country. The FPS also runs a busy help desk for members with queries on their Forces pension. Members are informed of the Society's activities by Pennant, the website ([www.forpen.co.uk](http://www.forpen.co.uk)), regular e-newsletters, the AGM and area meetings. The Society is funded by its members and is a wholly independent not-for-profit limited company. It also has a charitable arm from which agreed activities, such as making grants and conducting casework for widows, may be funded.

- 42,000 members
- Bi-annual distribution – May and November
- Established for over 60 years
- 50% male, 50% female
- Biggest age sectors: 40 to 60 - 30%; over 60 - 60%
- Biggest distribution London, South East and South West
- Members all pay subscriptions
- Home mailed distribution

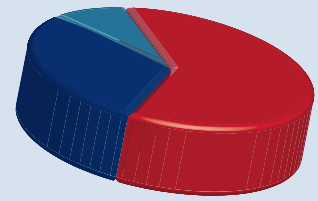
## Readership

### Gender Split



50% male  
50% female

### Biggest age group sectors



40-60 years – 30%  
over 60 years – 60%  
other – 10%

### Forces split amongst membership:

Army	21,400	50%
Royal Navy	7,400	18%
RAF	12,000	28%
Misc	1,600	4%

## Display Advertising Rates

Full Page	£1,950
Half Page	£1,100
Quarter Page	£650
Loose inserts	£55cpt

## Publishing Schedule

### May Issue

Publication date: 1st May 2010  
Copy deadline: 26th March 2010  
Insert delivery deadline: 26th April 2010

### November Issue

Publication date: 1st November 2010  
Copy deadline: 27th August 2010  
Insert delivery deadline: 21st October 2010

## Production Details

Width x Height	Type (mm)
Full page	180 x 260
Half page (landscape)	180 x 130
Half page (portrait)	88 x 260
Quarter page	88 x 130
Trim size	210 x 297
Bleed	3mm

## Artwork Format

All digital (PDF, TIFF, EPS, JPG) advertising images (CMYK) should have a minimum of 300 dpi at the correct printing dimensions. All fonts, images must be supplied with the document and a colour proof.

## Advertising contacts

Gaynor Garton: 020 3283 4055  
gaynor@square7media.co.uk

Mark Toland: 020 3283 4056  
mark@square7media.co.uk



**FIGHTING FOR THE FORCES  
AND THEIR FAMILIES**

### Arundel Castle, Stately Home and Gardens by Mrs Penny Horsfield, Head Guide at Arundel Castle

As a defensive fortress Arundel Castle, home of the Duke of Norfolk, is hard to beat. It dominates the mouth of the Aron valley, as it was intended to do when first built nearly 1,000 years ago. Arundel Castle was founded on Christmas Day 1067 and built by Roger de Montgomerie, Roger had served in the Norman army during the Conquest to keep the Duchy quiet and was richly rewarded for his loyalty. William gave Roger one third of Sussex and made him Earl of Arundel, on condition that he built a castle to defend the river valley against invasion from the Continent.



This Roger did, producing a moat and double bailey castle of timber and earthenworks that also served the purpose of containing the local population. Over the centuries, Arundel Castle has been built, rebuilt, remodelled and restyled many times, most recently between 1875 and 1980, resulting in a unique blend of medieval fortification and stately home. This 'dual personality' means that Arundel can appear as a forbidding, lowering fortress, or as a fairy tale castle.

The original timber castle was quickly replaced by stonework. Parts of the latter Gate House date back to 1070, making it one of the earliest stone buildings in the country. The shell kept

November 2009

### The RAF Air Transport Force

by Air Vice-Marshal Steve Hillier CBE DFC MA RAF, with a foreword by the Chief of the Air Staff, Air Chief Marshal Sir Glen Torpy KCB CBE DSO ADC BSc(Eng) FRAeS FCGI RAF

I was delighted when the General Secretary asked me to write a short foreword to the accompanying article about the RAF Air Transport Force, which has been written by Air Vice-Marshal Steve Hillier, Air Officer Commanding No 2 Group. I say that because it is easy to overlook the critical role undertaken by the Force, and some of the challenges it faces in trying to deliver an efficient service with an old fleet of aircraft. Maintaining the airbridges to Iraq and Afghanistan has placed an enormous load on the Force and, not surprisingly, exposed the fragility of our capability. That said, over the past 2 years an enormous amount of work has been undertaken by No 2 Group and its principal customers, the Army and Royal Marines, to improve the robustness of the service - and the effort has paid off. Although there is an understandable spotlight on the strategic airbridges, much of the Air Transport Force's work is focused on the tactical support of the forces in Iraq and Afghanistan. This task has changed markedly over recent years, with dirt strip operations and the air delivery of supplies increasingly being used as a means of reducing surface resupply, and minimising the threat from Improvised Explosive Devices. Although the Force will have to cope with the venerable C130, Tristar and older C130K for a few more years, the arrival of extra C17s and, in the near future, the A400M and A330 (Future Strategic Tanker Aircraft) will significantly enhance the robustness of the Force, and our ability to provide a genuinely global expeditionary capability.



The Royal Air Force Air Transport (AT) force is fully committed to current operations, and it has been for some years. While necessary to support concurrent operations in Iraq and Afghanistan, this high level of activity comes at a significant cost with regard to the demands made on our personnel and our aircraft. The expeditionary environment of the 1990s has evolved into operations that are both enduring and hazardous, setting a new level of operating condition for our AT Forces and creating new challenges which the men and women of the RAF are meeting with dedication and no small amount of courage. This article focuses in on one particular aspect of AT operations: the intra-theatre use of the C-130 in Afghanistan under Operation HERRICK.

November 2008

Four C-130s are permanently based at Kandahar Airfield (KAF), a mix of the ageing but venerable K model and the newer glass-cockpit J model. They carry out two main roles, as a freighter delivering personnel and cargo wherever required, and the intubop of supplies to troops in the field. The weight of effort comes down firmly on the former role and whilst this is not the forum to quote exact facts and figures, it is enough to keep the four aircraft fully employed. The aircraft are crewed on a 1:1 ratio, meaning the crews are worked hard for their time on detachment but they are rotated every four to five weeks to ensure they stay within strict guidelines dealing with the maximum flying allowed in defined periods. Destinations within the country are varied but the base visited most often by crews is Camp

Bastion, which acts as a feeder station to outlying ground units. Once a sand runway (or strip) it has been now been upgraded to a hard surface to be better able to withstand the huge amount of use that it gets, and we may well see it enlarged further in the future. A key issue faced by aircrew flying into Bastion is that of visibility; blowing sand often affects stand visibility at the lower levels of an approach to land. Ordinarily this would preclude operations, but special procedures are now in place that allow crews to use lower visibility limits for high priority tasks, which of course allows more tasking to take place, thereby ensuring that the frontline is impacted as little as possible.

Whilst this article could continue to describe C-130 operations in

17