

BUSINESS JET TRAVELER

MAXIMIZING YOUR INVESTMENT IN PRIVATE AIR TRANSPORT

2018 MEDIA KIT

BUSINESS JET TRAVELER

PRODUCT DESCRIPTIONS

BUSINESS JET TRAVELER

[MAGAZINE]

Combines essential aviation and lifestyle content to maximize readers' investment in private air transport. Cover stories feature luminaries such as Sir Richard Branson, Jackie Chan, Novak Djokovic, Buzz Aldrin, John Travolta and Mark Cuban—all discussing how business aviation helps their careers.

FREQUENCY

8x/year (includes English and Chinese language annual Buyers' Guides)

SUBSCRIBERS

37,885 in 163 countries

ABOUT OUR READERS

28% of **BJT** readers have net worth exceeding \$10 million

63% are company owners, partners, presidents or CEOs

81% read half or more of each issue and average reader passes on to 1.5 people for a total reach of 92,500

51% of subscribers "rely on information from **BJT** when purchasing aviation products and services"

77% of **BJT** readers are involved in purchasing aviation products and services

BJTONLINE

[WEBSITE]

BJT launched a new website in early 2017 that is the most comprehensive resource available for anyone using (or interested in trying) private flight.

The site offers easy access to all of our articles and special reports, plus an aircraft directory and a directory of service providers and manufacturers, both with sophisticated search features.

ABOUT OUR READERS

28,000 unique monthly visitors

Over 3.5 minutes spent per web page

70% of traffic from United States

BJT WAYPOINTS

[WEEKLY E-NEWSLETTER]

Features industry news, interviews with CEOs and other prominent users of business aviation, web exclusives, videos and articles on such topics as travel, golf, new and preowned aircraft and luxury autos.

FREQUENCY

Every Tuesday

SUBSCRIBERS

15,229

ABOUT OUR READERS

27% open rate

0.40% average click-through-rate

50% mobile readership

All demographic data: independent survey by Readex Research

BUSINESS JET TRAVELER

2018 EDITORIAL CALENDAR

Winner of more than 50 editorial awards, including three General Excellence awards from the American Society of Business Publication Editors, eight Best Travel/Transportation Magazine awards from the Folio: Eddies competition, four Gold Wing awards from the National Business Aviation Association, and Best International Publication from the Aerospace Media Awards.

ISSUE	EDITORIAL FEATURES	AD CLOSE	MATERIALS DUE
FEBRUARY/ MARCH	Aircraft Financing Special Report Luggage You Can Love Used Aircraft Review: King Air 350 Blackhawk XP67A New Aircraft Preview: Airbus ACJ Neo	January 5, 2018	January 12, 2018
	Aircraft Management Supplement	November 15, 2017	January 10, 2018
APRIL/MAY	Best New Luxury Resorts Return of the Executive Seaplane Used Aircraft Review: Airbus Helicopters EC130B4 New Aircraft Preview: Epic E1000	March 2	March 9
BUYERS' GUIDE— CHINA EDITION	This seventh annual edition, published in April, will feature in-depth reports on ownership options, new and used aircraft models, manufacturers, and more. <i>Special distribution at ABACE in Shanghai.</i>	March 27	April 3
JUNE/JULY	Seventh Annual BJT Book of Lists New Autos Sneak Peek Used Aircraft Review: Boeing BBJ1 New Aircraft Preview: XTI Trifan 600	April 30	May 7
BUYERS' GUIDE 2018	The 11th annual edition of our award-winning guide, published in July, will deliver our latest advice on options for private lift, plus our comprehensive aircraft guide and an updated edition of the indispensable BJT Yellow Pages.	May 30	June 6
AUGUST/ SEPTEMBER	Best New Cabin Tech Products & Furnishings Combatting Jet Lag: What Works, What Doesn't Used Aircraft Review: Embraer Phenom 100 ACE New Aircraft Preview: TBM 910/930	July 9	July 16
OCTOBER/ NOVEMBER	Eighth Annual BJT Readers' Choice Survey Results Outfitting Your Aircraft Used Aircraft Review: Hawker 850XP New Aircraft Preview: Cessna Citation Hemisphere	August 22	August 29
DECEMBER 2018/ JANUARY 2019	Preowned Aircraft Annual Report Holiday Gifts for Business Jet Travelers Used Aircraft Review: Bombardier Global 5000 New Aircraft Preview: AgustaWestland AW109 Trekker	October 29	November 5
	Aircraft Brokers Supplement	September 15	October 30







