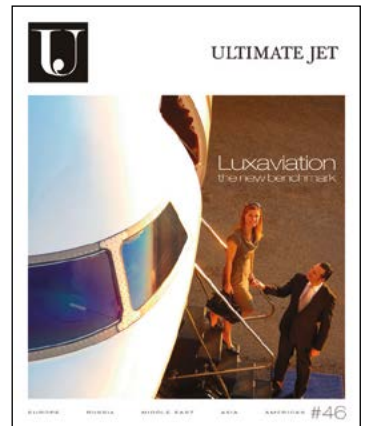
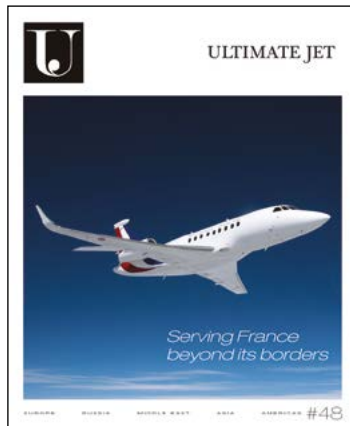


ULTIMATE JET





Positioning & Readership

The premier reference in executive aviation in Europe and beyond

Ultimate Jet is the only bilingual English-French magazine dedicated to executive aviation and luxury lifestyle, providing readers the information they seek in the language of their choice. One worldwide issue reaches the most discerning and influential market segments in more than 111 countries, providing unmatched strategic visibility.

“North America will account for the greatest number of new business jet deliveries between 2016 and 2025 with 3,930 aircrafts, followed by Europe, which remains the second largest market with 1,530 deliveries.” Source : Market forecast 2016 – Bombardier

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 so as to properly engage the most discerning readers.

Ultimate Jet provides its advertisers with a proven communication tool to reach their target audience: decision makers in the executive aviation industry as well as the ultra-high-net-worth private jet owners and users. *Ultimate Jet* delivers your message to this qualified audience, making it the perfect international showcase for your communication strategy.

Europe has the second highest concentration of billionaires in the world, after the U.S. Source: Forbes 2013

ULTIMATE JET Readership and demographics

Executives, directors, managers and other purchasing decision makers in business aviation and general industry, government officials, HNWIs and ultra-HNWIs, owners and users of private/business jets.



Median Age	44
Men	76%
Women	24%

Source: EBACE 2010 survey by UJ MEDIA

- 62 %** Principal decision makers (aeronautical and non-aeronautical sectors) : Presidents / VPs / CEOs / Directors / Private jet owners and users
- 21 %** Private/ business aviation decision-participants : Pilots / Managers / Operation heads / Marketing
- 16 %** Middle management executives : Engineers / Technicians / Marketing / Managers
- 1 %** Others



Print & digital circulation

ONE WORLD, ONE EDITION: ULTIMATE JET reaches readers around the globe.



Annual print circulation : 76,000 magazines
 Average number of readers per print issue : 3.2
 Digital circulation : 43,630+ per issue
 Total estimated readers : 504,980+ annually

Circulation in more than 111 countries

Print circulation

Strategic distribution via our international network of distribution partners including FBOs, onboard aircraft, customer and employee waiting lounges at OEMs, maintenance centers, training centers, select hotels, etc. Personalized **direct mailings** to decision makers and opinion leaders throughout the world: aviation executives, managers and other industry professionals, executives and flight departments of companies in other industries, private jet owners, political leaders and other private jet users. Onsite distribution at the most important **tradeshows** around the world.

Digital circulation

Every issue of *Ultimate Jet* also benefits from significant digital circulation:

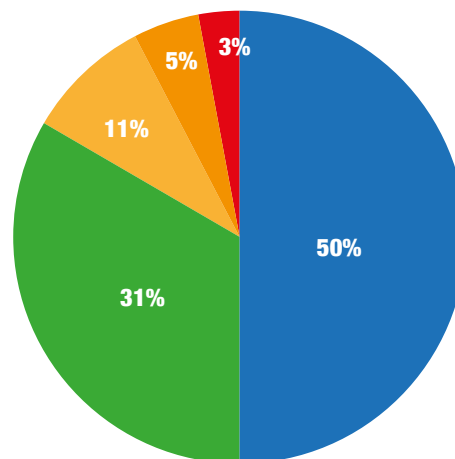
- The interactive digital format (also known as the e-magazine or e-mag) of each new issue is sent by **email blast** to our database of more than **43,630 subscribers**, representing an 84% increase since 2015;
 - The current e-magazines is further promoted every two weeks via our bi-weekly **newsletters** sent to our database of more than 43,630 subscribers; **New in 2017!**
 - All e-magazines are additionally available to the general public on our **website** www.ultimate-jet.com/e-magazines/;
 - All **e-magazines** are further available on our free **mobile app** for iPhone & Android devices.
- Ultimate Jet* is active and appreciated by business aviation professionals on **social media** such as Facebook and Twitter.

