MILLION AIR

THE PRIVATE JET LIFESTYLE MAGAZINE



Media Kit 2015

The One Percent

A HARD-TO-REACH TARGET. A mere one percent of consumers (minimum HHI $469,000) control more than 50% of the world's wealth. The Ultra-High-Net-Worth-Individuals are elusive. With multiple dwellings, they live the private jet lifestyle, traveling from continent to continent. According to the National Business Aviation Association, private jet travelers make 41 trips each per year.

Private jet fliers—A guaranteed market for luxury brands

Private jet travelers are core customers for luxury brands

- **89%** purchase fine jewelry, spending an average of **$248,000** per year
- **32%** purchase luxury watches, spending an average of **$147,000**
- **90%** purchase fashion/ accessories, spending an average of **$117,000**
- **65%** stay in a hotel/ resort for leisure, spending an average of **$157,000**
- **73%** use a hotel/resort for meetings events, average spend **$224,000**
- **59%** stay at a spa per year, spending an average of **$107,000**
- **21%** take a cruise per year, spending an average of **$138,000**
- **28%** rent a villa/chalet per year, spending an average of **$168,000**
- **17%** take an experiential trip per year, spending an average of **$98,000**
- **75%** make home improvements, spending an average of **$542,000**
- **85%** purchase wine or spirits per year, spending an average of **$29,000**
- **30%** purchase fine art per year, spending an average of **$1,746,000**
- **85%** are planning to acquire a new vehicle in the next 24 months. They own or lease an average of 4.4 luxury vehicles
- They own **2.5** primary homes valued at **$2 million**

Sources: Prince & Associates, the leading market research firm specializing in global private wealth and the spending habits of the Super Rich; NBAA; Federal Reserve

The Solution

***Million Air,* the Private Jet Lifestyle Magazine:**

BPA-audited, distributed on-board private jets and Million Air private jet terminals in over 30 wealthy wherever they're from, wherever in the world they happen to be.

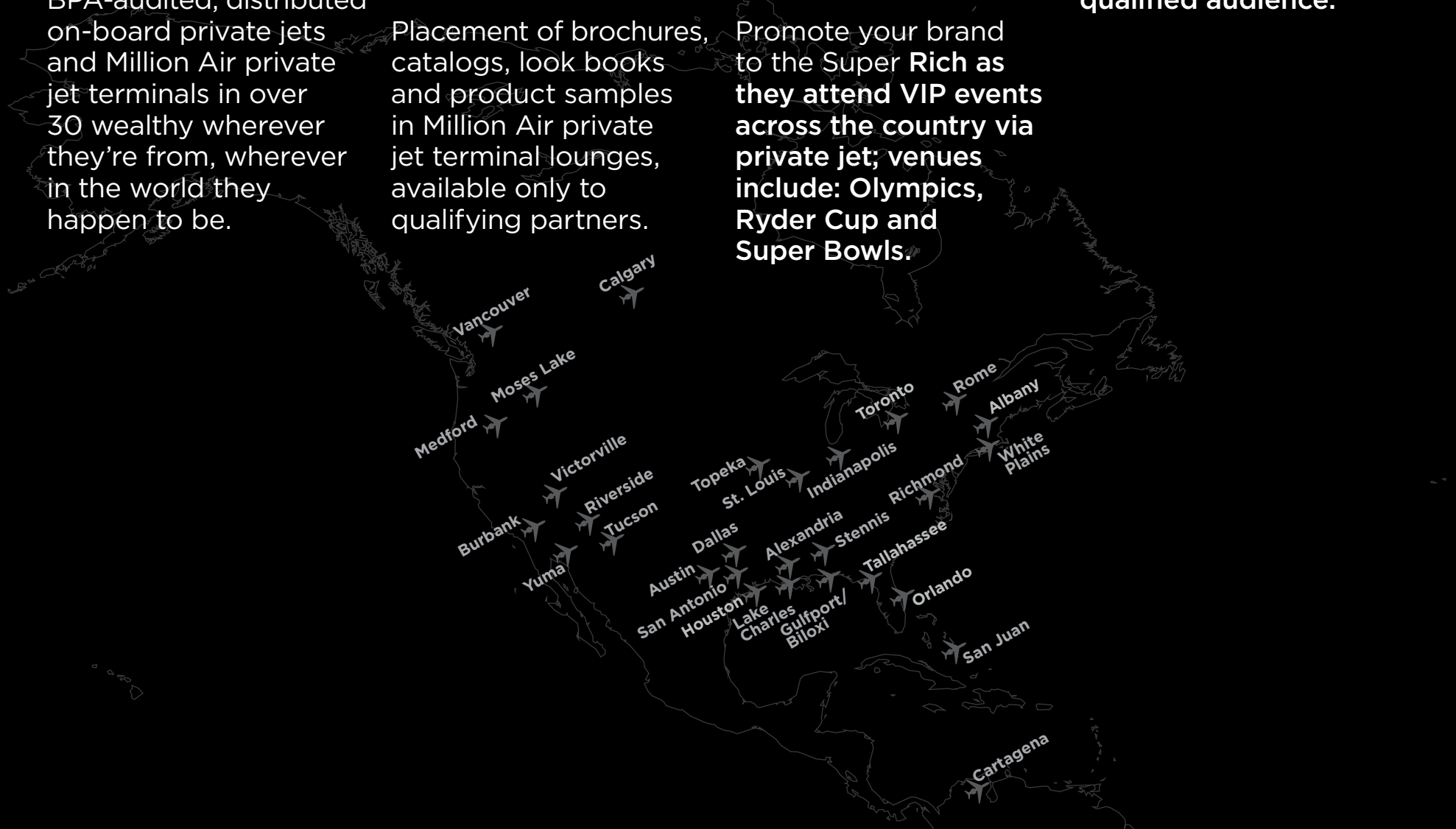
Million Air Collateral: Putting Your Product into Wealthy Hands.

