



The Ultimate Media Pack
ULTIMATE JET
2021





✈ **ULTIMATE JET IN 1000 WORDS.**

Brand consistency to grow audiences at scale. This often becomes more difficult as your workload increases, especially if you have to outsource tasks to maintain productivity.

Your brand needs to speak to users in the same voice in every piece of content you create. How? In every campaign, ensure that your brand is recognizable and that every message reflects your values.

This year, you may have the chance to expand into new markets or access new audiences. Before you choose to act on these new opportunities, you will need to ensure they fit with your brand principles.

When it comes to delivering exclusive content, it's not hard to understand the advantages of Ultimate Jet over our competitors.

WE WIN THE HEARTS OF OUR AUDIENCE THROUGH CONTENT:

#1 ULTIMATE JET OFFERS STORIES YOU CAN'T GET ELSEWHERE

#2 ULTIMATE JET PROVIDES A UNIQUE VOICE

Ultimate Jet is the go-to brand for business aviation, producing immersive content through multiple platforms - digital, print, video, custom publishing, creative services, events, & social media.





THE ULTIMATE JET PORTFOLIO

- ✈ Mag
- ✈ Tablet
- ✈ Mobile (App)
- ✈ Web
- ✈ Creative Solutions
- ✈ Video
- ✈ Social Media
- ✈ Events



BRAND GROWTH

ULTIMATE JET GLOBAL AUDIENCE
PRINT & DIGITAL

525,000

GEOGRAPHIC CIRCULATION

100+ COUNTRIES

ULTIMATE JET GEOGRAPHIC PRESENCE

EUROPE :

Print **50%** / Web **32,3%** / Newsletter **32,3%**

NORTH AMERICA :

Print **31%** / Web **48,1%** / Newsletter **32,9%**

MIDDLE EAST :

Print **8%** / Web **8,7%** / Newsletter **32,9%**

ASIA :

Print **7%** / Web **7,2%**

Africa :

NEWSLETTER **1,3%**

OTHER :

Print **5%** / Web **3,7%** / Newsletter **3,3%**

EBACE

NBAA
NATIONAL BUSINESS AVIATION ASSOCIATION

DUBAI
AIRSHOW

MEBA
SHOW

ABACE
ASIAN BUSINESS AVIATION CONFERENCE

INTERNATIONAL
PARIS AIR SHOW



MARKET LEADER

ULTIMATE JET ANNUAL PRINT CIRCULATION

25,000

ULTIMATE JET ANNUAL PRINT AUDIENCE

52,500

ULTIMATE JET NEWSLETTER SUBSCRIBERS

37,000

THE LEADING MEDIA PLATFORM FOR
BUSINESS AVIATION IN EMEA



AUDIENCE PROFILES



PRINT & DIGITAL

AVERAGE AGE:

48

PRINCIPAL DECISION MAKERS
(AERONAUTICAL AND NON-AERO SECTORS):
Presidents / VPs / CEOs / Directors / Private jet owners and users.

62%

PRIVATE / BUSINESS AVIATION DECISION - PARTICIPANTS:
Pilots / Managers / Operation heads / Marketing.

21%

MIDDLE MANAGEMENT EXECUTIVES:
Engineers / Technicians / Marketing / Managers.

16%

OTHERS

1%



✈ **ULTIMATE JET AT A GLANCE.**

Ultimate Jet is the premier reference for executive aviation in Europe and beyond. Ultimate Jet is the only bilingual English-French magazine dedicated to executive aviation and luxury lifestyles. We provide our audiences with the information they seek in their language of choice.

One worldwide issue reaches the most discerning and influential market segments in more than 150 countries, providing unmatched strategic visibility.

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 in order to properly engage the most discerning readers.

Topics

- News
- Manufacturer
- Operator
- Flight Test
- Interview
- Expert Content
- Focus
- Yacht Trends
- Destinations



Contributing Expert

Handling

Yachts and helicopters: a matter of size ... Yachts et hélicoptères : une question de taille ...

