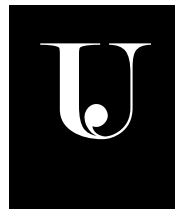




The Ultimate Media Pack

ULTIMATE JET

2023





➔ **ULTIMATE JET IN 1000 WORDS.**

Brand consistency to grow audiences at scale. This often becomes more difficult as your workload increases, especially if you have to outsource tasks to maintain productivity.

Your brand needs to speak to users in the same voice in every piece of content you create. How? In every campaign, ensure that your brand is recognizable and that every message reflects your values.

This year, you may have the chance to expand into new markets or access new audiences. Before you choose to act on these new opportunities, you will need to ensure they fit with your brand principles.

When it comes to delivering exclusive content, it's not hard to understand the advantages of Ultimate Jet over our competitors.

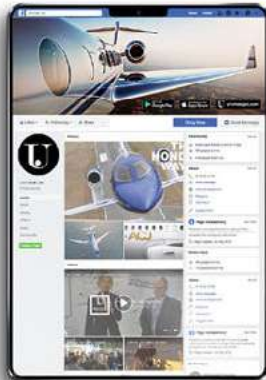
WE WIN THE HEARTS OF OUR AUDIENCE THROUGH CONTENT:

#1 ULTIMATE JET OFFERS STORIES YOU CAN'T GET ELSEWHERE

#2 ULTIMATE JET PROVIDES A UNIQUE VOICE

Ultimate Jet is the go-to brand for business aviation, producing immersive content through multiple platforms - digital, print, video, custom publishing, creative services, events, & social media.





THE ULTIMATE JET PORTFOLIO

- Mag
- Tablet
- Web
- Creative Solutions
- Social Media
- Events



BRAND GROWTH

ULTIMATE JET GLOBAL DIGITAL REACH

525,000

GEOGRAPHIC CIRCULATION

100+ COUNTRIES

ULTIMATE JET GEOGRAPHIC PRESENCE

EUROPE :

Print **50%** / Web **32,3%** / Newsletter **32,3%**

NORTH AMERICA :

Print **31%** / Web **48,1%** / Newsletter **32,9%**

MIDDLE EAST :

Print **8%** / Web **8,7%** / Newsletter **32,9%**

ASIA :

Print **7%** / Web **7,2%**

AFRICA :

Newsletter **1,3%**

OTHER :

Print **5%** / Web **3,7%** / Newsletter **3,3%**

EBACE

NBAA
NATIONAL BUSINESS AIRCRAFT ASSOCIATION

DUBAI
AIRSHOW

MEBA
SHOW

ABACE
ABU DHABI AIR SHOW

INTERNATIONAL
PARIS AIR SHOW



MARKET LEADER

ULTIMATE JET ANNUAL PRINT CIRCULATION

10,000

ULTIMATE JET ANNUAL PRINT AUDIENCE

45,500

ULTIMATE JET NEWSLETTER SUBSCRIBERS

37,000

THE LEADING MEDIA PLATFORM
FOR BUSINESS AVIATION IN EMEA





AUDIENCE PROFILES



PRINT & DIGITAL

AVERAGE AGE:

48

PRINCIPAL DECISION MAKERS

(AERONAUTICAL AND NON-AERO SECTORS):

Presidents / VPs / CEOs / Directors / Private jet owners and users.

62%

PRIVATE / BUSINESS AVIATION DECISION - PARTICIPANTS:

Pilots / Managers / Operation heads / Marketing.

21%

MIDDLE MANAGEMENT EXECUTIVES:

Engineers / Technicians / Marketing / Managers.

16%

OTHERS

1%



➔ **ULTIMATE JET AT A GLANCE.**

Ultimate Jet is the premier reference for executive aviation in Europe and beyond. Ultimate Jet is the only bilingual English-French magazine dedicated to executive aviation and luxury lifestyles. We provide our audiences with the information they seek in their language of choice.