Placement of brochures, catalogs, look books and product samples in Million Air private jet terminal lounges, available only to qualifying partners.

Million Air Events: Reaching the Rich Like Never Before.

Promote your brand to the Super **Rich as they attend VIP events across the country via private jet; venues include: Olympics, Ryder Cup and Super Bowls.**

Million Air private jet terminals deliver a 100% qualified audience.



MILLION AIR

Award-Winning Editorial

Million Air's unique editorial is specifically targeted to the private jet lifestyle, from its oversize format and high-quality glossy paper to the beautiful pictorials of the best suites and villas in the world. Industry experts agree, as Million Air's publisher has won over 12 awards for excellence in editorial and design.

Articles provide detail information readers can't find anywhere else, such as the best therapists at top spas, and direct phone numbers for resort general managers. With the most knowledgeable editors covering key categories such as watches, jewelry, fashion, automotive, spirits and travel, this magazine is an indispensable guide for the ultra-weathy to find the best in luxury products and services, as noted in an independent survey:

- **86%** believe *Million Air* is a good showcase for luxury products
- **86%** like *Million Air's* design and format
- **91%** consider *Million Air* higher quality than other magazines
- **89%** find content in *Million Air* they don't find in other magazines

A MAGAZINE THAT CALLS READERS TO ACTION

- **69%** have purchased accessories seen in *Million Air*
- **68%** have purchased jewelry as seen in *Million Air*
- **68%** have selected a hotel or resort for a meeting or event seen in *Million Air*
- **65%** have purchased apparel seen in *Million Air*
- **58%** have chosen a hotel or resort seen in *Million Air*
- **56%** have purchased a watch seen in *Million Air*
- **40%** have purchased real estate or vacation club memberships seen in *Million Air*

