

MILLION AIR



THE PRIVATE JET LIFESTYLE TELEVISION NETWORK



The One Percent

A HARD-TO-REACH TARGET. A mere one percent of consumers 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 per year.

Private jet fliers—A guaranteed market for luxury brands

Private jet travelers are core customers for luxury brands

- Readers spend **246%** more on average for jewelry & watches than the affluent population
- Readers spend more than **221%** on average for art-work and collectibles than the affluent population
- Readers spend more than **226%** on average for fashion & accessories than the affluent population
- Readers spend more than **169%** on average for wine & spirits than the affluent population
- Readers spend **77%** more on average for new luxury vehicles than the affluent population
- Readers spend more than **106%** on average for fine dining than the affluent population
- Readers spend **102%** more on average for real estate than the affluent population
- Readers spend more than **342%** on average for homes than the affluent population \$224,000

Sources: Federal Reserve | Wealth Engine | IPSOS 2022 Doublebase Affluent Survey



The Solution

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



DEMOGRAPHICS

- Median Age: 43
- Male: 68%
- Female: 32%
- Average HHI* \$864,982
- Average Net Worth \$3,550,491
- C-Suite Position* 32%
- Readers-per-copy 5.3

OUR AUDIENCE

1% of consumers 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 flying 41 trips each year, according to the National Business Aviation Association.

#1 BRAND

FLTPLAN.COM
AIN MAGAZINE
PRO PILOT MAG

37 FBOs

MILLION AIR

AT A GLANCE

4 CONTINENTS

15 MILITARY / GOVERNMENT
AUTHORIZED CONTRACT
FUEL LOCATIONS

1,200 AIRCRAFT DEPARTURES A DAY

1,050 BASED
CORPORATE
AIRCRAFT

1,000 EMPLOYEES

4 CHARTER LOCATIONS

Locations Worldwide

MILLION AIR ALBANY
ALB-Albany IAP

MILLION AIR ALEXANDRIA
AEX-Alexandria IAP

MILLION AIR AUSTIN
AUS-Austin Bergstrom IAP

MILLION AIR BIRMINGHAM
BHM-Birmingham-Shuttlesworth IAP

MILLION AIR BOZEMAN
BZN-Bozeman Yellowstone IAP

MILLION AIR BURBANK
BUR-Bob Hope

MILLION AIR CALGARY
CYYC-Calgary IAP

MILLION AIR CARTAGENA
SKCG-Rafael Núñez

MILLION AIR DALLAS
ADS-Addison

MILLION AIR EL PASO
ELP-El Paso

MILLION AIR FLORIDA KEYS
MTH-Marathon IAP

MILLION AIR GULFPORT-BILOXI
GPT-Gulfport-Biloxi

MILLION AIR HOUSTON
HOU-Hobby

MILLION AIR HONOLULU
PHJR-John Rodgers

MILLION AIR INDIANAPOLIS
IND-Indianapolis IAP

MILLION AIR JACKSONVILLE
VQQ-Cecile Spaceport

MILLION AIR LAKE CHARLES
CWF-Chennault IAP

MILLION AIR LAKE POWELL
PGA-Page Municipal Airport

MILLION AIR MEDFORD
MFR-Rogue Valley IAP

MILLION AIR MOSES LAKE
MWH-Grant County IAP

MILLION AIR ORLANDO
SFB-Orlando Sanford IAP

MILLION AIR RICHMOND
RIC-Richmond IAP

MILLION AIR RIVERSIDE
RIV-March Air

MILLION AIR ROME
RME-Griffiss IAP

MILLION AIR ST. GEORGE
SGU-St. George Regional Airport

MILLION AIR SAN ANTONIO
SAT-San Antonio IAP

MILLION AIR ST. LOUIS
SUS-Spirit of St. Louis

MILLION AIR STENNIS
HSA-Stennis IAP

MILLION AIR SYRACUSE
SYR-Syracuse Hancock IAP

MILLION AIR TALLAHASSEE
TLH-Tallahassee

MILLION AIR TOPEKA
FOE-Forbes Field

MILLION AIR TORONTO
CYKZ-Toronto

MILLION AIR TUCSON
TUS-Tucson IAP

MILLION AIR VANCOUVER
CYVR-Vancouver IAP

MILLION AIR VICTORVILLE
VCV-Southern

MILLION AIR WHITE PLAINS
HPN-Westchester

MILLION AIR YUMA
NYL-MCAS/YIA



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 up to 30 seconds. 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. Video will play without sound in the lobby/waiting area eight times per hour for length of campaign.

ADVERTISING, STATIC DISPLAYS AND SPECIAL EVENTS

For details, please contact:
millionairtv@millionair.com

Advertising Closings

All AD Materials must be submitted no later than one (1) week before date of initial broadcast.

Supported Formats

VIDEO

<i>Microsoft Windows Media</i>	WMV
<i>MPG Family</i>	MPG, MPG1, MPG2, MPG4
<i>H.264/AVC</i>	H-264 MOV
<i>Flash Media</i>	Flash FLV
<i>MPEG layer</i>	MPEG1, MPEG2, MPEG3

STATIC

JPEG Images	jpg
GIF Images	gif
BITMAP Images	bmp

File Size

The maximum file size is 350MB.

Submitting your Advertisement

HTTP

Please name the file with your company name, Million Air and start date. Send to:
millionairtv@millionair.com