One worldwide issue reaches the most discerning and influential market segments in more than 150 countries, providing unmatched strategic visibility.

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 in order to properly engage the most discerning readers.

Topics

- News
- Manufacturer
- Operator
- Flight Test
- Interview
- Expert Content
- Focus
- Yacht Trends
- Destinations



Contributing Expert

Handling

Yachts and helicopters: a matter of size ... Yachts et hélicoptères : une question de taille ...

6 April

MICHAEL HOFFER MANAGING DIRECTOR



More and more yacht owners want a helipad to be integrated right from the design of their new little gem. For some, this represents a true asset to their image, for others, an interesting added value of resale.

But for many, having a helipad is a necessity in difficult environments or a key element of safety. The example of large expedition yachts, where the helipad is standard equipment, has led to the development of helipads on smaller private boats. The certification of a helipad is a major feature of the yacht's design. Fully certified helipads are recognized around the world and can be used for commercial purposes. Private helipads obey less stringent certification rules.

Safety, including compliance with obstacle clearance, is a key factor in the operation of an offshore helipad. The preparation of the deck, by relocating it completely from all protruding objects before each landing and taking off, is a landing obligation. The main developments around the use of an offshore helicopter relate to safety, convenience and available space.

De plus en plus de propriétaires de yachts demandent qu'un hélicoptère soit intégré dès la conception de leurs nouveaux bijoux. Pour certains, cela représente un atout indispensable à leur image, pour d'autres, une plus-value supplémentaire considérable de revente.

Mais pour beaucoup, avoir un hélicoptère dans des environnements difficiles est une nécessité ou un élément essentiel de sécurité.

L'exemple des grands bateaux d'expédition, où l'hélicoptère est un équipement standard, a entraîné le développement des hélicoptères de moindre taille sur des bateaux privés plus petits. La certification d'un hélicoptère est une caractéristique majeure de la conception des yachts. Les hélicoptères entièrement certifiés sont reconnus dans le monde entier et peuvent être utilisés à des fins commerciales. Les hélicoptères privés obéissent à des règles de certification moins strictes.

La sécurité, notamment le respect du franchissement d'obstacles lors du décollage, est un élément clé de l'opération d'un hélicoptère en mer. La préparation du pont, en le déplaçant complètement de tous les objets saillants avant, lors et après le décollage, est une obligation de sécurité. Les principales évolutions autour de l'utilisation d'un hélicoptère offshore portent sur la sécurité, le confort et l'espace disponible.

Back in time

Lady Maura is one of the largest private yachts in the world. It was commissioned nearly 30 years ago and remains today in every way, in the cutting edge of technology. This is one of the very first yachts to have been equipped with a fully certified helipad - located on the upper deck, it is equipped with a fixed superstructure and two hydraulic jacks on the ground, the lower decks from the rear wash. Takeoffs and landings produce minimal disruption and the helipad has been used continuously for years as one of the normal operations of the yacht (Photo to follow). The helicopter, a Sikorsky S-76C++, regularly connects local landing sites and the boat. There is no longer on the Lady Maura but as it sails, it offers a true Mediterranean, a satisfactory arrangement has been found for the helicopter to remain on board during the trips and be stored in a hangar on the ground during extended stays in port.

Retour dans le temps

Le Lady Maura est l'un des plus grands yachts privés au monde. Il a été créé en 1988 et à ce jour, il est toujours à la pointe de la technologie. C'est l'un des tout premiers yachts à avoir été équipé d'un hélicoptère entièrement certifié. Situé à l'étage, sur le pont supérieur, il est équipé d'une superstructure fixe et de deux vérins hydrauliques à terre, les ponts inférieurs de la coque sont protégés. Les décollages et les atterrissages produisent un minimum de perturbation et l'hélicoptère est utilisé en continu depuis des années dans le cadre de l'exploitation normale du yacht (Photo à suivre). L'hélicoptère, un Sikorsky S-76C++, relie régulièrement les sites d'atterrissage locaux et le bateau. Il n'y a plus de hangar sur le Lady Maura mais comme il navigue le plus souvent en Méditerranée, un arrangement satisfaisant a été trouvé pour que l'hélicoptère reste à bord au cours des déplacements et soit stocké dans un hangar à terre durant les séjours prolongés en port.



