

MILLION AIR

THE PRIVATE JET LIFESTYLE MAGAZINE



Media Kit

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

Magazine Distribution List



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-wealthy 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*

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

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

ELITE TRAVELERS RANKS

no.1

against all measured luxury lifestyle & travel publications in key category spending



Total spend on new luxury vehicles
\$90.5M



Total spend on all travel
\$2.2B



Total spend on owned real estate
\$2.1B



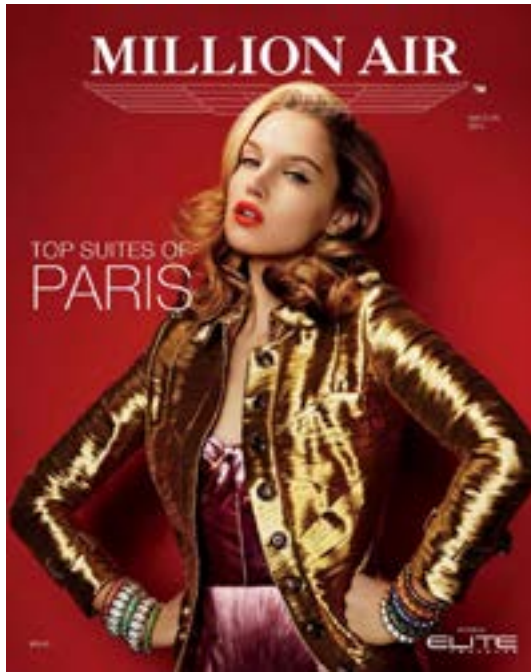
Total spend on fashion & accessories
\$3.2B



Total spend on watches & jewelry
\$25.2M



Total spend on leisure, entertainment & dining
\$3.1B



Partnership Opportunities

MILLION AIR MAGAZINE

BPA-audited, this private jet lifestyle magazine is distributed in all Million Air FBO facilities and onboard private aircraft.

PRODUCT PLACEMENT

Sponsorship opportunities are available for special events that draw increased FBO traffic such as Super Bowl, grand openings, Olympics, Ryder Cup, World Cup, and other VIP events. Product displays and product sampling are available at our Million Air private air terminals. Priced upon request.

Combination packages available. For details, please contact millionairmagazine@millionair.com.



Advertising Closings

MILLION AIR ISSUE	AD CLOSING **	MATERIALS DUE **
Winter (Dec/Jan/Feb)	September 15	September 20
Spring (Mar/Apr/May)	December 15	December 20
Summer (Jun/Jul/Aug)	March 15	March 20
Fall (Sep/Oct/Nov)	June 15	June 20

** 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.

Submitting your Advertisement

Sending Assets

Please send all files to millionairmagazine@millionair.com via wetransfer.com. Please name the files with your company name, Million Air and the issue.

Color Proofs

Please submit all color proofs for approval to millionairmagazine@millionair.com via wetransfer.com. Please name the files with your company name, Million Air and the issue.

