

Media Buyers' Executive Summary



# The Preferred Source for News

**AIN** is unique in our ability to reach all segments of the turbine business aircraft industry with established, highly regarded print and online media.

Flight departments turn to **Aviation International News** as their number-one source of news, and aircraft owners look to **Business Jet Traveler** as the only aviation-specific publication serving their unique information needs. Additionally, readers know they can count on us to deliver the news they need to be at their very best, whether on site at a premier airshow or online for real-time information and extensive archival data.

What sets **AIN** apart? Our guiding principle of delivering high-quality, comprehensive, authoritative and independent editorial content with each and every one of our products. Compare the masthead of any of our publications with our

competitors, and you will quickly see that **AIN** devotes vastly more personnel to the task at hand. Our staff includes top experts in all areas of the industry, enabling us to cover more stories, in more locations, with greater depth than anyone else.

For advertisers, this quality of editorial product means increased reader engagement, repeatedly demonstrated by independent research. When you invest with us, you are investing in the best editorial product possible. **AIN** Publications has set the standard for aviation news.



## THE LEADER IN ON-SITE PUBLISHING

Our daily publications are legendary for their detail, depth and expert analysis. Show attendees know they can count on **AIN** to deliver the most accurate, serious and complete daily magazine. Our issues repeatedly come alive with a breadth of reports you will not find in other show dailies.

For our advertisers, our show packages are a time-tested force multiplier. Exhibitors who advertise stand out from the pack at the events, experiencing

greater traffic of qualified prospects at their booths. Show publications are combined with the monthly magazine to maximize frequency discounts, and our bonus programs are designed to generously reward advertisers who purchase multi-show packages.

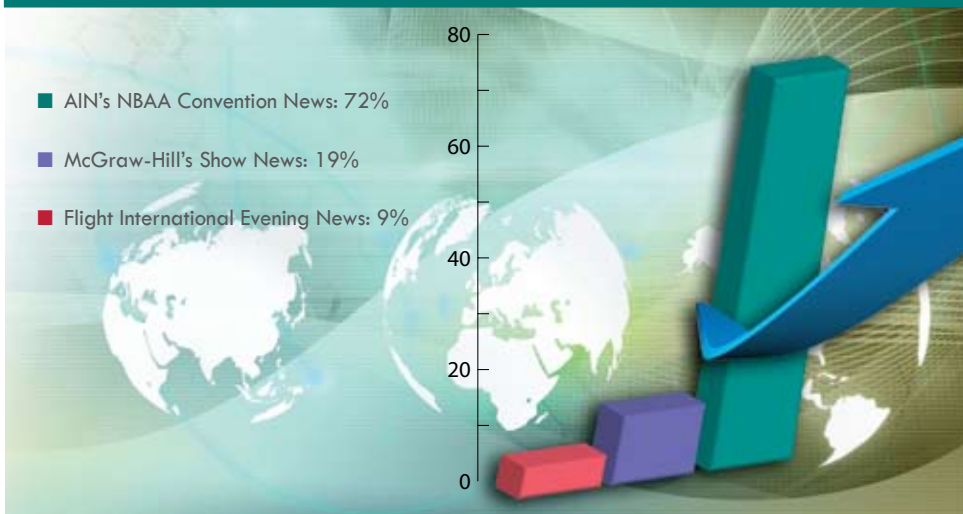
**In 2012 we will publish issues at seven events: Heli-Expo, Singapore Air Show, ABACE, EBACE, Farnborough Air Show, NBAA and MEBA.**

### EXPERT PERSPECTIVE

AIN editors were quoted as industry experts by the following media in 2011:



### WHICH PUBLICATION IS MOST VALUABLE OVERALL?



We make a science out of measuring reader response to our issues through regular, independent, expert reader intercept studies conducted at key events on a biennial basis. And results consistently show our issues rank first in the minds of readers, as evidenced by data gathered at the 2009 NBAA Convention in Orlando.