Ultimate Jet X 71

CONTRIBUTING EXPERT

Consists of using expert content to enrich your target clients. It is a non-intrusive method of content creation that is based on a client's experience, and diffused globally through all digital channels. As a Contributing Expert, you are enabled to Capture your target market by becoming a partner of ULTIMATE JET.

- ➔ Relevant & Specific Communications
➔ Promote your brand, expertise, & profession
➔ Illustrate your competitive advantage

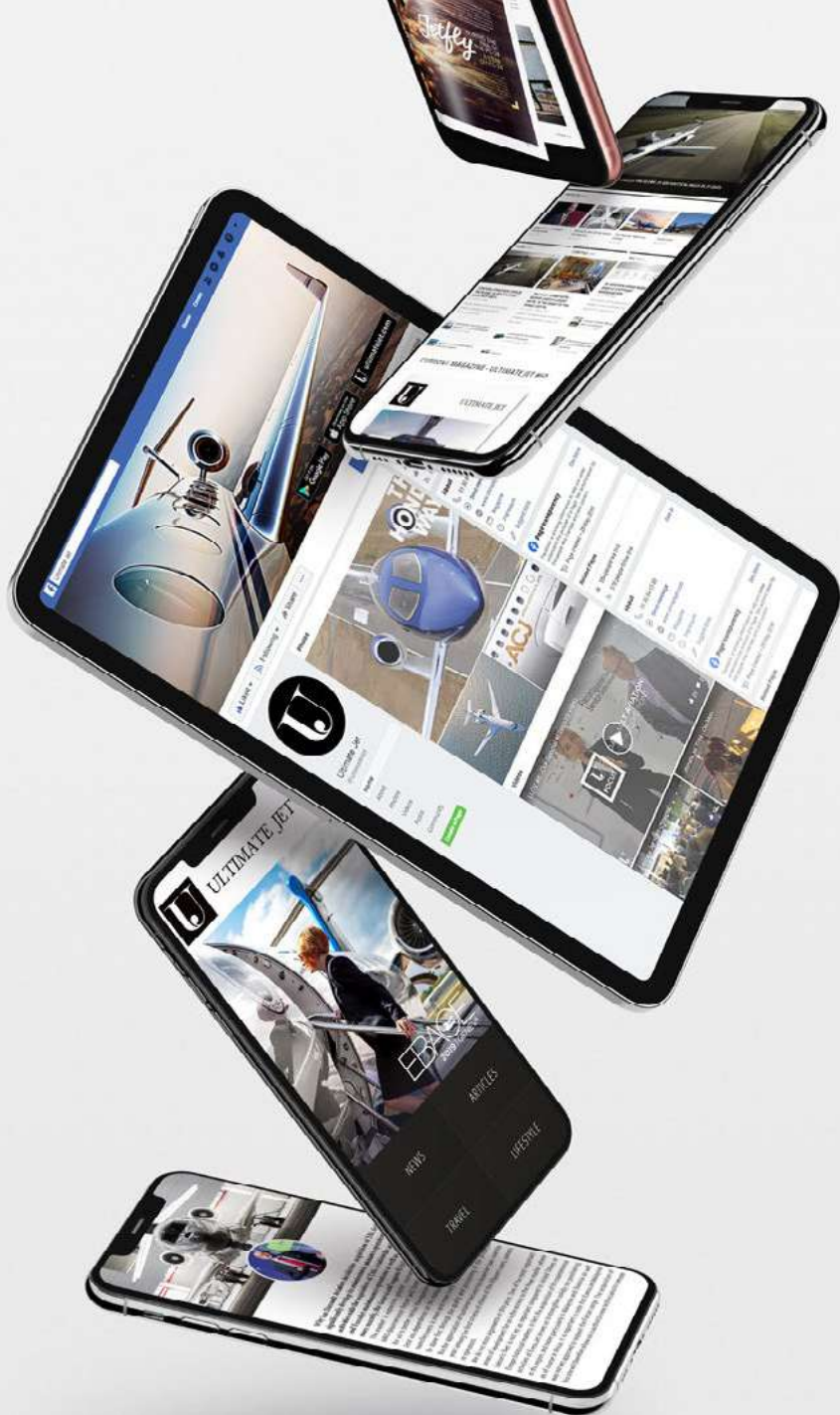
Limited Offer. Please contact us for details.





