

# BUSINESS JET TRAVELER

MAXIMIZING YOUR INVESTMENT IN PRIVATE AIR TRANSPORT



2017 MEDIA KIT



# BUSINESS JET TRAVELER

## PRODUCT DESCRIPTIONS

### BUSINESS JET TRAVELER

[Magazine]

Combines essential aviation and lifestyle content to maximize readers' investment in private air travel. Covers feature diverse luminaries such as Richard Branson, Jackie Chan, Novak Djokovic, Bobbi Brown and Mark Cuban—all discussing how business aviation helps their careers.

#### FREQUENCY

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

#### SUBSCRIBERS

37,545 in 152 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** will launch a new website in early 2017 that will be the most comprehensive resource available for anyone using (or interested in trying) private flight.

The site will include sophisticated search features enabling research into all segments of the market as well as easy access to all of our articles and special reports and features.

#### SUBSCRIBERS

25,000 unique monthly visitors

#### ABOUT OUR READERS

Over 3.5 minutes spent per web page

### BJT WAYPOINTS

[Weekly E-Newsletter]

Features industry news, CEO interviews, web exclusives, videos and articles on such topics as travel, golf, new and preowned aircraft and luxury autos.

#### FREQUENCY

Every Tuesday

#### SUBSCRIBERS

15,055

#### ABOUT OUR READERS

25% open rate

0.30% average click-through-rate

50% mobile readership

### BJT CUSTOM SOLUTIONS

VIDEO  
CONTENT MARKETING

LEAD-GENERATION  
EVENTS

We have extensive experience creating special and unique marketing packages that will help you reach your customers.

# BUSINESS JET TRAVELER

## 2017 EDITORIAL CALENDAR

ISSUE	EDITORIAL FEATURES	AD CLOSE	MATERIALS DUE
<b>FEBRUARY/ MARCH</b>	Aircraft Financing Special Report Getaways: The Magic of Malta Used Aircraft Review: Bombardier Challenger 605 New Aircraft Preview: Cessna Citation Longitude	<b>December 28, 2016</b>	<b>January 4, 2017</b>
<b>APRIL/MAY</b>	Getaways: China's Must-See Sights Paradise by the Week: Rent Your Own Island Used Aircraft Review: Dassault Falcon 7X New Aircraft Preview: Airbus H160 helicopter	<b>February 21</b>	<b>February 28</b>
<b>BUYERS' GUIDE— CHINA EDITION</b>	This sixth annual edition, published in April, will feature in-depth reports on ownership options, Asia's bizav market, new and used aircraft models, and more. <i>Special distribution at ABACE in Shanghai.</i>	<b>March 17</b>	<b>March 24</b>
<b>JUNE/JULY</b>	Sixth Annual <b>BJT</b> Book of Lists New York Auto Show highlights Used Aircraft Review: Embraer Phenom 300 New Aircraft Preview: Boeing BBJ 777 WVIP	<b>April 19</b>	<b>April 26</b>
<b>BUYERS' GUIDE 2017</b>	The 10th 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 <b>BJT</b> Yellow Pages.	<b>May 31</b>	<b>June 7</b>
<b>AUGUST/ SEPTEMBER</b>	Cabin Fever: The Year's Hottest New Cabin Tech & Furnishings Getaways: Uzbekistan and Beyond Used Aircraft Review: Cessna Citation Mustang New Aircraft Preview: Viking 400S Executive	<b>July 5</b>	<b>July 12</b>
<b>OCTOBER/ NOVEMBER</b>	Seventh Annual <b>BJT</b> Readers' Choice Survey Results Inside the NBAA: Its Plans and Priorities, Critics and Fans Used Aircraft Review: Airbus ACJ 318 New Aircraft Preview: Gulfstream G650ER	<b>August 23</b>	<b>August 30</b>
<b>DECEMBER 2017/ JANUARY 2018</b>	Preowned Aircraft Annual Report Holiday Gifts for Business Jet Travelers Used Aircraft Review: Bell 222 helicopter New Aircraft Preview: Embraer Legacy 500	<b>October 25</b>	<b>November 1</b>

**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*—Essential information for business jet travelers, from a leading industry expert



# 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	\$13,425	\$12,350	\$11,750	\$10,575	\$9,525
	HALF PAGE (VERTICAL/HORIZONTAL)	9,800	9,025	8,525	7,675	6,925
	THIRD PAGE	7,925	7,375	7,050	6,350	5,725
	QUARTER PAGE	6,175	5,750	5,475	4,950	4,475
	EIGHTH PAGE	4,900	4,450	4,225	3,825	3,450
	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 insertion order date subject to a 50% cancellation penalty. **Cash discount:** 2% if paid within 10 days. **Terms:** Payment due upon receipt of invoice.



# 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](mailto:thurley@ainonline.com)

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 2015
- 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
- All high-res files with clipping paths must be EPS format

#### 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

POSITION	MONTHLY COST	AVAILABLE ROTATIONS	SIZE (WXD)*
MONTHLY SPONSORSHIP	\$3,750	2	970x250 728x250 300x250
SPONSOR CONTENT/ NATIVE ADVERTISING	UPON REQUEST	1	N/A

### BJTONLINE

970x250

DESKTOP

728x250

TABLET

300  
x  
250

MOBILE

### BJT WAYPOINTS

POSITION	MONTHLY COST	AVAILABLE ROTATIONS	SIZE (WXD)
E-NEWSLETTER BILLBOARD	\$2,500	3	554x260

\*728x250 and 300x250 size required. Different ad sizes served automatically depending upon screen width. Client creative will run in two different banner locations per pageview for 100% share-of-voice. Expected impressions: 30k per month.

### ONLINE SPECIFICATIONS

#### ACCEPTED FILE FORMATS

- .jpg, .gif and animated .gif, flash, HTML5
- Third-party served banners accepted—must be SSL compatible
- Rich media is accepted
- iPhone application requires .png file

#### 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

### E-NEWSLETTER

Applies to: AIN Alerts, AIN Air Transport Perspective, AIN Defense Perspective, AIN Airshow Reports, BJT Waypoints

#### 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

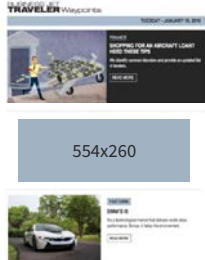
- 10 seconds
- Looping permitted with 5-second pause

#### TARGET URL

- Must be submitted with banner

### E-NEWSLETTER

554x260



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