

BUSINESS JET TRAVELER



2010 EDITORIAL CALENDAR, RATES & SPECIFICATIONS



BJT READERS OCCUPY THE HIGHEST RUNGS OF THE CORPORATE AND ECONOMIC LADDERS

It may well be the most exclusive (and elusive) demographic in the world. C-level executives who utilize private aircraft are opinion leaders who shape the global business climate, commanding trillions of dollars of wealth and investment. Only **Business Jet Traveler** speaks directly to these high-net-worth individuals with both aviation-specific editorial and select features covering the aircraft-enabled lifestyle. **BJT** is committed to helping readers maximize their investment in private air transportation in all aspects of their lives.

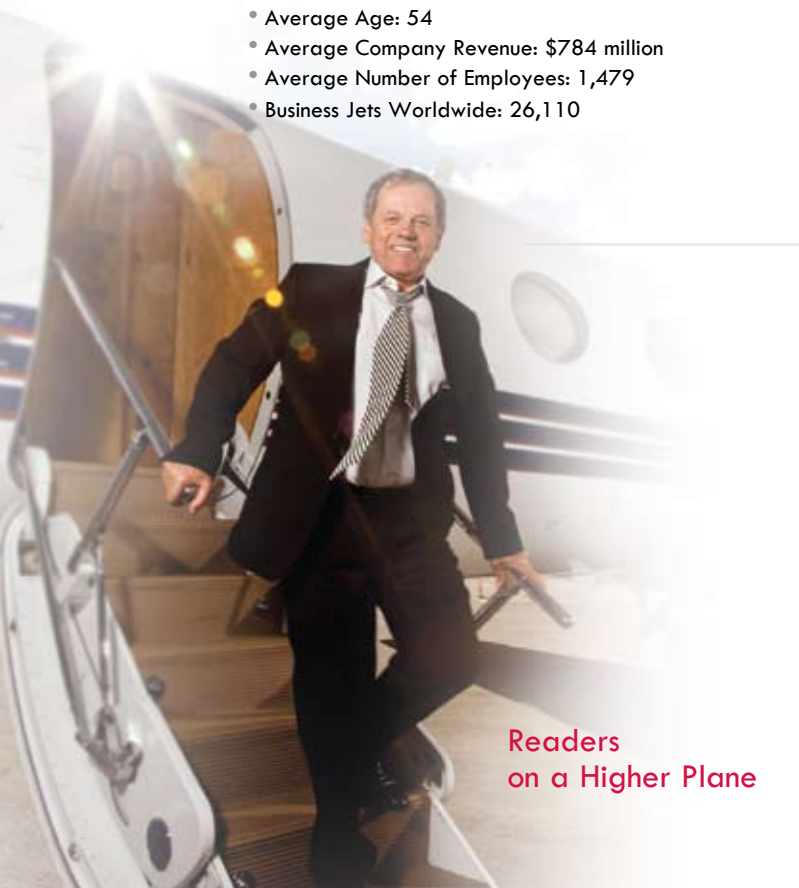
Each issue of **BJT** is mailed directly to key executives at their business addresses. And our editorial package is written expressly with their needs in mind. From ownership options to taxes, legal and financial issues, **Business Jet Traveler** covers the ins and outs of aircraft ownership and utilization like no other publication. For most of our readers, private travel is both a business tool and a lifestyle choice. **BJT's** editorial package

recognizes this confluence with lifestyle-oriented editorial designed to enrich our readers' private lives, including coverage of exclusive travel destinations, exotic automobiles, and columns like "Great Golf Courses" and "Outdoor Adventures." It's this emphasis on balance of aviation-specific and lifestyle coverage for end-users of business aircraft that truly sets **Business Jet Traveler** apart.

The total business jet fleet continues to grow, albeit slowly. Executives continue to turn to private aviation to increase their efficiency, reach, privacy and productivity. And our circulation continues to grow with demand: readership of **BJT** has increased more than 55% since our launch in 2003. If you want to communicate directly with high-net-worth individuals and C-level executives using private aircraft, look no further than **Business Jet Traveler**. Contact our sales staff at +1 203 798 2400 or adsales@BJTonline.com to learn more about our print and online advertising opportunities.

