



ULTIMATE JET





Positioning & Readership

The premier reference in executive aviation in Europe and beyond

Ultimate Jet is the only bilingual English-French magazine dedicated to executive aviation and luxury lifestyle, providing readers the information they seek in the language of their choice. One worldwide issue reaches the most discerning and influential market segments in more than 150 countries, providing unmatched strategic visibility.

"North America will account for the greatest number of new business jet deliveries between 2016 and 2025 with 3,930 aircrafts, followed by Europe, which remains the second largest market with 1,530 deliveries." Source : Market forecast 2016 – Bombardier

Reach your core target audience

Ultimate Jet's audience requires us to maintain the highest quality in terms of both content and image: from its journalism to its layout, design and paper, *Ultimate Jet* denotes quality so as to properly engage the most discerning readers.

Ultimate Jet provides its advertisers with a proven communication tool to reach their target audience: decision makers in the executive aviation industry as well as the ultra-high-net-worth private jet owners and users. *Ultimate Jet* delivers your message to this qualified audience, making it the perfect international showcase for your communication strategy.

ULTIMATE JET Readership and demographics

Executives, directors, managers, pilots and other purchasing decision makers in business aviation and general industry, government officials, HNWLs and ultra-HNWLs, owners and users of private/business jets.



Readership Demographics:

Median Age	48
Men	71%
Women	29%

Source: 2016 survey by CALLIXO

62 % Principal decision makers (aeronautical and non-aeronautical sectors) :
Presidents / VPs / CEOs / Directors / Private jet owners and users

21 % Private/ business aviation decision-participants :
Pilots / Managers / Operation heads / Marketing

16 % Middle management executives :
Engineers / Technicians / Marketing / Managers

1 % Others

Print & digital circulation

ONE WORLD, ONE EDITION: ULTIMATE JET reaches readers around the globe.



Annual print circulation : 60,000 magazines
Average number of readers per print issue : 3.2
Digital circulation : 37,000+ per issue
Total estimated readers : 414,000+ annually

Reaching readers in more than 150 countries

Print circulation

Strategic distribution via our international network of distribution partners including FBOs, onboard aircrafts, customers and employees waiting lounges at OEMs, maintenance centers, training centers, select hotels, etc. Personalized **direct mailings** to decision makers and opinion leaders throughout the world: aviation executives, managers and other industry professionals, executives and flight departments of companies in other industries, private jet owners, political leaders and other private jet users. Onsite distribution at the most important **tradeshows** around the world.

Digital circulation

Every issue of **Ultimate Jet** also benefits from significant digital circulation:

- The interactive digital format (also known as the e-magazine or e-mag) of each new issue is sent by **email blast** to our database of more than **37,000 subscribers**;
- The current e-magazine is further promoted every two weeks via our bi-weekly **newsletters** sent to our database of more than **37,000 subscribers**;
- All e-magazines are additionally available to the general public on our **website** www.ultimate-jet.com/e-magazines/;
- All **e-magazines** are further available on our free **mobile app** for iPhone & Android devices.

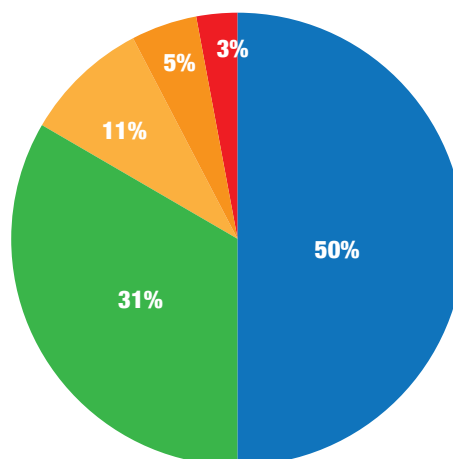
Ultimate Jet is active and appreciated by business aviation professionals on **social media** such as Facebook, Twitter, Instagram and LinkedIn.