# The World of Business Aviation

It all adds up to Global Reach. Consider these numbers: 38,269 qualified **Aviation International News** readers; 36,700 **Business Jet Traveler** readers; more than 63,600 **AINalerts** and **AINmxReports** readers combined; some 110,000 monthly unique visitors to **AINonline**, and tens of thousands of readers for our on-site publications at major shows throughout the year. It's an audience that is both broad and deep, and one no other publisher can match.

The circulation database for the **AIN** family of publications includes more than **146,211** unique, unduplicated subscribers worldwide (and it's growing every day). In print, online, or on site, **AIN** has the most comprehensive database of business aviation professionals available.



## WAKE UP WITH OUR ON-SITE PUBLICATIONS



We begin dispatching deliveries to all major show hotels (60+ locations) in the pre-dawn hours as our daily magazines are coming off the press. That ensures that your prospects start their day with our on-site magazines. But we don't stop there. At each show, our uniformed distribution staff are strategically positioned by 7:30 a.m. throughout the venues, where they greet attendees with our publications — and a smile.

*In 2012 we will publish issues at seven events: Heli-Expo, Singapore Air Show, ABACE, EBACE, Farnborough Air Show, NBAA and MEBA. See Editorial Calendar for details on dates and rates.*

## ONLINE RESOURCES EXPAND READERSHIP

**AIN's online offerings for 2012 include two main Web sites:**

- **AINonline.com** — Connecting with business aviation pilots, maintenance technicians and industry professionals — average audience of 110,000 unique visitors per month, generating upwards of 300,000 pageviews per month.
- **BJTonline.com** — An extension of our award-winning **Business Jet Traveler** print journal, connecting news and information relating to private-lift options for aircraft owners to an opt-in readership with an average net worth of \$18 million.

**Six weekly and bi-weekly emailed newsletters**

- **AINalerts** — Now sent bi-weekly to 34,100 subscribers.
- **AINmxReports** — News relating to maintenance professionals, emailed every Wednesday to 29,500 subscribers. Sent weekly.

- **AINsafety** — Timely and important safety topics and training issues, emailed every Monday.
- **AIN Air Transport Perspective** — This weekly online newsletter offers vital coverage of the air transport industry including breaking news, interviews, and insider features.
- **AIN Defense Perspective** — Delivered weekly to your in-box, this newsletter provides the top defense news and information from around the world.
- **Business Jet Traveler Waypoints** — Delivered twice weekly, this newsletter features breaking news, industry insights, and other crucial information for anyone who flies privately.

**Four Electronic Editions:**

- **Aviation International News**
- **Business Jet Traveler**
- **AIN International Airshow News dailies**
- **AIN Convention News dailies** — Available to all readers for all of our publications.

**AIN & BJT iPhone Applications:**

- **AINonline & BJTonline** — These FREE applications provide constant live updates and vital information. Available in the App Store, they are right in the palm of your hand.



# Aviation International News

We don't call ourselves **Aviation International News** for nothing. With a total monthly subscriber base of more than 38,000, **Aviation International News** has a worldwide distribution that precisely matches the distribution of turbine business airplanes.

And we're not standing still. Our readership continues to expand rapidly in key regions such as China, India, Russia, the Middle East and Brazil, ensuring that we're not only following the expansion of business aviation, but leading it.

We limit **Aviation International News'** circulation to the most active, highly qualified segments of the market. To qualify to receive

**Aviation International News**, subscribers must operate a turbine business aircraft (jet, turboprop or helicopter) and they must have a qualifying job title/area of responsibility. Our circulation statements clearly identify exactly what types of aircraft our readers operate, and exactly what their job responsibilities are.

As emerging markets for business aircraft provide the engine for growth of the industry, we are aggressively expanding our non-North American readership.



## CELEBRATING 40 YEARS WITH AIN

**AIN Publications** stretches back 40 years to the first issue of NBAA Convention News in 1972. We are proud to uphold the same journalistic principles and remain the industry's number-one news source. We continue to expand our family of products across all platforms, providing our readers and advertisers matchless coverage and unrivaled access.



## Business Jet Traveler

What used to be searching for a needle in a haystack is no longer. Since business aviation began, marketers have searched for efficient means of reaching prospective purchasers of aircraft and related services. **Business Jet Traveler** is the only publication that targets this elusive market segment with aviation-specific editorial.