PLUS ALL OUR REGULAR FEATURES, INCLUDING:

Exclusive Interviews—Prominent business jet travelers discuss their careers and use of private aviation, *On the Road*—Columnist Joe Sharkey covers the world of business jet travel / *Inside Charters, Jet Cards & Fractional Shares*—What you need to know to get the most from lift providers / *Money Matters*—Personal-finance advice, tailored to the special needs of **BJT** readers / *Getaways*—Great vacation destinations for business jet travelers / *Preowned*—The latest on the used-aircraft market, for buyers and sellers / *Taxes, Laws, and Finance*—Industry expert Jeff Wieand offers essential information for business jet owners and travelers

BUSINESS JET TRAVELER

PRINT RATES

Business Jet Traveler is the only aviation-specific magazine published for end-users of corporate aircraft. Its 37,000 subscribers include high-net-worth individuals and global opinion leaders. **BJT's** award-winning content in print and at **BJTonline.com** helps readers maximize their investment in private air transport. **BJT Waypoints**, our weekly e-newsletter, keeps readers up to date with news and top stories. Annual editions of **BJT's Buyers' Guide** to business aircraft and related services are published in the U.S. and China.







PRINT (4/C)		1x	6x	12x	18x	24x
	FULL PAGE	\$13,800	\$12,700	\$12,100	\$10,900	\$9,800
	HALF PAGE (VERTICAL/HORIZONTAL)	10,100	9,300	8,800	7,900	7,100
	THIRD PAGE	8,200	7,600	7,300	6,500	5,900
	QUARTER PAGE	6,400	5,900	5,600	5,100	4,600
	EIGHTH PAGE	5,100	4,500	4,400	3,900	3,500
	COVER WRAP	Cover pricing on request Rates before agency discount				

Print frequency rate: combined with *Aviation International News*, *AIN's Convention News* and *AIN's Airshow News*. **Pricing on request:** Cover positions and cover wrap, 2-color and black & white ads, furnished inserts. **Insertion order & material deadlines:** see editorial calendar. **Contract year/cancellation policy:** 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 of the contract year. Any ads canceled after the ad close date subject to a 50% cancellation penalty. **Terms:** Payment due net 30 days.

BUSINESS JET TRAVELER

PRINT SPECIFICATIONS

Specifications apply to **Business Jet Traveler** magazine. Please send all correspondence, including insertion orders and mechanicals, to: Publisher, **AIN Publications**, 214 Franklin Avenue, Midland Park, NJ 07432 USA, Tel +1 201 444 5075. Please email digital files to: Tom Hurley, thurley@ainonline.com. Book trims to 9" width x 10 3/4" depth or 229mm x 273mm.

	SIZES	WIDTH (INCHES)	DEPTH (INCHES)	WIDTH (MM)	DEPTH (MM)
	FULL PAGE (LIVE AREA)	8	9 1/4	203	235
	FULL PAGE (BLEED)*	9 1/4	11	235	279
	HALF PAGE (VERTICAL)	4	9 1/4	102	235
	HALF PAGE (HORIZONTAL)	8	5 1/4	203	133
	THIRD PAGE	4	7 1/2	102	191
	QUARTER PAGE	4	4 5/8	102	117
	EIGHTH PAGE	4	2 5/16	102	59

PRINT SPECS

PLATFORM

- Macintosh

SOFTWARE SPECIFICATIONS

- Adobe Creative Suite CS5 to CC 2017
- High-resolution print-ready PDF

All formats must include all fonts and image files.