UJ print circulation breakdown:

- 65%** Personalized direct mailings
(Executives, Directors, Managers, private jet owners...)
- 35%** Volume distribution
(FBOs, tradeshows, onboard jets, operators, MROs, hotels...)

UJ's geographical presence around the World :

Europe	50%
North America	31%
Middle East	11%
Asia	5%
Other	3%



Editorial Policy & Publication Calendar

Every issue of **ULTIMATE JET** offers the latest news and headlines covering a wide range of topics of interest to the executive aviation industry and private jet travellers.



Our international journalists provide professional and cosmopolitan views suited to our sophisticated readership. Reports, interviews, features, portraits and news topics providing in-depth coverage spanning the breadth of the business aviation industry along with the latest luxury lifestyle trends through a selection of the best in yachts, automobiles, art, travel destinations, hotels, private jet interior design, and luxury objects.

Generously illustrated by the most striking photography and presented in an aesthetically pleasing, contemporary layout and printed on very high quality glossy paper to ensure a pleasant experience for both the mind and eyes of both the industry professional and the private jet traveller.

Calendar

Issue	Space reservation deadlines	Material deadlines	Tradeshows
N° 54 (Dec 2016 / Jan 2017)	4 Nov 2016	10 Nov 2016	MEBA : Dubai, UAE Schedulers & Dispatchers : Long Beach, CA
N° 55 (Feb/March 2017)	17 Jan 2017	20 Jan 2017	Abu Dhabi Air Expo : Abu Dhabi, UAE
N° 56 (April/May 2017)	27 March 2017	5 April 2017	EBACE : Geneva, Switzerland The Elite London : London, UK
N° 57 (June/July 2017)	19 May 2017	26 May 2017	Paris Air Show : Paris, France Ultimate Time Polo Trophy : Paris, France
N° 58 (Aug/Sept 2017)	17 July 2017	21 July 2017	MEBAA Morocco : Marrakech, Morocco Monaco Yacht Show : Monaco The Elite New York : Fairfield, NJ
N° 59 (Oct/Nov 2017)	5 Sept 2017	11 Sept 2017	NBAA : Las Vegas, NV Dubai Airshow : Dubai, UAE
N° 60 (Dec 2017 / Jan 2018)	15 Nov 2016	21 Nov 2017	MRO/AIME Middle East : Dubai, UAE Schedulers & Dispatchers : Long Beach, CA

Print Advertising Rates & Technical Specifications



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

Rates

Interior Pages	1 Insertion	3 Insertions	6 Insertions
1 Page	8 085 €	6 872 €	5 660 €
2 Pages (interior spread or separate)	11 319 €	9 621 €	7 923 €

Premium Positions	1 Insertion	3 Insertions	6 Insertions
Inside front cover	12 128 €	10 309 €	8 489 €
2-page spread before page of contents	16 979 €	14 432 €	11 885 €
Facing page of contents	9 298 €	7 903 €	6 509 €
Facing editorial	8 894 €	7 560 €	6 225 €
Inside back cover	11 319 €	9 621 €	7 923 €
Outside back cover	16 170 €	13 745 €	11 319 €