Each edition reaches more than 36,000 readers with an average net worth approaching \$18 million and annual income in excess of \$1 million. **Business Jet Traveler** readers are global opinion leaders who manage companies with average annual revenue of more than \$780 million.

We make a science of identifying aircraft owners, fractional share owners, charter customers and key executives at companies who are prime candidates for business aircraft. With its focus on end users, **Business Jet Traveler** is the perfect complement to **Aviation International News**.

### NEW FRONTIER

- ✓ A special Chinese language edition of the BJT Buyers' Guide will be distributed at next year's ABACE convention in Shanghai: March 27, 28, and 29, 2012. Please inquire about advertising opportunities.



# Readers on a higher plane

**Business Jet Traveler** stands alone as the only publication to address the needs of end-users of business aircraft. From whole aircraft ownership to fractional ownership, jet cards, aircraft management and charter, **BJT** is the definitive source for need-to-know information.

**BJT** speaks to each of these user groups with a robust editorial package filled with hard-core, how-to information. Each and every issue addresses the details of how to maximize investment in private air travel. From finance and insurance to taxes and legal issues to contracts and purchase/resale considerations, **BJT** covers it all. Supplementing the print edition of **Business Jet Traveler** is **Business Jet Traveler Waypoints**, our twice weekly online newsletter that affords users of private lift easy access to relevant news and insider insight.

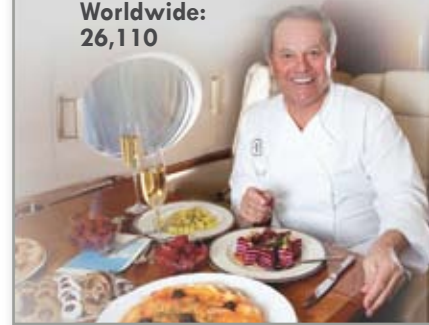
In addition to an every-other-month periodical, **BJT's** offerings include an

annual **BJT Buyers' Guide** (described below) as well as a totally redesigned Web site, **BJTonline**. The site includes a fully searchable archive, an electronic version of the **BJT Buyers' Guide**, a host of special reports, and select coverage from the current issue of **BJT**. For advertisers, the site offers a selection of exclusive banner advertising opportunities, providing a unique means for reaching concept buyers and other prospective end-users who are researching business aircraft usage.

**Business Jet Traveler's** circulation has enjoyed steady growth since we launched the publication in 2003. In 2011, the readership topped **36,000**, and we will continue to expand the reach of **BJT** as the health of business aviation recovers in 2012. Its readers occupy the highest rungs of the corporate ladder, and represent the most exclusive demographic possible, with average net worth of more than \$18 million, and annual company revenues of more than \$780 million.

## BJT READER DEMOGRAPHICS

- Average Net Worth: \$17.8 million
- Average Annual Income: \$1.1 million
- Average Age: 54
- Average Company Revenue: \$784 million
- Average Number of Employees: 1,479
- Business Jets Worldwide: 26,110



## NEW FRONTIER

✓ A special Chinese language edition of the **BJT Buyers' Guide** will be distributed at next year's **ABACE** convention in Shanghai: March 27, 28, and 29, 2012. Please inquire about advertising opportunities.

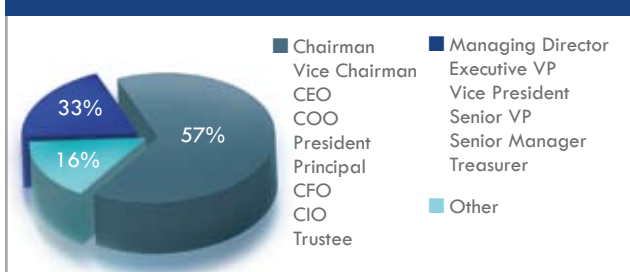
"BEST ANNUAL BUYERS' GUIDE"  
Three Time Winner

## BJT BUYERS' GUIDE

Published July 1, 2012, our fifth annual **BJT Buyers' Guide** is a one-stop shop for end-users. An invaluable tool for anyone contemplating business aircraft utilization, the **BJT Buyers' Guide** is mailed to all **BJT** subscribers and will be distributed at conferences and events throughout the year. Content includes:

