

# Business Jet Traveler



2012 MEDIA KIT



# BJT Readers Are the World's Most Exclusive Audience

C-level executives who utilize private aircraft shape the global business climate, commanding trillions of dollars of wealth and investment. Only **Business Jet Traveler** speaks directly to these high-net-worth individuals with both aviation-specific editorial and select features covering the aircraft-enabled lifestyle. **BJT** is committed to helping readers maximize their investment in private air transportation in all aspects of their lives.

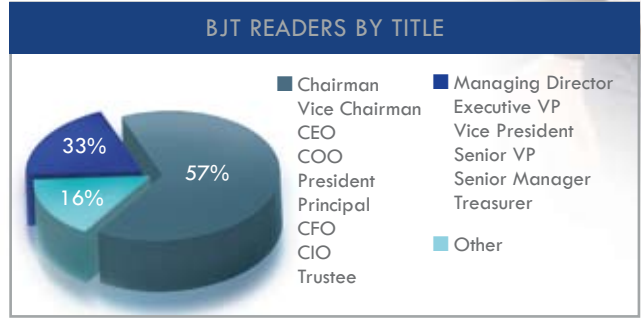
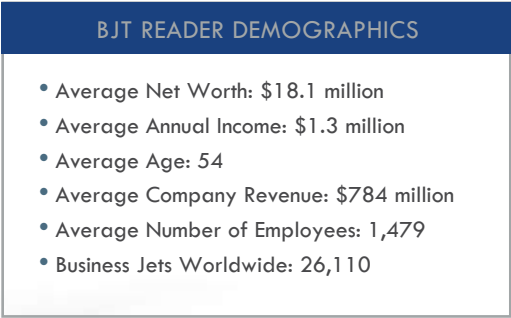
We mail each issue of **BJT** directly to key executives at their business or home addresses. **Business Jet Traveler** covers the ins and outs of aircraft ownership and utilization like no other publication, regularly highlighting issues such as ownership options, taxes and legal and financial matters. For most of our readers, private travel is both a business tool and a lifestyle choice. **BJT's** editorial package recognizes this confluence with coverage of exclusive travel destinations, exotic automobiles, and columns like "Great Golf Courses" and "Outdoor

Adventures." It's our balance of aviation-specific and lifestyle coverage for end-users of business aircraft that truly sets **Business Jet Traveler** apart.

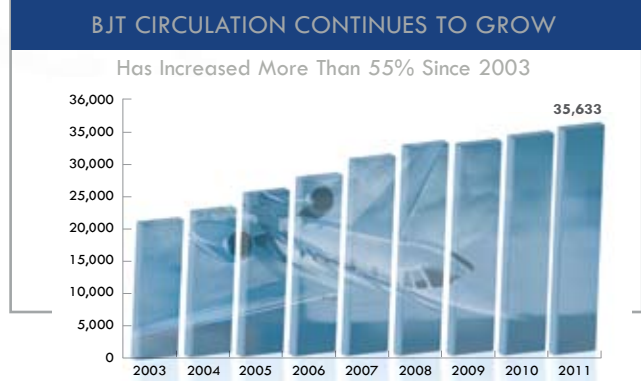
**Business Jet Traveler's** readers fly privately because their companies, shareholders, and livelihoods depend on it. These days they are quieter about the details, but the fact remains that private air travel is flourishing. **BJT's** circulation continues to grow with demand. It's up 55% since we started in 2003.

We publish eight issues per year, including the annual award-winning **BJT Buyers' Guide** and the **BJT Buyers' Guide — Chinese Edition**. Each of these issues offers you the opportunity to communicate with our unique audience directly.

Please contact our dedicated sales staff at **+1 203 798 2400** or **adsales@BJTonline.com** to learn more.