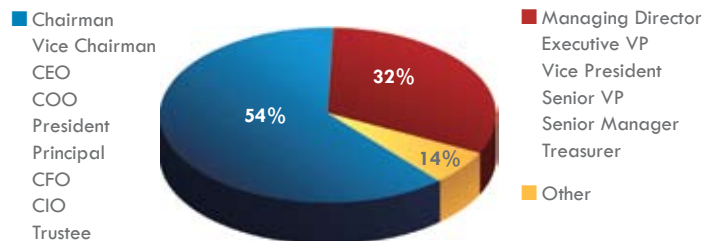
BJT READER DEMOGRAPHICS

- Average Net Worth: \$17.8 million
- Average Annual Income: \$1.1 million
- Average Age: 54
- Average Company Revenue: \$784 million
- Average Number of Employees: 1,479
- Business Jets Worldwide: 26,110



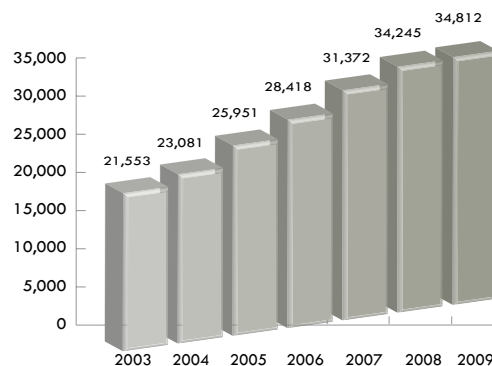
Readers on a Higher Plane

BJT READERS BY TITLE



BJT CIRCULATION GROWTH SINCE LAUNCH

Has Increased More Than 55% Since 2003



2010 BUSINESS JET TRAVELER EDITORIAL CALENDAR

Issue	Editorial Features	Ad Close	Materials Due
Feb./March 2010		Dec. 28, 2009	Jan. 4, 2010
<i>Special Features:</i>	What Business Aircraft Buyers Need To Know About Financing Working with a Management Company		
<i>New Jet Preview:</i>	Bell 429		
<i>Used Jet Review:</i>	Citation I/ISP		
April/May 2010		February 19	February 26
<i>Special Features:</i>	Cabin Comforts 2010 Chartering a Yacht: How To Do It Right		
<i>New Jet Preview:</i>	Gulfstream 650		
<i>Used Jet Review:</i>	TBM 700		
June/July 2010		April 19	April 26
<i>Special Features:</i>	Cabin Tech 2010 Restoring Bizav's Image: A Progress Report		
<i>New Jet Preview:</i>	Cessna Citation CJ4		
<i>Used Jet Review:</i>	Westwind 1124/1		
2010 Buyers' Guide		May 21	May 28
Published: July 1	Our third annual Buyers' Guide will feature up-to-the-minute reports on ownership options, new and used models, manufacturers and more.		
Aug./Sept. 2010		June 18	June 25
<i>Special Features:</i>	A Peek Ahead: The Industry in Five Years Cut the Cost of Flying Privately		
<i>New Jet Preview:</i>	Embraer Phenom 300		
<i>Used Jet Review:</i>	Gulfstream IV		
Oct./Nov. 2010		August 20	August 27
SPECIAL ISSUE: <i>(with expanded distribution at NBAA Convention)</i>	The Bizav Advantage Business Aviation's Impact on Your Company's Bottom Line How Private Aviation Helps Leading Corporations "Why I Fly Privately" by Morgan Freeman, Suze Orman, Mark Cuban, T. Boone Pickens, and other BJT luminaries		
Dec. 2010/Jan. 2011		October 22	October 29
<i>Special Features:</i>	Pre-owned Aircraft Annual Report Holiday Gift Guide		
<i>New Jet Preview:</i>	Hawker Beechcraft Premier II		
<i>Used Jet Review:</i>	Learjet 31A		



Regular Features Include:

- **CEO Files** — leaders of major corporations reveal their management secrets.
- **Safety Matters** — ways business jet travelers can influence the safety of flight.
- **Inside Charters** — everything about the world of business aircraft charter.
- **Inside Fractionals** — what readers need to know to get the most from a fractional share of an aircraft.
- **Inside the Cabin** — maximizing the comfort and utility of a business aircraft.