- How To Buy a New Jet
- Directory of Business Jet Manufacturers & Models
- Preowned Jets Directory
- AIN Product Support Survey Results
- Aviation Insurance & Finance Companies, Brokers & Consultants
- Aircraft Sales Brokers/Agents/Consultants
- Finding a Reliable Charter Operator
- The Jet Card Market
- Buying a Fractional Share
- Cabin Electronics & Other Equipment
- Completion Centers
- AIN FBO Ratings/Guide

## BJT READERS BY TITLE



## BARRON'S Special Report

**BJT** is proud of its ongoing collaboration with **Barron's**, Dow Jones' premier business publication

**Business Jet Traveler** is the only magazine that exclusively targets high-level executives and high-net-worth individuals who actively travel in private aircraft. Our issues are mailed directly to our readers at their business addresses. That means your messages are sure to reach these individuals who are intimately involved in decisions relating to business aircraft acquisition and utilization.

# Innovative Electronic Products with Focused Reach



Not content to merely reproduce our print coverage on the Web, our online resources offer a rich mix of archival data, special reports and original Web-only content that enables readers to stay abreast of news and events in near real time.

**Business Jet Traveler Waypoints** is now a twice weekly electronic newsletter which is filled with breaking news, industry insights, and other crucial information for anyone who flies privately. Due to increased demand from our readership and advertisers, we also increased the frequency of **Air Transport Perspective** and **Defense Perspective** to weekly. In addition, there are now iPhone applications available for both **AINonline** and **BJTonline**.

For advertisers, our electronic products offer a host of options for engaging specific audience segments in a very targeted manner with the flexibility and accountability that are unique to the online environment. Please contact your sales representative for additional information relating to online advertising opportunities.

## AINONLINE: BUSINESS AVIATION'S HOME ON THE WEB

**AINonline.com** is an information-rich environment that has rapidly become the premier site for business aviation on the Web. The site is constantly refreshed with new editorial content, creating information that is rich in news, special reports and fully searchable archival data.

Reader engagement is high. Monthly traffic is steadily growing and averages more than 110,000 unique visitors per month, generating upwards of 300,000 pageviews per month.

For advertisers, we provide a host of solutions ranging from very economical banners to more exclusive options such as single advertiser "splash pages" that appear whenever users visit the site. We also offer sponsorship of specific content areas like avionics, maintenance, charter and more; and sponsorship of event-specific content generated at the seven shows where we will produce on-site dailies in 2012.

### Advertising opportunities include:

- Exclusive Splash Page
- Channel Sponsorship
- Run-of-Site Banner
- Show Sponsorships



Advertising opportunities are available for our dynamic new **AINonline iPhone Application**. Please inquire about details.



Business Jet Traveler print editions  **NOW ALSO AVAILABLE ELECTRONICALLY** on your iPad, iPhone, Android tablet, and Android phone.

## BJTONLINE: RESOURCES FOR CONCEPT BUYERS AND OWNERS



**BJTonline** was designed with concept buyers in mind. The site is uniquely positioned as the Web's most complete and most objective information resource for companies or individuals who are seeking information relating to charter/management, fractional or whole aircraft ownership.

The crisp, clean design of **BJTonline** is tuned to the narrow demographic of the audience, offering simple navigation tools, video capability, archives of special

reports, a comprehensive Buyers' Guide of business aircraft, and related services and content from the current print issue of **Business Jet Traveler**.

With just five premium advertising positions available per month, **BJTonline** offers advertisers an opportunity to communicate directly with this elusive audience. This dynamic site has experienced steady audience growth since it launched.

- **Business Jet Traveler Waypoints**, our online electronic newsletter, delivers twice weekly breaking news and insight to anyone who flies privately. Advertisers now have the opportunity to get in front of the exclusive **BJT** audience once or twice a week with premium banner positions.

- Advertising opportunities are available for our stunning new **BJTonline** iPhone Application. Please inquire about details.



