

# BUSINESS JET TRAVELER

2020

MAXIMIZING YOUR INVESTMENT IN PRIVATE AIR TRANSPORT



# BUSINESS JET TRAVELER



## BUSINESS JET TRAVELER MAGAZINE

Combines essential aviation and lifestyle content to maximize readers' investment in private air transport. The magazine features illuminating interviews with business aviation users like Sir Richard Branson, Buzz Aldrin, John Travolta, and Mark Cuban, as well as reviews of new and used aircraft, tax and legal reports, luxury-auto reviews, vacation-travel reports, and much more.

### Frequency

4x/year

### Subscribers

32,800 subscribers 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 82,000
- 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.COM

The most comprehensive resource available for anyone using—or interested in trying—private flight. The site offers easy access to all of our print publication's articles and special reports, and it has recently been enhanced to include a large amount of online-only content. Also here: an aircraft directory and a directory of service providers and manufacturers, both with sophisticated search features.

### Frequency

Updated daily

### Visitors

41,700 unique monthly visitors

### About our readers

- 4 minutes spent per story page
- 61% of traffic from United States



## BJT WAYPOINTS

A twice-weekly newsletter that delivers the latest news for private jet travelers, plus videos and links to the best new articles on our website.

### Frequency

Tuesday & Thursday

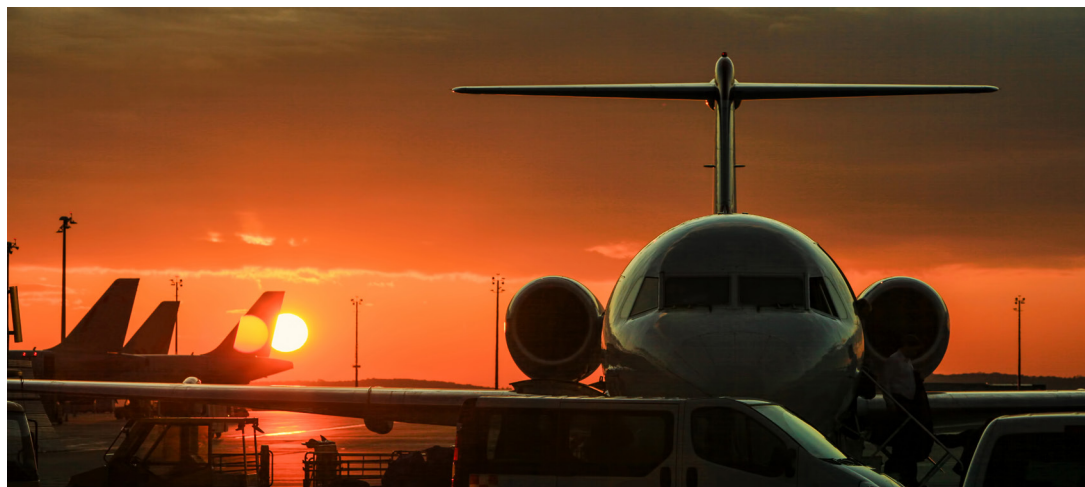
### Subscribers

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*



## BJT MULTI-CHANNEL PACKAGES

	2 EXPOSURES	6 EXPOSURES	12 EXPOSURES
Print	Full Page 1 issue	Full Page 2 issues	Full Page 4 issues
Digital	Digital Sponsor 1 Month	Digital Sponsor 2 Months	Digital Sponsor 4 Months
Email	-	2 Targeted Emails	2 Targeted Emails
Package Value	\$14,000	\$42,000	\$84,000
Package Price	\$9,800	\$27,300	\$54,600

*Each insertion listed separately on insertion order and invoices.  
Insertions can be booked in any month (inventory permitting)*

# BUSINESS JET TRAVELER

## Winner of More Than 80 Editorial Awards Including...

Magazine of the Year—General Excellence Top 10 Award (*American Society of Business Publication Editors*)

Best Issue of a Consumer Travel Magazine (*Folio: Eddies competition*)

Best Travel/Transportation Magazine (*Folio: Eddies competition*)

Gold Wing (*National Business Aviation Association*)

Best International Publication (*Aerospace Media Awards*)



### SPRING EDITION

- **Special Section:**  
Charter, Cards, Fractional Shares, & Clubs (including company directory)
- **Special Feature:**  
Collectible Cars
- **Used Aircraft Review:** Citation X+
- **Factory-New Aircraft:**  
Airbus H175

Ad close: February 5, 2020

Material due: February 12, 2020

Publication date: March 1, 2020

Extra Distribution: EBACE



### SUMMER EDITION

- **Special Section:**  
Aircraft Buyers' Guide (including aircraft directory)
- **Special Feature:**  
Great Summer Getaways
- **Used Aircraft Review:**  
Pilatus PC-12 NG
- **Factory-New Aircraft:**  
Learjet 75 Liberty