EDITORIAL CALENDAR 2023

Issue	Space Reservation Deadline	Material Delivery Deadline	Tradeshows
→ Ultimate Jet 83 Nov/Dec 2022	Oct. 17 2022	Oct. 24 2022	
→ Ultimate Jet 84 Jan/Feb 2023	Dec. 5 2022	Dec. 12 2022	
→ Ultimate Jet 85 Mar/Apr	Feb. 6 2023	Feb. 13 2023	
→ Ultimate Jet 86 May/June	Apr. 24 2023	May 2 2023	Ebace 2023 May 23-25 / Geneva
→ Ultimate Jet 87 Jul/Aug	June 19 2023	June 26 2023	SIAE 2023 June 19-25 / Paris Le Bourget
→ Ultimate Jet 88 Sept/Oct	Aug. 21 2023	Aug. 28 2023	Monaco Yacht Show 2023 TBA / Monaco NBAA October 17-19 / Las Vegas
→ Ultimate Jet 89 Nov/Dec	Oct. 16 2023	Oct. 23 2023	Dubai Airshow November 12-16 / Dubai
→ Ultimate Jet 90 Jan/Feb 2024	Dec. 4 2023	Dec. 11 2023	



DIGITAL

✈ NEWSLETTER

Ultimate Jet email newsletters deliver essential, trustworthy news right into the hands of industry influencers and thought leaders who are striving to stay ahead of the latest news and trends in business aviation.

Audience Reach: 37000 Subscribers.
24 issues / year.

✈ SOCIAL MEDIA

With us, entrepreneurs have a community—a place they can go to learn how to face business challenges head-on, discover opportunities for growth, and advance their business ventures.





ULTIMATE JET EVENTS

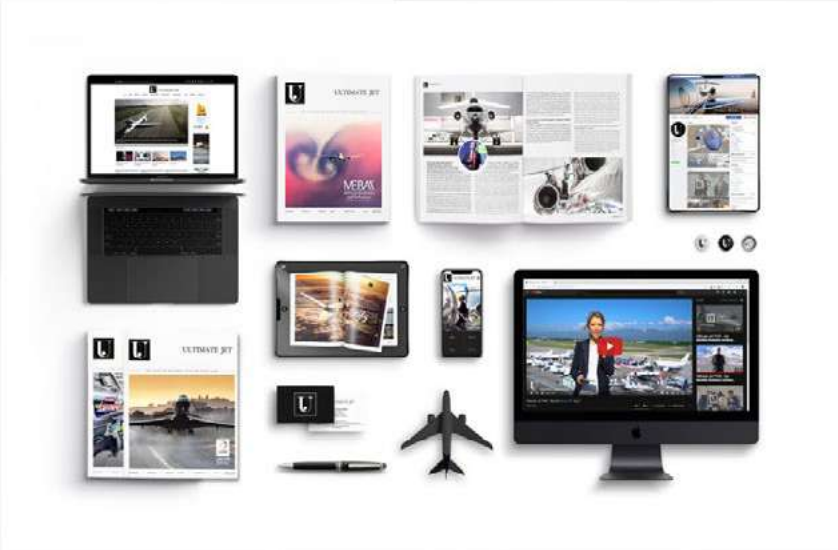
Ultimate Jet events offer a powerful and refined communication tool addressed to a targeted premium audience. They gather 500 influential people from the luxury and business aviation world for one exceptional evening.