© Abaco

NICHOLAS GIPPY
MANAGING DIRECTOR



More and more yacht owners want a helipad to be integrated right from the design of their new little gem. For some, this represents a true asset to their image, for others, an interesting added value of resale.

De plus en plus de propriétaires de yachts demandent qu'un hélicoptère soit intégré dès la conception de leurs nouveaux bijoux. Pour certains, cela représente un atout indispensable à leur image, pour d'autres, une plus-value supplémentaire considérable de revente.

But, for many, having a helicopter is a necessity in difficult environments or a key element of safety. The example of large expedition ships, where the helipad is standard equipment, has led to the development of helipads on smaller private boats. The certification of a helipad is a major feature of the yacht's design. Fully certified helipads are recognized around the world and can be used for commercial purposes. Private helipads obey less stringent certification rules.

Safety, including compliance with obstacle clearance, is a key factor in the operation of an on-board helipad. The preparation of the deck, by releasing it completely from all unsecured objects before each landing and taking off, is a binding obligation. The main discussions around the use of an on-board helicopter relate to safety, convenience and available space.

Mais pour beaucoup, pouvoir disposer d'un hélicoptère dans des environnements difficiles est une nécessité ou un élément important de sécurité.

L'exemple des grands bateaux d'expédition où l'hélicoptère est un équipement standard, a entraîné le développement des hélicoptères sur des bateaux privés plus petits. La certification d'un hélicoptère sur une conception de yacht est une caractéristique majeure de la conception du yacht. Les hélicoptères entièrement certifiés sont reconnus dans le monde entier et peuvent être utilisés à des fins commerciales. Les hélicoptères privés obéissent à des règles de certification moins strictes.

La sécurité, notamment le respect de l'éloignement d'obstacles est un facteur-clé des opérations aux évents d'hélicoptère embarqué. La préparation du pont, en le débarrassant totalement de tous les objets non sécurisés avant tout atterrissage et décollage, est une obligation incontournable. Les principales discussions autour de l'utilisation d'un hélicoptère embarqué portent sur la sécurité, la commodité et l'espace disponible.

Back in time

Lady Moura is one of the largest private yachts in the world. It was commissioned nearly 20 years ago and remains today in many ways, at the cutting edge of technology. This is one of the very first yachts to have been equipped with a fully certified helipad. Located on the upper deck, it is equipped with a fixed foam fire extinguisher and has hydraulic platforms that protect the lower decks from the rotor wash. Takeoffs and landings produce minimal disruption and the helipad has been used continuously for years as part of the normal operation of the yacht. (Photos to follow). The helicopter, a Sikorsky S-76 C-11, regularly connects local landing sites and the boat. There is no hangar on the Lady Moura but so it sails most often in the Mediterranean, a satisfactory arrangement has been found for the helicopter to remain on board during the legs and be stored in a hangar on the ground during extended stays in stopover.

Retour dans le temps

Le Lady Moura est l'un des plus grands yachts privés au monde. Il a été mis en service il y a près de 20 ans et reste encore aujourd'hui à bien des égards, à la pointe de la technologie. C'est l'un des tout premiers yachts à avoir été équipé d'un hélicoptère entièrement certifié. Situé à l'étage, il est équipé d'un extincteur fixe à mousse et dispose de plateformes hydrauliques qui protègent des niveaux inférieurs. Les décollages et les atterrissages produisent un minimum de perturbations et l'hélicoptère est utilisé de façon continue depuis des années dans le cadre de l'exploitation normale du yacht. (Photos à suivre). L'hélicoptère, un Sikorsky S-76 C-11, relie régulièrement les sites d'atterrissage locaux et le bateau. Il n'y a pas de hangar sur le Lady Moura mais comme il navigue le plus souvent en Méditerranée, un arrangement satisfaisant a été trouvé pour que l'hélicoptère reste à bord au cours des déplacements et soit stocké dans un hangar à terre durant les séjours prolongés en escale.