Ad close: May 1, 2020

Material due: May 8, 2020

Publication date: June 1, 2020



### FALL EDITION

- **Special Section:**  
Cabin Tech & Furnishings (including company directory)
- **Special Feature:**  
9th Annual Book of Lists
- **Used Aircraft Review:**  
Leonardo AW119
- **Factory-New Aircraft:**  
Dassault Falcon 6X

Ad close: July 31, 2020

Material due: August 7, 2020

Publication date: Sept 1, 2020

Extra Distribution: NBAA-BACE



### WINTER EDITION

- **Special Section:**  
New Aircraft (including company directory)
- **Special Feature:**  
10th Annual Readers' Choice Survey Results
- **Used Aircraft Review:**  
Embraer Legacy 450
- **Factory-New Aircraft:**  
Gulfstream G600

Ad close: November 5, 2020

Material due: November 12, 2020

Publication date: December 1, 2020



### 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 for business jet travelers
- **Inside Charters, Jet Cards & Fractional Shares**—What you need to know to get the most from lift providers
- **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
- **Every week, on our website exclusive:** interviews, aircraft reviews, columns, news items, travel features, and more that you won't find in our print publication



# BUSINESS JET TRAVELER

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.

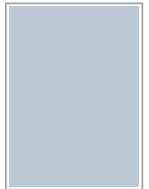
Please email digital files to: Tom Hurley, [thurley@ainonline.com](mailto:thurley@ainonline.com). Book trims to 9" width x 10 3/4" depth or 229mm x 273mm.

BUSINESS JET TRAVELER	
Full Page Spread	\$10,500
Full Page	\$7,000
Half Page	\$5,500

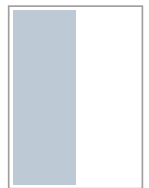
All rates are net.

SPECIAL POSITIONS	
Back Cover	Plus 20%
Inside Cover	Plus 20%
Page 5	Plus 15%
Page 7	Plus 15%
Cover Positions	Pricing upon request
Insert	Pricing upon request

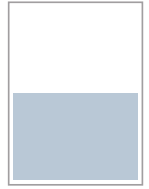
All rates are net.



FULL PAGE



HALF PAGE (V)



HALF PAGE (H)

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

## 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

### 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

BJTONLINE & BJT WAYPOINTS					
DIGITAL	NET RATE	CREATIVE	IMPRESSIONS	MONTHLY INVENTORY	DESCRIPTION
Digital Sponsor	\$7,000 / Month	728x250 300x250 1000x600 (BJT Waypoints)	45,000	8	Banner rotations at BJTonline One banner send per week BJT Waypoints
Targeted Email	\$7,000 / Month	HTML email creative, subject line, opt-out list	Custom	4	Targeted email to up to 2,500 BJT subscribers
Native Story	\$7,000 / Month	Story content, logo, applicable images	20,000 teaser & social promotion	2	Native content provided by client or created by BJT content marketing team (extra charge). Distributed via BJTonline and promoted on social media.
Splash	\$2,500 / Week	700x420	20,000	4	Pop-up banner at BJTonline before content page. Desktop only.

All rates are net.

AUDIENCE EXTENSION					
Monthly	\$2,000	728x90	30,000*	N/A	Customized, targeted programs to reach your key audience via pop-up message at BJTonline.com and programmatic re-targeting to BJTonline's audience.
Quarterly	\$5,400 (\$1,800 per month)	300x100 300x250	125,000*	N/A	
Annually	\$15,000 (\$1,250 per month)	300x600 495x90	500,000*	N/A	

\*Impressions could vary based on targeting parameters. Impressions will deliver evenly across program timeframe. One month commitment can be upgraded at the discounted rate to a quarterly or annual program at the end of the first month.

**BJTONLINE**


728x250

TABLET

300 X 250


MOBILE

**BJT WAYPOINTS**



1000x600

**SPLASH BANNER**



700x420

## ONLINE

### Accepted File Formats

- .jpg, .gif and animated .gif, HTML5
- Third-party served banners accepted—must be SSL compatible
- AIN will not troubleshoot or de-bug third-party code
- Rich media is accepted

### Static File Size

- 75kb max

### Rich Media File Size

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

### Animation

- Max 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

## BJT WAYPOINTS NEWSLETTER

### Billboard Size

- 1000x600

### 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

### Animation

- Max length 10 seconds
- Looping permitted with 5-second pause
- Target URL must be submitted with banner

## LOGO SPECS

(MONTHLY SPONSOR)

- High-res .png logo with transparent background
- Will be shown in a 150x115 slot, scaled to fit

Please email digital files to:  
Tom Hurley, [thurley@ainonline.com](mailto:thurley@ainonline.com).