✈️ **BUSINESS AVIATION:** Owners and users of business jets and helicopters, private & professional, clients & partners, and leaders within the aeronautics.

✈️ **LUXURY INDUSTRIES:** Leaders and deciders of main luxury houses and corporations.

✈️ **THE YACHTING WORLD:** Luxury yacht owners and users, clients and partners.

Ultimate Jet events answer a targeted branding strategy and deliver your message to a qualified audience. This makes Ultimate Jet events a true premium communication plan for your business and your brand.



CREATIVE SOLUTIONS



Callix's creative and interactive design teams develop brand specific cross-platform custom advertising products, tailored to deliver against specific campaign objectives.

We create bespoke solutions that work seamlessly with the Ultimate Jet experience through an understanding of how to engage our audience, built and delivered through a best-in-class rich media ad platform.

RATE CARDS & FORMATS

→ Print Magazine

Interior Pages	Rate
1 Page (230x280 mm)	5 900 €
2 Pages (460x280 mm) (interior spread or separate)	8 400 €

Premium Positions	Rate
Inside front cover	7 300 €
2-page spread before page of content	6 800 €
Facing page of content	5 600 €
Facing editorial	5 400 €
Inside back cover	6 800 €
Outside back cover	9 700 €

→ Newsletter Banners

Ad Units	Dimensions (Pixels, Wide x High)	Format	Resolution	Rate / month (2 Newsletters/month)
Large banner	600 x 130 px	Jpeg, Pdf, Psd, Ai	300 dpi	1 900 € / month

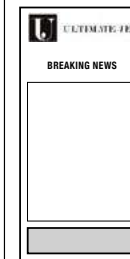
→ E-Mag Banners

Ad Units	Dimensions (Pixels, Wide x High)	Format	Resolution	Rate / month (2 Newsletters/month)
Button banner	2 300 x 1 652 px	Jpeg, Pdf, Psd, Ai	300 dpi	800 € / month

→ Web Banners

Ad Units	Dimensions (Pixels, Wide x High)	Page	Resolution	1 - 6 month campaign (Rate per month)	7 - 12 month campaign (Rate per month)
Billboard	1 280 x 200 px	Homepage	300 dpi	2 300 € / month	2 000 € / month
Vertical rectangle above the fold	300 x 450 px	All pages	300 dpi	800 € / month	650 € / month
Vertical rectangle	300 x 450 px	All pages	300 dpi	600 € / month	500 € / month
Leaderboard	1 100 x 180 px	Homepage	300 dpi	600 € / month	500 € / month
Medium Rectangle left	600 x 200 px	Homepage	300 dpi	550 € / month	400 € / month
Medium Rectangle right	600 x 200 px	Homepage	300 dpi	550 € / month <td 400 € / month	
Large Rectangle	1 100 x 320 px	Homepage	300 dpi	1 100 € / month	800 € / month
Splash banner	640 x 480 px	Homepage	300 dpi	3 600 € / month	3 000 € / month

Newsletter

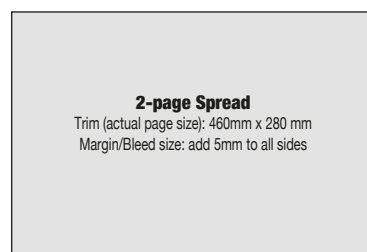
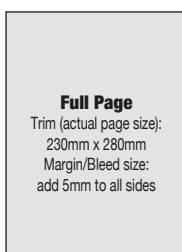


Large banner
600 x 130 px

E-Magazine



Button banner
2 300 x 1 652 px



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

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 invoice date.



GET
IN
TOUCH



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ULTIMATE JET

The Voice of Business Aviation since 2008