UJ print circulation breakdown:

- 65%** Personalized direct mailings
(Executives, Directors, Managers, private jet owners...)
- 35%** Volume distribution
(FBOs, tradeshows, onboard jets, operators, MROs, pilot training centers, hotels...)

UJ's geographical presence around the World :

Europe	50%
North America	31%
Middle East	11%
Asia	5%
Other	3%



Editorial Policy & Publication Calendar

Every issue of **ULTIMATE JET** offers the latest news and headlines covering a wide range of topics of interest to the executive aviation industry and private jet travellers.



Our international journalists provide professional and cosmopolitan views suited to our sophisticated readership. Reports, interviews, features, portraits and news topics providing in-depth coverage spanning the breadth of the business aviation industry along with the latest luxury lifestyle trends through a selection of the best in yachts, automobiles, art, travel destinations, hotels, private jet interior design, and luxury objects.

Generously illustrated by the most striking photography and presented in an aesthetically pleasing, contemporary layout and printed on very high quality glossy paper to ensure a pleasant experience for both the mind and eyes of both the industry professional and the private jet traveller.

Calendar

Issue	Space reservation deadlines	Material deadlines	Tradeshows
N° 60 (Jan / Feb 2018)	15 Dec 2017	19 Dec 2017	MRO/AIME Middle East : Dubai, UAE Schedulers & Dispatchers : Long Beach, CA, USA Abu Dhabi Air Expo : Abu Dhabi, UAE
N° 61 (March/April 2018)	14 Feb 2018	20 Feb 2018	Aircraft Interiors Expo : Hambourg, Germany ABACE : Shanghai, China ILA Berlin : Berlin, Germany
N° 62 (May/June 2018)	16 April 2018	23 April 2018	The Elite London : Wycombe Air Park, UK EBACE : Geneva, Switzerland
N° 63 (July/Aug 2018)	15 June 2018	25 June 2018	Farnborough Airshow : Farnborough, UK LABACE : Sao Paulo, Brazil
N° 64 (Sept/Oct 2018)	24 Aug 2018	31 Aug 2018	NBAA : Orlando, FL Monaco Yacht Show : Monaco
N° 65 (Nov/Dec 2018)	19 Oct 2018	26 Oct 2018	MEBAA : Dubaï, UAE

& Print Advertising Rates & Technical Specifications



Full Page

Trim (actual page size):
210mm x 297mm
Margin/Bleed size: add
5mm to all sides

2-page Spread

Trim (actual page size): 420mm x 297 mm
Margin/Bleed size: add 5mm to all sides

Ensure that all relevant text is at least 10mm away from the trim/actual page size.
File format: High-resolution PDF or TIFF (300 Dpi minimum), scale 1/1

Rates

Interior Pages	1 Insertion	3 Insertions	6 Insertions
1 Page	8 085 €	6 872 €	5 660 €
2 Pages (interior spread or separate)	11 319 €	9 621 €	7 923 €

Premium Positions	1 Insertion	3 Insertions	6 Insertions
Inside front cover	12 128 €	10 309 €	8 489 €
2-page spread before page of contents	16 979 €	14 432 €	11 885 €
Facing page of contents	9 298 €	7 903 €	6 509 €
Facing editorial	8 894 €	7 560 €	6 225 €
Inside back cover	11 319 €	9 621 €	7 923 €
Outside back cover	16 170 €	13 745 €	11 319 €

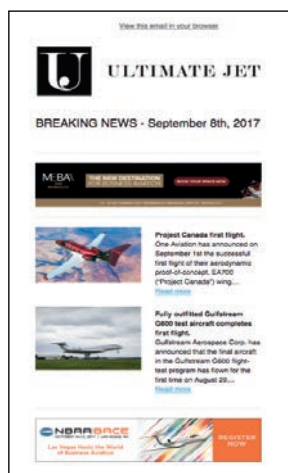
Contact us for pricing quotes for ad creation rates, inserts, bellybands and other bespoke marketing opportunities.