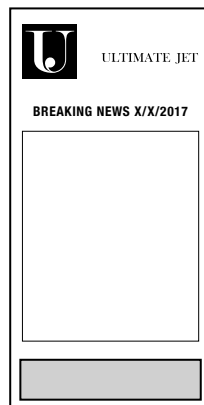
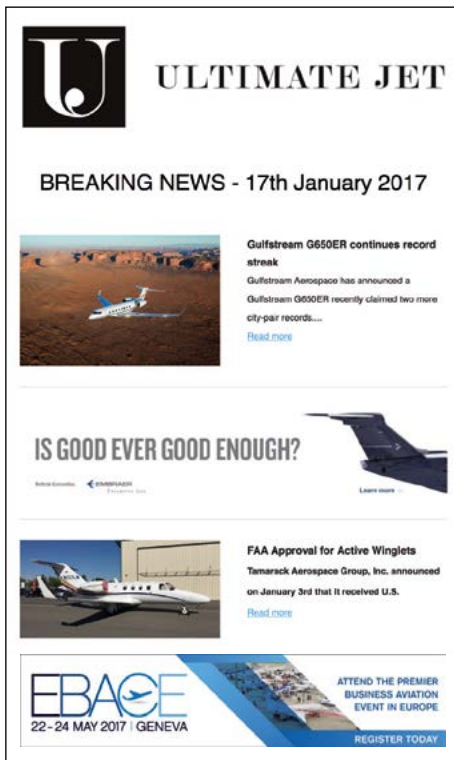
Contact us for pricing quotes for ad creation rates, inserts, bellybands and other bespoke marketing opportunities.

Conditions and payment terms:

Prices listed are net to Editor, per insertion, before VAT (when applicable).
 Payment due within 30 days of publication.

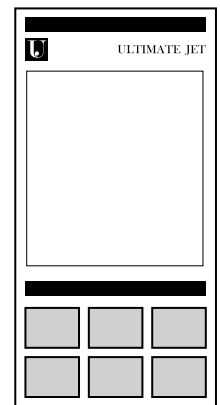
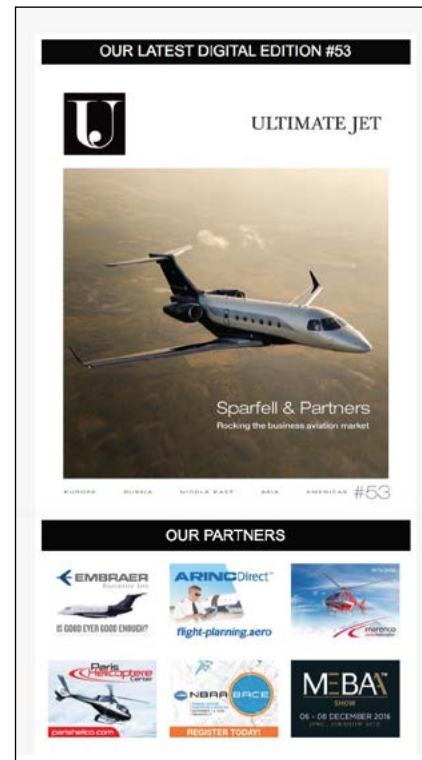
Digital Advertising Rates & Technical Specifications

Newsletter



Large banner
600 x 130 px

E-Magazine



Button banner
2 300 x 1 652 px

Newsletter Banners

Ad Units	Dimensions (Pixels, Wide x High)	Format	Resolution	Price / month (2 Newsletters per month)
Large banner	600 x 130 px	Jpeg	300 dpi	2 200 € / month

E-Mag Banners (on email blasts sent with e-mag)

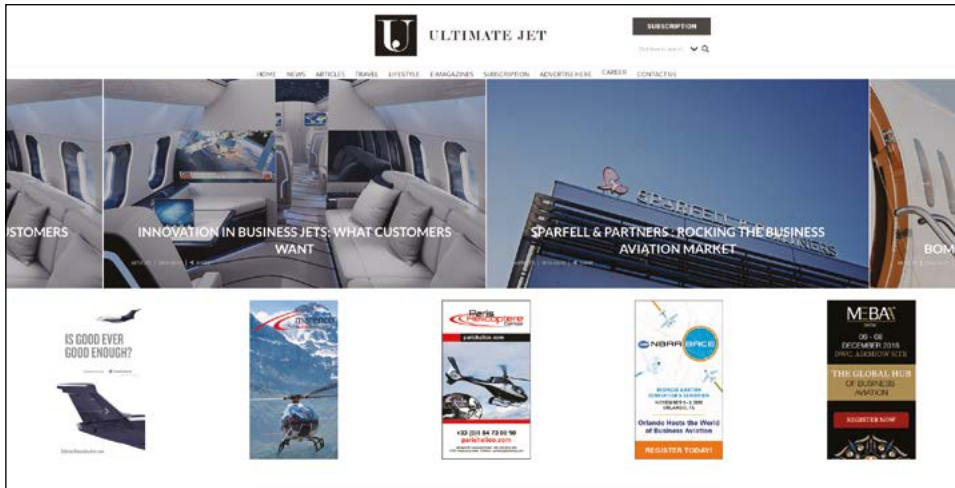
Ad Units	Dimensions (Pixels, Wide x High)	Format	Resolution	Price / E-mag
Button banner	2 300 x 1 652 px	Jpeg	300 dpi	1 000 € / E-mag