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



# 2012 BUSINESS JET TRAVELER EDITORIAL CALENDAR

Issue	Editorial Features	Ad Close	Materials Due
<b>Feb./March 2012</b>		Dec. 28, 2011	Jan. 4, 2012
<i>Special Features:</i>	Bizav Takes Off In China — A Special Report Aircraft Financing in Today's Economy		
<i>Used Jet Review:</i>	Bell 407		
<i>New Jet Preview:</i>	Falcon 2000S		
<b>BJT Buyers' Guide --- Chinese Edition</b>		Jan. 5, 2012	Jan. 27, 2012
Published March 27, 2012 (Special distribution in China including at ABACE in Shanghai March 27-29)	The award-winning Buyers' Guide in Chinese, with in-depth reports on ownership options, new and used models, manufacturers and more.		
<b>April/May 2012</b>		February 20	February 27
<i>Special Features:</i>	Cabin Comforts 2012: The Latest and Greatest Bizjet Amenities Getaways: Put Prague on Your Must-Visit List		
<i>Used Jet Review:</i>	Cheyenne II		
<i>New Jet Preview:</i>	Bombardier Learjet 85		
<b>June/July 2012</b>		April 19	April 26
<i>Special Features:</i>	Stepping Up to Full Ownership: How to Decide When It's Time to Buy a Jet Luxury Cars: The Cream of Today's Crop		
<i>Used Jet Review:</i>	A320 Prestige		
<i>New Jet Preview:</i>	Sikorsky S-76D		
<b>2012 Buyers' Guide</b>		May 21	May 28
Published July 2012	The fifth annual edition of our award-winning Buyers' Guide features in-depth reports on ownership options, new and used models, manufacturers and more.		
<b>Aug./Sept. 2012</b>		June 18	June 25
<i>Special Features:</i>	15 Business Jets That Shaped the Industry Cabin Tech 2012: From the Latest in Airborne Internet to High-Definition Cabin Entertainment		
<i>Used Jet Review:</i>	Avanti I/ P180		
<i>New Jet Preview:</i>	Bombardier 7000/8000		
<b>Oct./Nov. 2012</b>		August 20	August 27
<b>SPECIAL ISSUE:</b> (with expanded distribution at NBAA Convention)	<b>Second Annual BJT Readers' Choice Awards:</b> Readers Pick Their Favorite Charter Providers, Fractional Operators, Bizjet Models, FBOs and More		
<i>Used Jet Review:</i>	Premier 1A		
<i>New Jet Preview:</i>	Gulfstream G650		
<b>Dec. 2012/Jan. 2013</b>		October 22	October 29
<i>Special Features:</i>	Preowned Aircraft Annual Report Holiday Gifts That Won't Be Forgotten		
<i>Used Jet Review::</i>	Falcon 10/100		
<i>New Jet Preview:</i>	Honda's HondaJet		

## PLUS ALL OUR REGULAR FEATURES, INCLUDING:

- **Center Stage** — Prominent business jet travelers discuss their careers and use of private aviation
- **Taxes, Laws and Finance** — Everything business jet travelers need to know, from a leading industry expert
- **Getaways** — Great vacation destinations that are best reached via business jet
- **Inside Fractionals** — How to get the most from a fractional share
- **Preowned** — The latest on the used-aircraft market, for buyers and sellers
- **Low-level Flying** — Reviews of the most noteworthy new luxury autos



# 2012 BUSINESS JET TRAVELER ADVERTISING RATES

## BLACK & WHITE — Rates (per issue)

# of issues	1	2 – 3	4 – 6	7
Full Tabloid Page	\$8825	\$8300	\$7950	\$7550
Half Tabloid Page	5225	4975	4700	4450
One-Third Page	4350	4150	3975	3800
Quarter Page	2900	2725	2575	2450
Eighth Page	1675	1450	1400	1325

## 2-COLOR STANDARD — Match color \$350 extra/PMS ink \$900 extra

# of issues	1	2 – 3	4 – 6	7
Full Tabloid Page	\$10425	\$10025	\$9600	\$9125
Half Tabloid Page	7000	6750	6150	5875
One-Third Page	5750	5500	5150	4925
Quarter Page	4125	3975	3700	3500
Eighth Page	2900	2675	2575	2450

## 4-COLOR PROCESS — Rates (per issue)

# of issues	1	2 – 3	4 – 6	7
Full Tabloid Page	\$13150	\$12825	\$12100	\$11500
Half Tabloid Page	9600	9350	8825	8350
One-Third Page	7750	7550	7225	6900
Quarter Page	6050	5825	5625	5350
Eighth Page	4800	4500	4350	4125

- Furnished inserts:**

Earned B&W rate less 10% up to four pages; less 15% up to eight pages.