Conditions and payment terms:

Prices listed are net to Editor, per insertion, before VAT (when applicable).
Payment due within 30 days of publication.

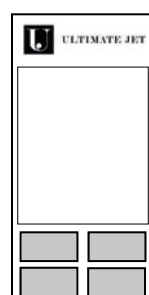
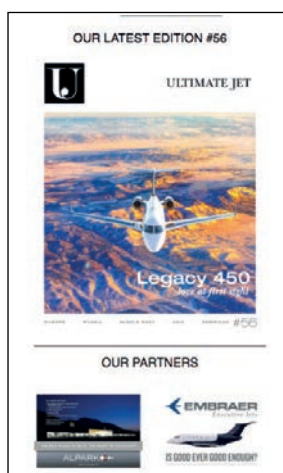
& Digital Advertising Rates & Technical Specifications

Newsletter



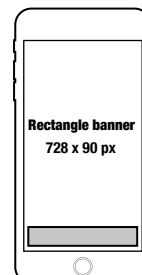
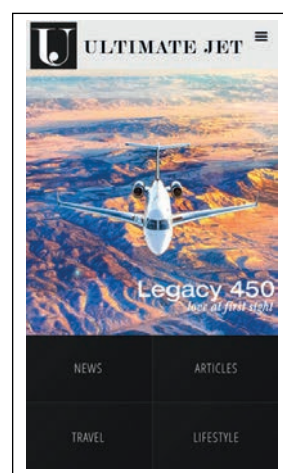
Large banner
600 x 130 px

E-Magazine



Button banner
2 300 x 1 652 px

App



Rectangle banner
728 x 90 px



Splash banner
540 x 960 px

Newsletter Banners

Ad Units	Dimensions (Pixels, Wide x High)	Format	Resolution	Price / month (2 Newsletters per month)
Large banner	600 x 130 px	Jpeg, Pdf, Psd, ai	300 dpi	2 200 € / month

E-Mag Banners (on email blasts sent with e-mag)

Ad Units	Dimensions (Pixels, Wide x High)	Format	Resolution	Price / E-mag
Button banner	2 300 x 1 652 px	Jpeg, Pdf, Psd, ai	300 dpi	1 000 € / E-mag