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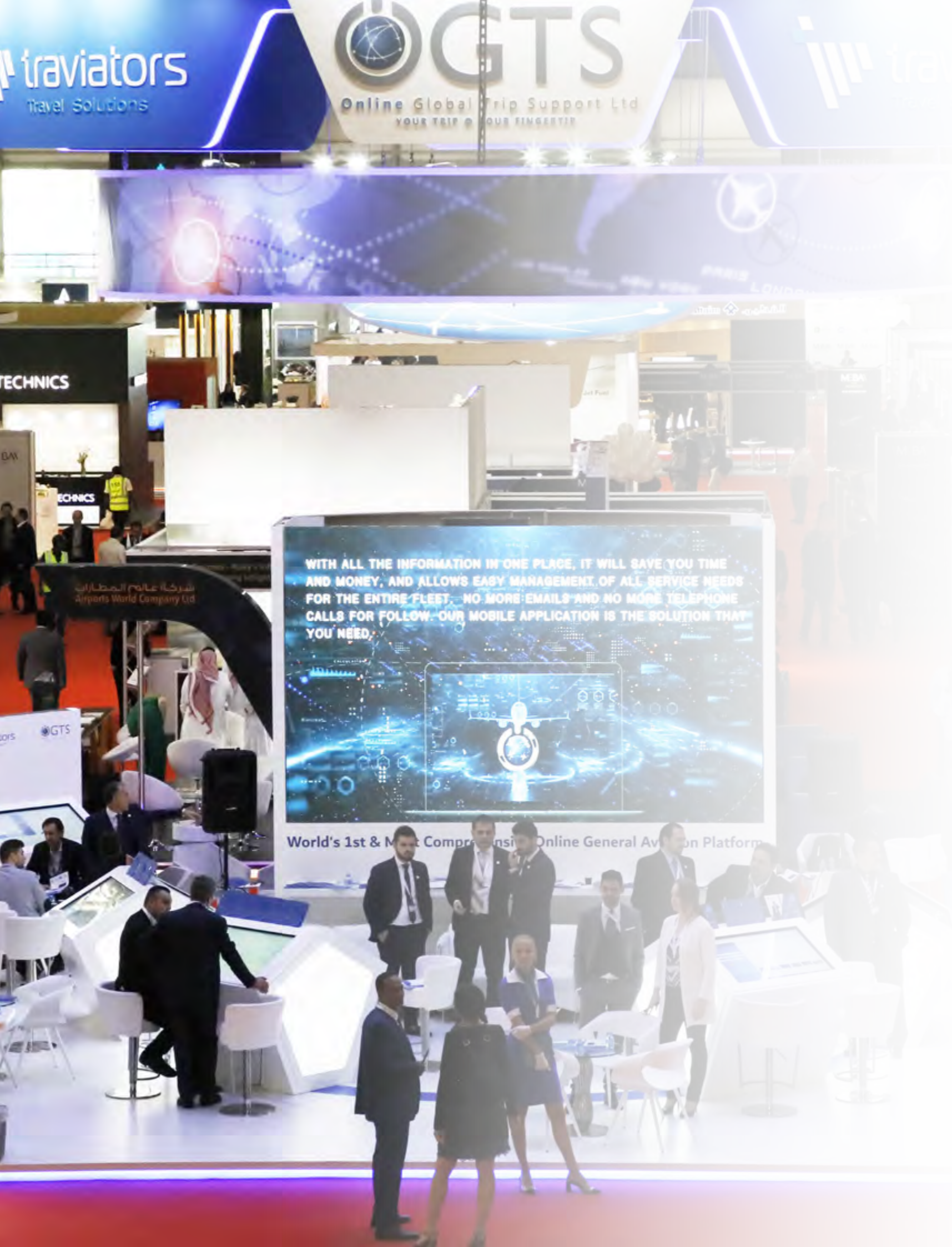
CONTRIBUTING EXPERT

Consists of using expert content to enrich your target clients. It is a non-intrusive method of content creation that is based on a client's experience, and diffused globally through all digital channels. As a Contributing Expert, you are enabled to Capture your target market by becoming a partner of ULTIMATE JET.