- Additional discounts:**

Available for advertisers in other **AIN** publications:

5%, 1-6 issues; 10%, 7-12 issues; 15%, 13-18 issues; 20%, 18+ issues.

Contact us at [adsales@BJTonline.com](mailto:adsales@BJTonline.com) or +1 203 798 2400



## 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

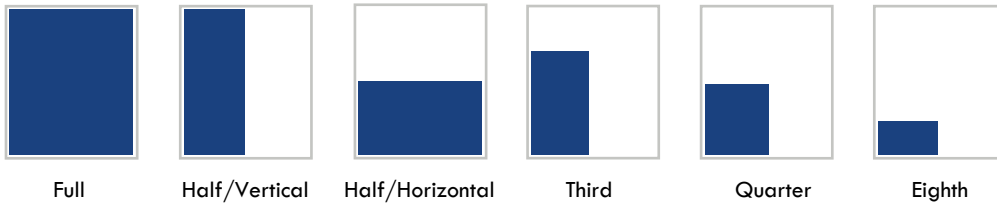
2010 National Gold Award for Best Annual Buyers' Guide  
2009 National Silver Award for Best Product Section or Department  
2009 National Bronze Award for Best Annual Buyers' Guide  
2008 Gold Award for Best Regular Column, Contributed  
2008 Silver Award for Best Regular Column, Contributed

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  
NBAA (National Business Aviation Association)  
2009 Gold Wing Award

## MECHANICAL SPECIFICATIONS

Size of Ad	Width (inches)	Depth (inches)	Width (mm)	Depth (mm)
Full page (non-bleed)	9"	10 1/2"	229	267
Full page (bleed) (book trims to 10" width x 12" depth, or 254mm x 305mm)	10 1/4"	12 1/4"	260	311
Half page (vertical)	4 1/2"	10 1/2"	114	267
Half page (horizontal)	9"	5 1/2"	229	140
Third page	4 1/2"	8 3/8"	114	213
Quarter page (vertical)	4 1/2"	5 1/4"	114	133
Eighth page (horizontal)	4 1/2"	2 5/8"	114	67



## DIGITAL ADVERTISING SPECIFICATIONS

### PLATFORM: MACINTOSH

#### Software Specifications:

Quark Xpress 8.0 to 6.0, Adobe Photoshop CS5, Adobe Illustrator CS5 to 8.0, Adobe InDesign CS5 to CS3

All formats must include all fonts and image files.

#### Acceptable Media:

CD-ROM (CD-recordable).

#### Image Specifications:

- All image files should be set to 300dpi (recommended), minimum 266.
- Minimum 1200dpi for B/W line art.
- Image files must be Photoshop compatible, i.e., must open in Photoshop.
- All color image files must be set up to CMYK.
- Do not use jpeg encoding.
- All high-res files with clipping paths must be EPS format.

#### Font Specifications:

- Digital advertisements must include all screen and printer (PostScript) fonts.
- Use stylized fonts. Do not apply style attributes to basic fonts from within page layout software.

#### Proofs:

Kodak Approval, Imation Rainbow, Kodak DCP 9000, Fuji Pictro Proof, Agfa Sherpa

- Laserprints are not acceptable color proofs.
- **BJT** will not be responsible for reproduction problems or file corruptions associated with ads not accompanied by a proof.

#### Shipping Instructions

Send all correspondence, including insertion orders and mechanicals to:

#### Publisher

**Business Jet Traveler**  
81 Kenosia Avenue  
Danbury, CT 06810-7359, USA  
Telephone +1 203 798 2400  
Fax +1 203 798 2104  
[www.BJTonline.com](http://www.BJTonline.com)

#### Terms and Conditions

Payment due upon receipt of invoice. Invoices not paid within 30 days from date of invoice will incur an interest charge of 1% of the outstanding balance per month.

#### Cash Discount

2% if paid within 10 days.