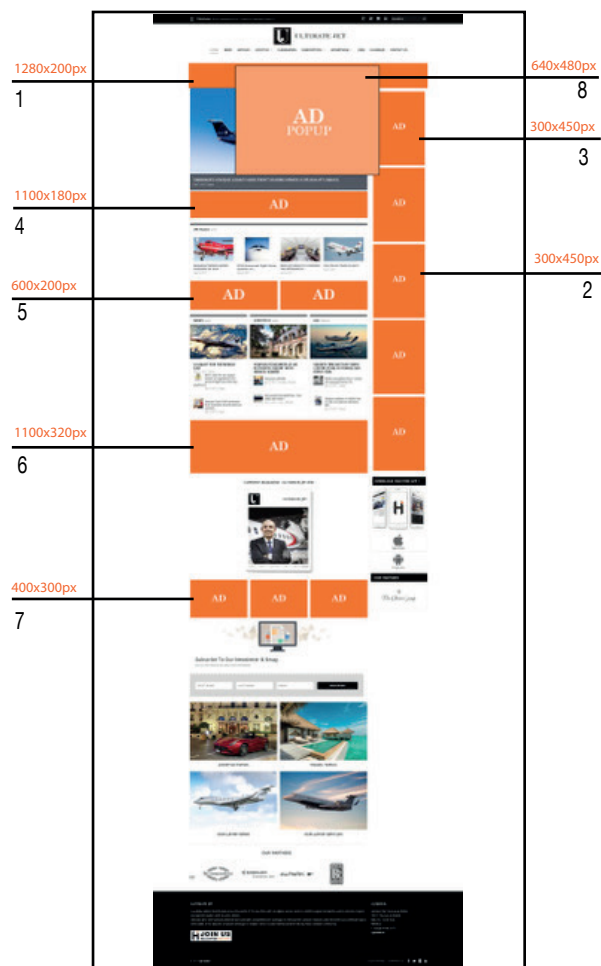
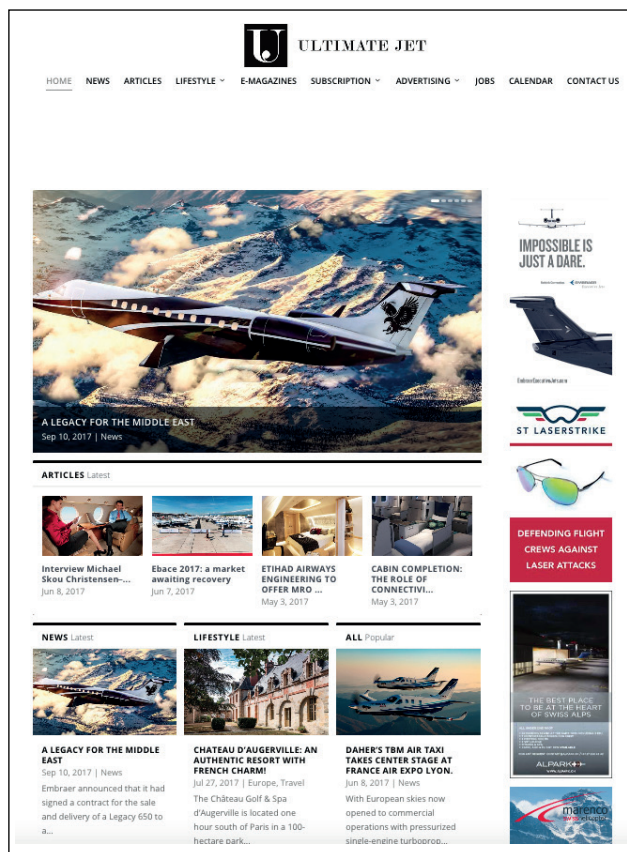
App Banners (on Ultimate Jet app)

Ad Units	Dimensions (Pixels, Wide x High)	Format	Resolution	Price / E-mag
Splash banner	540 x 960 px	Jpeg, Pdf, Psd, ai	300 dpi	1 500 € / month
Rectangle banner	728 x 90 px	Jpeg, Pdf, Psd, ai	300 dpi	750 € / month

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Website



Web Banners (on www.ultimatejet.com)

Ad Units	Dimensions (Pixels, Wide x High)	Page	Resolution	1 - 6 months campaign (Price per month)	7 - 12 months campaign (Price per month)
Billboard (1)	1 280 x 200 px	Home page	300 dpi	2 900 € / month	2 500 € / month
Vertical rectangle above the fold (2)	300 x 450 px	All pages	300 dpi	1 000 € / month	850 € / month
Vertical rectangle (3)	300 x 450 px	All pages	300 dpi	750 € / month	550 € / month
Leaderboard (4)	1 100 x 180 px	Home page	300 dpi	750 € / month	550 € / month
Medium Rectangle left (5)	600 x 200 px	Home page	300 dpi	700 € / month	500 € / month
Medium Rectangle right (5)	600 x 200 px	Home page	300 dpi	700 € / month	500 € / month
Large Rectangle (6)	1 100 x 320 px	Home page	300 dpi	1 400 € / month	1 000 € / month
Square left (7)	400 x 300 px	Home page	300 dpi	600 € / month	400 € / month
Square middle (7)	400 x 300 px	Home page	300 dpi	600 € / month	400 € / month
Square right (7)	400 x 300 px	Home page	300 dpi	600 € / month	400 € / month
Splash banner (8)	640 x 480 px	Home page	300 dpi	4 500 € / month	3 850 € / month