Conditions and payment terms:

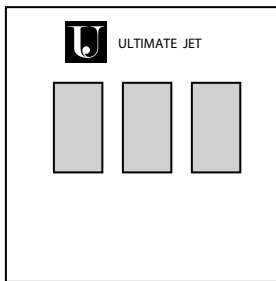
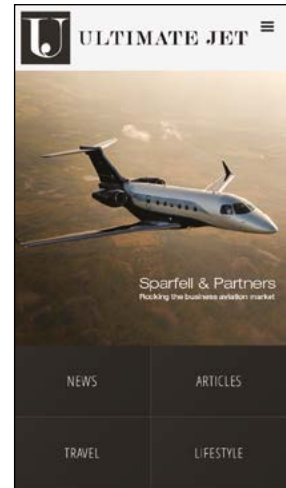
Prices listed are net to Editor, before VAT (when applicable).
Payment due within 30 days of date of invoice.



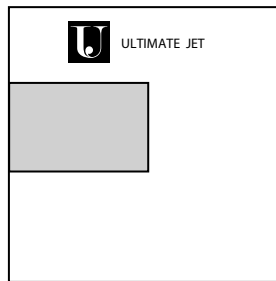
Website



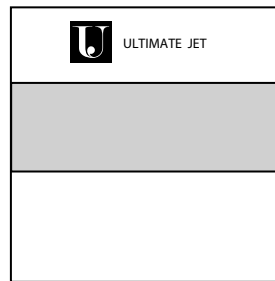
App



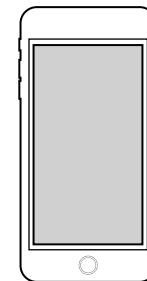
Medium Rectangle
219 x 400 px



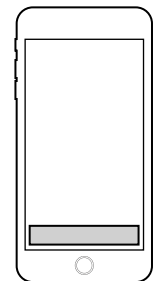
Square
700 x 400 px



Billboard
1400 x 400 px



Splash banner
540 x 960 px



Rectangle banner
728 x 90 px

Web Banners (on www.ultimatejet.com)

Ad Units	Dimensions (Pixels, Wide x High)	Format	Page	Resolution	1 - 6 months campaign (Price per month)	7 - 12 months campaign (Price per month)
Medium Rectangle	219 x 400 px	Jpeg	Home page	300 dpi	750 € / month	550 € / month
Square	700 x 400 px	Jpeg	Home page	300 dpi	1 400 € / month	1 000 € / month
Billboard	1 400 x 400 px	Jpeg	Home page	300 dpi	2 900 € / month	2 500 € / month
Splash Banner	640 x 480 px	Jpeg	Home page	300 dpi	3 000 € / month	2 600 € / month

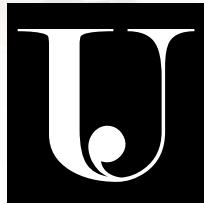
App Banners (on Ultimate Jet app)

Ad Units	Dimensions (Pixels, Wide x High)	Format	Resolution	Ad rotation	Price / month
Splash banner	540 x 960 px	Jpeg	300 dpi	-	1 500 € / month
Rectangle banner	728 x 90 px	Jpeg	300 dpi	-	750 € / month

Conditions and payment terms:

Prices listed are net to Editor, before VAT (when applicable).

Payment due within 30 days of date of invoice.



MEDIA

Contact details:

UJ MEDIA
 Aéroport de Toussus-le-Noble
 Bât 216 - Zone sud
 78117 Toussus-le-Noble
 FRANCE
 contact@ujmedia.fr

Europe Office: +33 (0)6 50 46 55 71 / dsomboune@ujmedia.fr (Davina)
USA Office: +1 (561) 609 9061 / +33 (0)6 73 03 96 33 / jillsamuelson@ujmedia.fr (Jill)

www.ultimatejet.com



ULTIMATE JET