- ✈ Relevant & Specific Communications
- ✈ Promote your brand, expertise, & profession
- ✈ Illustrate your competitive advantage

Limited Offer.
Please contact us for details.





EDITORIAL CALENDAR 2020

Issue	Space Reservation Deadline	Material Delivery Deadline	Tradeshows
→ Ultimate Jet 75 Jan/Feb 2021	Dec.4 - 2020	Dec.11- 2020	
→ Ultimate Jet 76 Mar/Apr 2021	Feb.12 - 2021	Feb. 17- 2021	
→ Ultimate Jet 77 May/June	Apr. 7 - 2021	Apr. 14 - 2021	Aircraft Interior Expo Apr. 13-15 / Hambourg Abace Apr 13-15 / Shanghai EBACE May 16-18 / Geneva
→ Ultimate Jet 78 Jul/Aug	June 14 - 2021	June 21 - 2021	
→ Ultimate Jet 79 Sept/Oct	Aug. 20 - 2021	Aug 27 - 2021	Monaco Yacht Show Sep 25-28 / Monaco NBAA Oct 6-8 / Orlando FL
→ Ultimate Jet 80 Nov/Dec	Oct. 15 - 2021	Oct 22 - 2021	Dubai Airshow Nov 14-18 / Dubai
→ Ultimate Jet 81 Jan/Feb 2022	Dec. 10 - 2021	Dec. 17 - 2021	



DIGITAL

✈️ ULTIMATE JET APP

Ultimate Jet's iOS and Android apps represent highly engaged Ultimate Jet members, and a rapidly growing audience that has expanded 2X over the last year.

This valuable core audience can be reached via native ad placements that can support rich media and daily takeovers.

✈️ NEWSLETTER

Ultimate Jet email newsletters deliver essential, trustworthy news right into the hands of industry influencers and thought leaders who are striving to stay ahead of the latest news and trends in business aviation.

Audience Reach: 37000 Subscribers.
24 issues / year.

✈️ SOCIAL MEDIA

With us, entrepreneurs have a community—a place they can go to learn how to face business challenges head-on, discover opportunities for growth, and advance their business ventures.





✈ VIDEO

Ultimate Jet TV, freshly brewed aviation news released weekly, reporting news abouton what's new in the industry.

White Label Production.

Ultimate Jet creates a series of original videos promoting your business. Ultimate Jet will collaborate with you from ideation to completion, with the assistance of our team of experienced storytellers. The results of the series, provides clients with engaging and authentic content for multi-level media distribution.

Ultimate Jet tells stories of business aviation that captures the imagination.

Ultimate Jet offers a premium cross-platform solution for video distribution, including branded content and pre-roll.



ULTIMATE JET EVENTS

Ultimate Jet events offer a powerful and refined communication tool addressed to a targeted premium audience.

They gather 500 influential people from the luxury and business aviation world for one exceptional evening.

✈ **BUSINESS AVIATION:** Owners and users of business jets and helicopters, private & professional, clients & partners, and leaders within the aeronautics.

✈ **LUXURY INDUSTRIES:** Leaders and deciders of main luxury houses and corporations.

✈ **THE YACHTING WORLD:** Luxury yacht owners and users, clients and partners.

Ultimate Jet events answer a targeted branding strategy and deliver your message to a qualified audience. This makes Ultimate Jet events a true premium communication plan for your business and your brand.



CREATIVE SOLUTIONS



Callix's creative and interactive design teams develop brand specific cross-platform custom advertising products, tailored to deliver against specific campaign objectives.