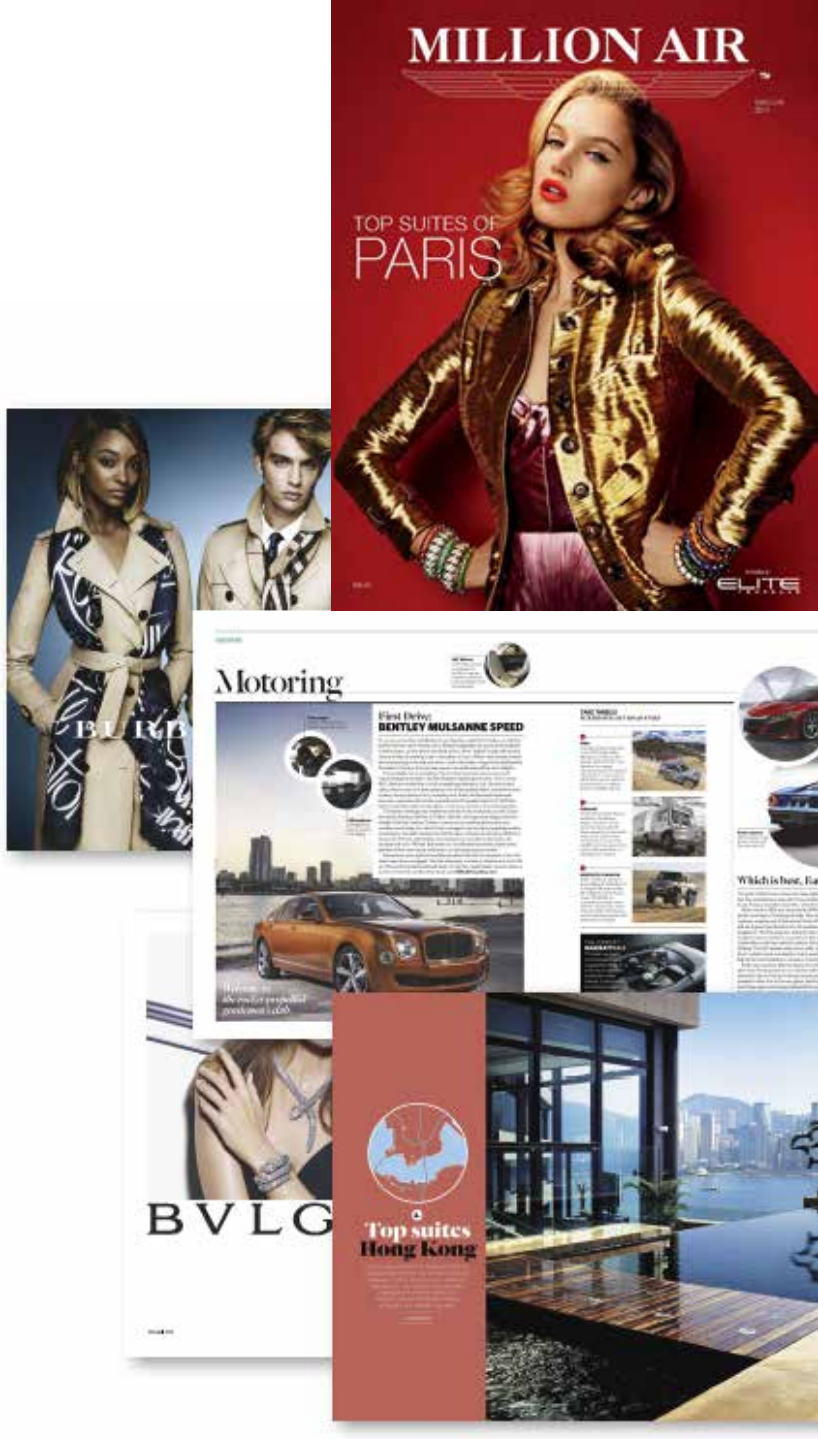
READER DEMOGRAPHICS

- Median Age: 41
- Male: 60%
- Female: 40%
- Median HHI: $2.28 million
- Readership of HHI $400K+: 630,059
- Readership of HHI $1 million+: 411,179
- Net Worth of readers: $41 million

Source: Prince & Associates

DISTRIBUTION

- Locations: 30+ Million Air FBOs
- Quantity: 15,000 per issue
- Positive Distribution: *Million Air* magazine is placed on each set of all aircrafts serviced at a Million Air



MILLION AIR







2015 General Rate Card

MILLION AIR MAGAZINE ADVERTISING RATES

Full Page, color one time insertion $9,500
Full Page , color two+ time insertion $7,500
An integrated marketing plan can be offered including Million Air magazine and Million Air Television Network based on clients objectives and available budget.