## AINALERTS, AINMXREPORTS & AINSAFETY: BREAKING NEWS UPDATES VIA E-MAIL



Our email newsletters enable registered recipients to stay abreast of breaking news on a weekly basis. **AINAlerts** is published every Tuesday and Thursday; **AINmxReports**, which is oriented toward maintenance managers and technicians, is distributed every Wednesday afternoon; **AINsafety**, which covers important aviation topics and training issues, is published every Monday. Designed to be a quick and easy read, each issue is contained on a single page, with five

to six main news stories and a handful of newsbriefs. We offer both HTML and PDA versions that make it easy for readers on the go to stay in touch with the news.

For advertisers, **AINAlerts**, **AINmxReports** and **AINsafety** offer a semi-exclusive means of engaging readers, with each issue limited to just five large advertising banners. We have complete demographic information on our large — and growing — opt-in only readership.

## AIN AIR TRANSPORT PERSPECTIVE & AIN DEFENSE PERSPECTIVE



In 2011 **AIN's Air Transport Perspective** and **AIN's Defense Perspective** became so popular we decided to increase their frequency to weekly. Both newsletters are emailed to opt-in subscribers. These readers hold acute interests in significant developments in the airline and defense arenas.

Both publications spotlight each sector's most influential people and events with a particular focus on the global economy

and its effect on defense and commercial aircraft OEMs and their suppliers. Exclusive content, such as interviews and insider features accentuate the value of these issues.

Advertising opportunities on **AIN Air Transport** and **AIN Defense Perspective** are presented as large banners (650p x 90p) with can't-miss positioning amid news and information.

# AWARDS

AVIATION INTERNATIONAL NEWS,  
AIN INTERNATIONAL AIRSHOW NEWS DAILIES,  
AIN CONVENTION NEWS DAILIES & BUSINESS JET TRAVELER

## AEROSPACE JOURNALIST OF THE YEAR AWARDS

2009 Best Airshow Submission  
2009 Best Business Aircraft Submission  
2008 Best Air Show Daily  
2008 Best Financial/Business Report  
2007 Best Avionics  
2007 Best Technology  
2007 Journalist of the Year  
2006 Best Avionics  
2005 Best Avionics  
2004 Best Safety  
2003 Best Air Show Daily  
2003 Best Avionics  
2002 Best Breaking News  
2001 Best Regional Aircraft  
2000 Best Air Show Daily  
2000 Best Business Aviation  
2000 Best Avionics  
1999 Boeing Decade of Excellence  
1999 Best Business Aviation

## NBAA JOURNALISM AWARDS

2009 Gold Wing Award  
2007 Gold Wing Award  
2003 Platinum Wing Award  
2002 Gold Wing Award  
2001 Gold Wing Award  
1999 Gold Wing Award  
1998 Gold Wing Award  
1996 Platinum Wing Award

## AJOYA AWARDS

2007 Best Business Submission  
2007 Airshow Coverage/AINtv

## AWARDS WON BY BUSINESS JET TRAVELER

National Air Transportation Association  
2011 Aviation Journalism Award  
  
American Society of Business  
Publication Editors  
2011 Magazine of the Year Finalist  
2011 Silver Award for Best  
Annual Buyers' Guide  
2010 National Gold Award  
for Best Annual Buyers' Guide  
2009 National Silver Award for  
Best Product Section or Department  
2009 National Bronze Award  
for Best Annual Buyers' Guide  
2008 Gold Award for Best  
Regular Column, Contributed  
2008 Silver Award for Best Regular  
Column, Contributed  
2007 Gold Award for Best Front Cover  
  
Aerospace Journalist of the Year Awards  
2009 Best Business Aircraft Submission  
  
Folio Magazine Eddie Awards  
2011 Award for  
Best Transportation/Travel Magazine  
2010 Silver Award for  
Best Transportation/Travel Magazine  
2007 Bronze Award for  
Best Transportation/Travel Magazine  
2005 Silver Award for  
Best Transportation/Travel Magazine  
  
National Business Aviation Association  
2009 Gold Wing Award





81 Kenosia Avenue, Danbury, CT 06810 USA

Tel: +1 203 798 2400 Fax: +1 203 798 2104

[www.AINonline.com](http://www.AINonline.com)