2010 BUSINESS JET TRAVELER ADVERTISING RATES

BLACK & WHITE

# of issues	1	2 - 3	4 - 6	7
Full Page	\$8375	7900	7550	7175
Half Page	4975	4725	4450	4225
One-Third Page	4125	3950	3775	3600
Quarter Page	2750	2575	2425	2300
Eighth Page	1575	1375	1325	1250

2-COLOR STANDARD — Match color \$350 extra/PMS ink \$900 extra

# of issues	1	2 - 3	4 - 6	7
Full Page	\$9925	9525	9100	8675
Half Page	6650	6400	5850	5575
One-Third Page	5450	5225	4900	4675
Quarter Page	3925	3775	3500	3300
Eighth Page	2750	2525	2425	2300

4-COLOR PROCESS

# of issues	1	2 - 3	4 - 6	7
Full Page	\$12500	12175	11500	10925
Half Page	9125	8900	8375	7950
One-Third Page	7350	7150	6875	6550
Quarter Page	5750	5525	5325	5075
Eighth Page	4550	4250	4125	3925

• Furnished inserts:

Earned B&W rate less 10% up to four pages; less 15% up to eight pages.

• Additional discounts:

Available for advertisers in other **AIN** publications:

5%, 1-6 issues; 10%, 7-12 issues; 15%, 13-18 issues; 20%, 18+ issues.

Contact us at adsales@bjtonline.com or +1 203 798 2400



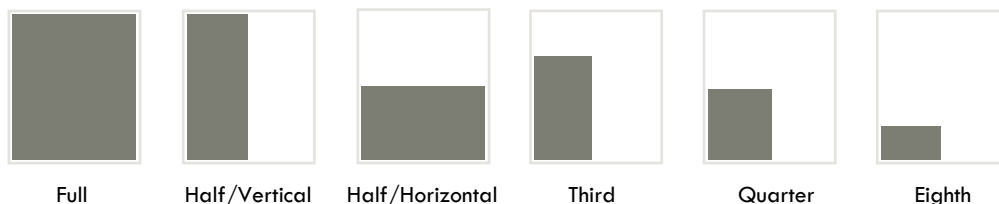
More Regular Features:

- **Outdoor Adventures** — the world's best fishing, hunting, mountain climbing and more, plus info on nearby airports.
- **Great Golf Courses** — America's finest fairways, as picked by a veteran Golfweek magazine editor, plus info on nearby airports.
- **Taxes, Laws and Finance** — expert advice that can save business jet travelers money.
- **Alternate Airports** — where to land a business jet in major U.S. and international cities.
- **Getaways** — great vacation destinations best reached by private aircraft.
- **Center Stage** — revealing conversations with prominent business aviation users.
- **BizAv Basics** — for those new to private aviation — topics range from charters to whole aircraft ownership.



2010 BUSINESS JET TRAVELER MECHANICAL SPECIFICATIONS

Size of Ad	Width (inches)	Depth (inches)	Width (mm)	Depth (mm)
Full page (non-bleed)	9"	10 1/2"	229	267
Full page (bleed) (book trims to 10" width x 12" depth or 254mm x 305mm)	10 1/4"	12 1/4"	260	311
Half page (vertical)	4 1/2"	10 1/2"	114	267
Half page (horizontal)	9"	5 1/2"	229	140
Third page	4 1/2"	8 3/8"	114	213
Quarter page (vertical)	4 1/2"	5 1/4"	114	133
Eighth page (horizontal)	4 1/2"	2 5/8"	114	67



Digital Advertising Specifications

PLATFORM: MACINTOSH

Software Specifications:

Quark Xpress 7.0 to 4.11, Adobe Photoshop CS3 to 7.0, Adobe Illustrator CS3 to 8.0, Adobe InDesign CS3 to CS.