MILLION AIR TELEVISION NETWORK

Digital advertising is available to luxury brands who want to reach the elusive Ultra-High-Net-Worth clientele. Advertising will be sold on either a network, market or local basis in increments ranging from 30 seconds to two minutes. Advertisers will have the option to create dynamic or static advertising spots to promote marketing initiatives. The client can provide the finished feature or production assistance can be provided by Million Air at cost.

Three months, 10 airings per day,y per FBO $6,000
Six months, 10 airings per day per FBO $9,500
Discounts and category exclusives may be negotiated for multiple FBO markets

SPONSORSHIP OPPORTUNITIES

Sponsorship opportunities are available for special events that draw increased FBO traffic such as Super Bowl grand openings and local events. Product displays and product sampling are available at Million Air private air terminals. Pricing upon request.

MILLION AIR PACKAGES

Combination Package:
Million Air full-page color magazine advertisement and video on Million TV at one Million Air FBO that should be :30 Seconds to two minutes in length, video will play without sound in the lobby/waiting area ten times per day for three months. Combination Package Total: $12,500

Focus on Texas Package: Million Air full-page color magazine advertisement and video on Million TV at the Million Air FBOs (Dallas, Houston, San Antonio) that should be :30 Seconds to two minutes in length, video will play without sound in the lobby/waiting area ten times per day for three months in each market.
Focus on Texas Package Total: $19,500

ADVERTISING, STATIC DISPLAYS AND SPECIAL EVENTS

For details, please contact Charles Ward at cward@millionair.com

2015 Advertising Closings

MILLION AIR ISSUE	AD CLOSING**	MATERIALS DUE**
January/February 2015	November 1	November 8
March/April 2015	January 3	January 10
May/June 2015	March 1	March 8
July/August 2015	May 2	May 9
September/October 2015	July 1	July 8
November/December 2015	September 1	September 8

** Dates subject to change

Specification

Million Air is printed 100% computer to plate (CTP) using 4-color printing (CMYK) and sheet-fed litho.

• For best reproduction, materials should be submitted in a digital format. Platforms supported are Macintosh and PC.

• **Supported software and Formats: PDF/X4 High Resolution PDFs**

High resolution PDFs

All high-res images and fonts must be included when the file is created. Artwork should be 100% size and include all standard trim, bleed and centre marks outside of the live area.

FULL PAGE SIZE: Trim: 254mm x 304.8mm
Bleed: 260mm x 310.8mm

Images

For best reproduction, all images must be supplied at 300dpi. Only CMYK color space is supported. Solid black backgrounds should be a rich black (100% black, 60% cyan, 30% magenta, 10% yellow).

Fonts

Fonts must be supplied as Type 1 Postscript fonts with associated suitcase files(s) or Open Type fonts. We cannot use TrueType or Multiple Master fonts. Fine serif type and hairline rules should NOT knock out or be a tint.

Submitting your Advertisment

Email

Please note we have a 6MB limit on emails. Files smaller than 6MB may be emailed to lorraine.chu@elitetraveler.com.

HTTP

Upload to: www.dropittome.com/elitedropbox
Password: elitetraveleruplo ad
Please name the les with your company name, Million Air and issue.

Removable Media

Media types supported: CD-ROM. CD-ROMS should be submitted to the address below clearly stating the company name, Million Air and issue.

Lorraine Chu
708 Third Avenue
10th Floor
New York, NY 10017

Color proofs should be submitted to the address below clearly stating the company name, Million Air and issue.

Jane Eiler, Ripon Printers
656 Douglas Street, Ripon, WI 54971
Tel: +1-800-462-4727 ext: 225
Tel Int'l: +1-920-748-3136

Send duplicate ad material to cward@millionair.com