We create bespoke solutions that work seamlessly with the Ultimate Jet experience through an understanding of how to engage our audience, built and delivered through a best-in-class rich media ad platform.

RATE CARDS & FORMATS

✈️ Print Magazine

Interior Pages	Rate Digital Only	Rate Digital & Print
2 Pages spread (420x297 mm)	6 300 €	8 400 €
1 Page (210x297 mm)	4 425 €	5 900 €

Premium Positions	Rate Digital Only	Rate Digital & Print
Inside front cover	5 475 €	7 300€
2-page spread before page of contents	10 425 €	13 900 €
Facing page of contents	4 200 €	5 600 €
Facing editorial	4 050 €	5 400 €
Inside back cover	5 100 €	6 800 €
Outside back cover	7 275 €	9 700 €

✈️ Newsletter Banners

Ad Units	Dimensions (Pixels, Wide x High)	Format	Resolution	Rate / month (2 Newsletters/month)
Large banner	600 x 130 px	Jpeg, Pdf, Psd, Ai	300 dpi	1 900 € / month

✈️ E-Mag Banners

Ad Units	Dimensions (Pixels, Wide x High)	Format	Resolution	Rate / month (2 Newsletters/month)
Button banner	2 300 x 1 652 px	Jpeg, Pdf, Psd, Ai	300 dpi	800 € / month

✈️ App Banners

Ad Units	Dimensions (Pixels, Wide x High)	Format	Resolution	Rate / month (2 Newsletters/month)
Splash banner	540 x 960 px	Jpeg, Pdf, Psd, Ai	300 dpi	1 050 € / month
Rectangle banner	728 x 90 px	Jpeg, Pdf, Psd, Ai	300 dpi	525 € / month

✈️ Web Banners

Ad Units	Dimensions (Pixels, Wide x High)	Page	Resolution	1 - 6 month campaign (Rate per month)	7 - 12 month campaign (Rate per month)
Billboard	1 280 x 200 px	Homepage	300 dpi	2 300 € / month	2 000 € / month
Vertical rectangle above the fold	300 x 450 px	All pages	300 dpi	800 € / month	650 € / month
Vertical rectangle	300 x 450 px	All pages	300 dpi	600 € / month	500 € / month
Leaderboard	1 100 x 180 px	Homepage	300 dpi	600 € / month	500 € / month
Medium Rectangle left	600 x 200 px	Homepage	300 dpi	550 € / month	400 € / month
Medium Rectangle right	600 x 200 px	Homepage	300 dpi	550 € / month	400 € / month
Large Rectangle	1 100 x 320 px	Homepage	300 dpi	1 100 € / month	800 € / month
Splash banner	640 x 480 px	Homepage	300 dpi	3 600 € / month	3 000 € / month



Full Page
Trim (actual page size): 230mm x 280mm
Margin/Bleed size: add 5mm to all sides

2-page Spread
Trim (actual page size): 460mm x 280 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

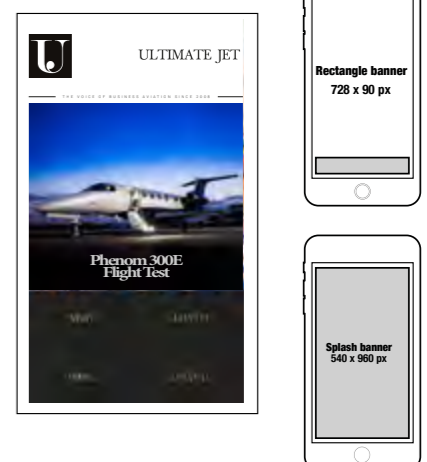
Newsletter



E-Magazine



App



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 invoice date.



GET
IN
TOUCH



✈ *Sales Director*

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ULTIMATE JET

The Voice of Business Aviation since 2008