ACCEPTABLE MEDIA

- CD-CD-ROM; DVD-R

IMAGE SPECIFICATIONS

- All image files should be 300dpi (recommended), minimum 266
- All color image files must be CMYK

FONT SPECIFICATIONS

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

PROOFS

- SWOP-accepted color proof. Laser prints are not acceptable color proofs

AIN will not be responsible for reproduction problems or file corruptions associated with ads not accompanied by a proof.

POSITIONING

- All advertising positioning clauses are treated as requests

BUSINESS JET TRAVELER

DIGITAL RATES AND SPECIFICATIONS

BJTONLINE DIGITAL SPONSORSHIP

POSITIONS	MONTHLY COST	AVAILABLE ROTATIONS	CREATIVE REQUIRED (WxD)
ROTATING BANNER AT BJTONLINE.COM	\$5,900	4	970x250
SPONSOR LOGO ON BJTONLINE.COM			728x250
BANNER IN BJTWAYPOINTS			300x250
			554x260
			SPONSOR LOGO

* Estimated banner impressions: 40,000. Estimated logo impressions: 50,000.

BJTONLINE NATIVE ADVERTISING

POSITION	MONTHLY COST	AVAILABLE ROTATIONS	CREATIVE REQUIRED
NATIVE LISTING ON BJTONLINE HOMEPAGE, LISTING PAGES AND STORY PAGES	\$4,500	2	STORY COPY IMAGE(S) SPONSOR LOGO

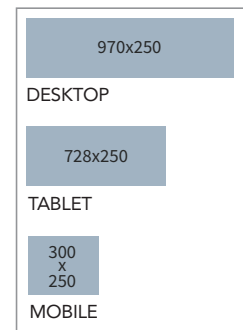
AIN CUSTOM CONTENT SERVICES

Call rep for details regarding custom content creation

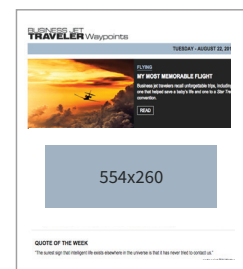
BJTONLINE SPLASH

POSITION	WEEKLY COST	AVAILABLE ROTATIONS	CREATIVE REQUIRED (WxD)
SPLASH/INTERSTITIAL BANNER	\$2,000	1	700x420

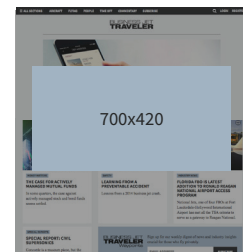
BJTONLINE



BJT WAYPOINTS



SPLASH BANNER



ONLINE SPECIFICATIONS

ACCEPTED FILE FORMATS

- .jpg, .gif and animated .gif, HTML5
- Third-party served banners accepted—must be SSL compatible
- Rich media is accepted

STATIC FILE SIZE

- 75kb max

RICH MEDIA FILE SIZE

- 75k initial
- 150kb polite
- 2mb max user initiated

MAX ANIMATION LENGTH

- 15 seconds
- Looping permitted with 5-second pause

TARGET URL

- Must be submitted with banner

NATIVE ADVERTISING SPECS

- Word document containing copy
- At least one high-res image with 2x1 WxD ratio
- Company logo

E-NEWSLETTER

BILLBOARD SIZE

- 554x260

ACCEPTED FILE FORMATS

- .jpg, .gif and animated .gif

- Third-party served banners NOT accepted

- Rich media NOT accepted

Please note some email clients do not support animated .gif files. Please ensure the first frame of the banner includes the full message.

STATIC FILE SIZE

- 75kb max

MAX ANIMATION LENGTH

- 10 seconds
- Looping permitted with 5-second pause

TARGET URL

- Must be submitted with banner

Please send digital files to: Tom Hurley, thurley@ainonline.com. Creative due 1 week before campaign start date.