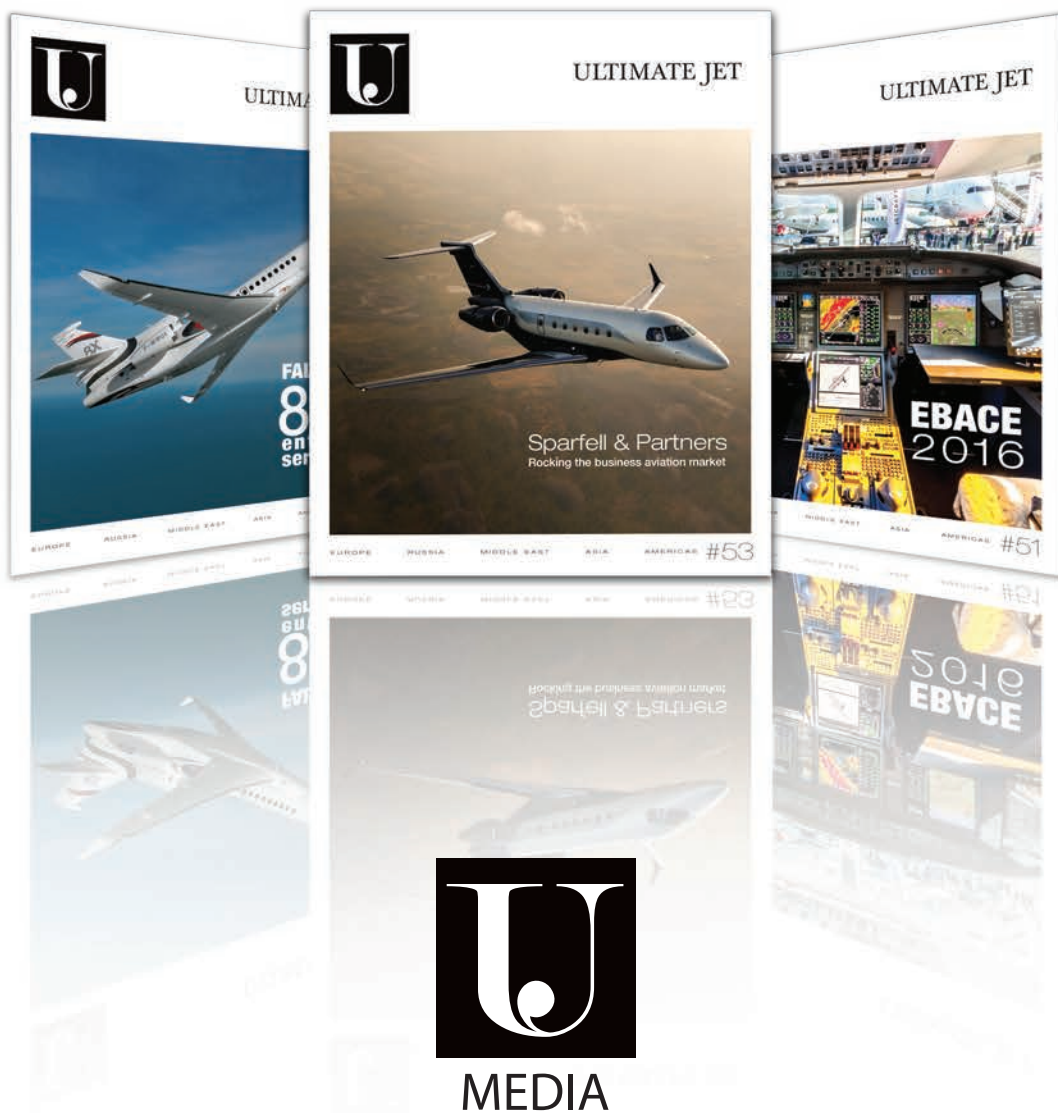
The accepted file format are **HIGH RESOLUTION : Jpeg, PDF, Psd or Ai.**

Conditions and payment terms:

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www.ultimatejet.com



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