All formats must include all fonts and image files.

Acceptable Media:

CD-ROM (CD-recordable).

Image Specifications:

- All image files should be set to 300dpi (recommended), minimum 266.
- Minimum 1200dpi for B/W line art.
- Image files must be Photoshop compatible, i.e., must open in Photoshop.
- All color image files must be set up to CMYK.
- Do not use jpeg encoding.
- All high-res files with clipping paths must be EPS format.
- Any advertisers sending DCS files should merge channels of 5-file DCS files into a composite high-res, then place the high-res file in the document.

Font Specifications:

- Digital advertisements must include all screen and printer (PostScript) fonts.
- Use stylized fonts. Do not apply style attributes to basic fonts from within page layout software.

Proofs:

Kodak Approval, Imation Rainbow, Polaroid Polaproof, DuPont WaterProof, Kodak DCP 9000, Fuji Pictro Proof, Agfa Sherpa.

- Laserprints are not acceptable color proofs.
- BJT will not be responsible for reproduction problems or file corruptions associated with ads not accompanied by a proof.

Shipping Instructions

Send all correspondence including insertion orders and mechanicals to:

Publisher

BUSINESS JET TRAVELER
81 Kenosia Avenue
Danbury, CT 06810-7359, USA
Telephone +1 203 798 2400
Fax +1 203 798-2104
www.bjtonline.com

Terms and Conditions

Payment due upon receipt of invoice. Invoices not paid within 30 days from date of invoice will incur an interest charge of 1% of the outstanding balance per month.

Cash Discount

2% if paid within 10 days.

Commission

15% of gross rate to recognized advertising agencies provided payment is made within 30 days of date of invoice.

Contract Year

Advertising must be inserted within one year of first insertion to earn frequency discounts. Cancellation of any portion of contract nullifies all rate protection for the remainder.

Positioning

All advertising positioning clauses are treated as requests.

BJTONLINE.COM

Business aviation's premier information resource for end-users is also available on the Web. **BJTonline.com** offers full access to the current issue of **BJT**, a comprehensive archive of past issues and information resources, and interactive features like the **BJT** Reader Forum.

The site features exclusive banner advertising opportunities. The homepage offers three large banner positions. All landing pages include two large banners that appear on any interior page views (see detailed specifications below).



BJTonline Features:

- Feature stories and interviews from the current issue.
- Quick-reference navigation of all the regular columns and departments like **Money Matters**, **People and Time Off** from current and archived issues.
- Comprehensive search engine enables users to search both **BJT** as well **Aviation International News** and our on-site publications from major shows and events.
- **BJT's (print) annual Buyer's Guide** is available electronically on **BJTonline.com**.
- Real-time rankings of the most popular stories on **BJTonline.com**
- Semi-exclusive banner advertising opportunities for marketers interested in reaching the most exclusive demographic in the world.

BJTONLINE BANNER SIZES & PRICING

Position	Size (W x D)	Price
Home Page Header	728p x 90p	\$5000 per month
Home Page Middle	468p x 60p	\$3000 per month
Home Page Side	160p x 600p	\$4000 per month
Splash Ad	700p x 420p	\$5000 per month
Landing Pages Leader	728p x 90p	\$5000 per month
Landing Pages Square	250p x 250p	\$5000 per month

BJTonline File Specifications

Accepted File Formats: .jpg, .gif, Animated.gif, Flash (must include embedded URL set to blank).

Resolution: 72 dpi.

File Size: Less than 75K. For Splash less than 125K.

Animation: Continuous looping is permitted with 5-second pause between each occurrence. Splash running time is 12 seconds.

Target URL: Must be submitted with banner.

**BUSINESS JET
TRAVELER**

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