#### Commission

15% of gross rate to recognized advertising agencies provided payment is made within 30 days of date of invoice.

#### Contract Year

Advertising must be inserted within one year of first insertion to earn frequency discounts. Cancellation of any portion of contract nullifies all rate protection for the remainder.

#### Positioning

All advertising positioning clauses are treated as requests.



# BJTonline.com

Business aviation's premier online resource for end-users provides exclusive banner advertising opportunities. The homepage offers three banner positions and all landing pages include two large banners that appear on any interior page views. Please see detailed specifications on next page.



## BJTONLINE FEATURES:

- Feature stories and interviews from the current issue.
- Quick-reference navigation of all the regular columns and departments from current and archived issues.
- Comprehensive search engine enables users to quickly locate articles in *BJT* and *Aviation International News* plus our on-site publications from major shows and events.
- Complete contents of *BJT's* annual *Buyers' Guide*.
- Rankings of the most popular stories on *BJTonline.com*.

# Business Jet Traveler Waypoints

**BJT** continues to grow with the addition of our twice weekly online newsletter. Delivered via email every Monday and Thursday, **Business Jet Traveler Waypoints** features breaking news, industry insights and other crucial information for anyone who flies privately.



Advertising opportunities are also available for our dynamic new BJTonline iPhone application. Please inquire about details.

**BUSINESS JET TRAVELER Waypoints**

**CENTER STAGE**  
**William Shatner**  
 The iconic William Shatner beams down to talk with BJT about Star Trek, business jets and bouncing back from heartbreak. As you see, he isn't slowing down at age 81. Recent months have found him starring in a one-man Broadway show and taking helicopter rides.  
*Road: William Shatner!*

**DILIGENCE MEETS ELEGANCE.**  
 Making the transition from a corporate jet to a private jet is a challenge. Here's how to make it work.

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



# BJTONLINE & BUSINESS JET TRAVELER WAYPOINTS

## 2012 BJTONLINE PUBLICATION RATES

Position	Size (w x d)	Monthly Cost (per rotation)	Available Rotations
Leaderboard	728 x 90	\$2200	3
Right column	300 x 250	2000	3
Center column	468 x 60	1500	3
SPLASH AD (per week)	700 x 420	\$2200	1
IPHONE APPLICATION	320 x 50	\$1500	4

- Banners will appear on home page and all story pages.
- Home page roadblocks are available. Please contact your sales representative for further details and pricing.

## 2012 BUSINESS JET TRAVELER WAYPOINTS PUBLICATION RATES

Business Jet Traveler Waypoints — Rates (Per Month)		Published every Monday and Thursday			
# of months	1	2-3	4-6	7-8	9-12
BANNER	\$2575	\$2300	\$2000	\$1800	\$1575

Business Jet Traveler Waypoints		
Size of Banner	Width	Depth
Banner	650	90

## 2012 DIGITAL ADVERTISING SPECIFICATIONS

**Accepted File Formats:** .jpg, .gif and Animated .gif. iPhone Applications require .png file.

**Resolution:** 72 dpi.

**File Size:** Less than 75K. For Splash less than 125K.

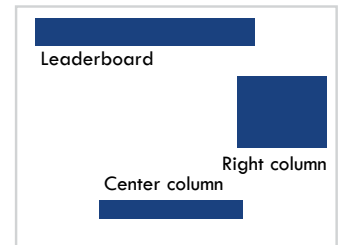
**Animation:** Continuous looping is permitted with 5-second pause between each occurrence. Splash running time is 12 seconds.

**Target URL:** Must be submitted with banner.

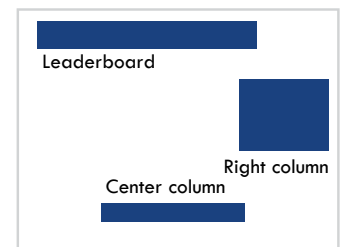
**Tag Text (below image):** No more than 50 characters.

### BJTonline

#### HOME PAGE BANNERS



#### STORY PAGE BANNERS



#### SPLASH AD



#### IPHONE APP



### Business Jet Traveler Waypoints

