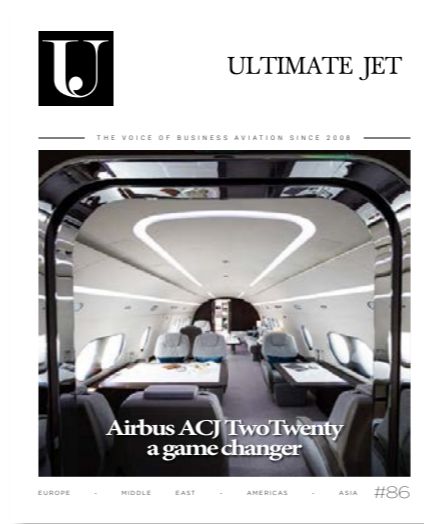
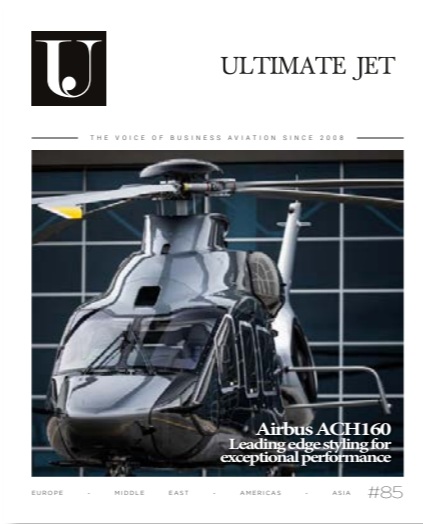
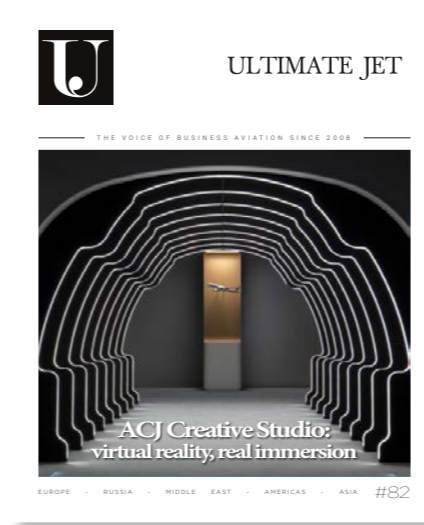




The Ultimate Media Pack
ULTIMATE JET
2024

The Voice of Business Aviation since 2008





✈️ **ULTIMATE JET AT A GLANCE.**

Ultimate Jet is the premier reference for executive aviation in Europe and beyond. Ultimate Jet is an English written magazine dedicated to executive aviation and luxury lifestyles.

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





MARKET LEADER

ULTIMATE JET ANNUAL PRINT CIRCULATION

80,000

COPIES PER ISSUE

20,000

ULTIMATE JET ANNUAL PRINT AUDIENCE

200,000

ULTIMATE JET NEWSLETTER SUBSCRIBERS

97,000

THE LEADING MEDIA PLATFORM
FOR BUSINESS AVIATION IN EMEA



BRAND GROWTH

ULTIMATE JET GLOBAL 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 AVIATION ASSOCIATION

DUBAI
AIRSHOW

MEBA
SHOW

INTERNATIONAL
PARIS AIR SHOW



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.

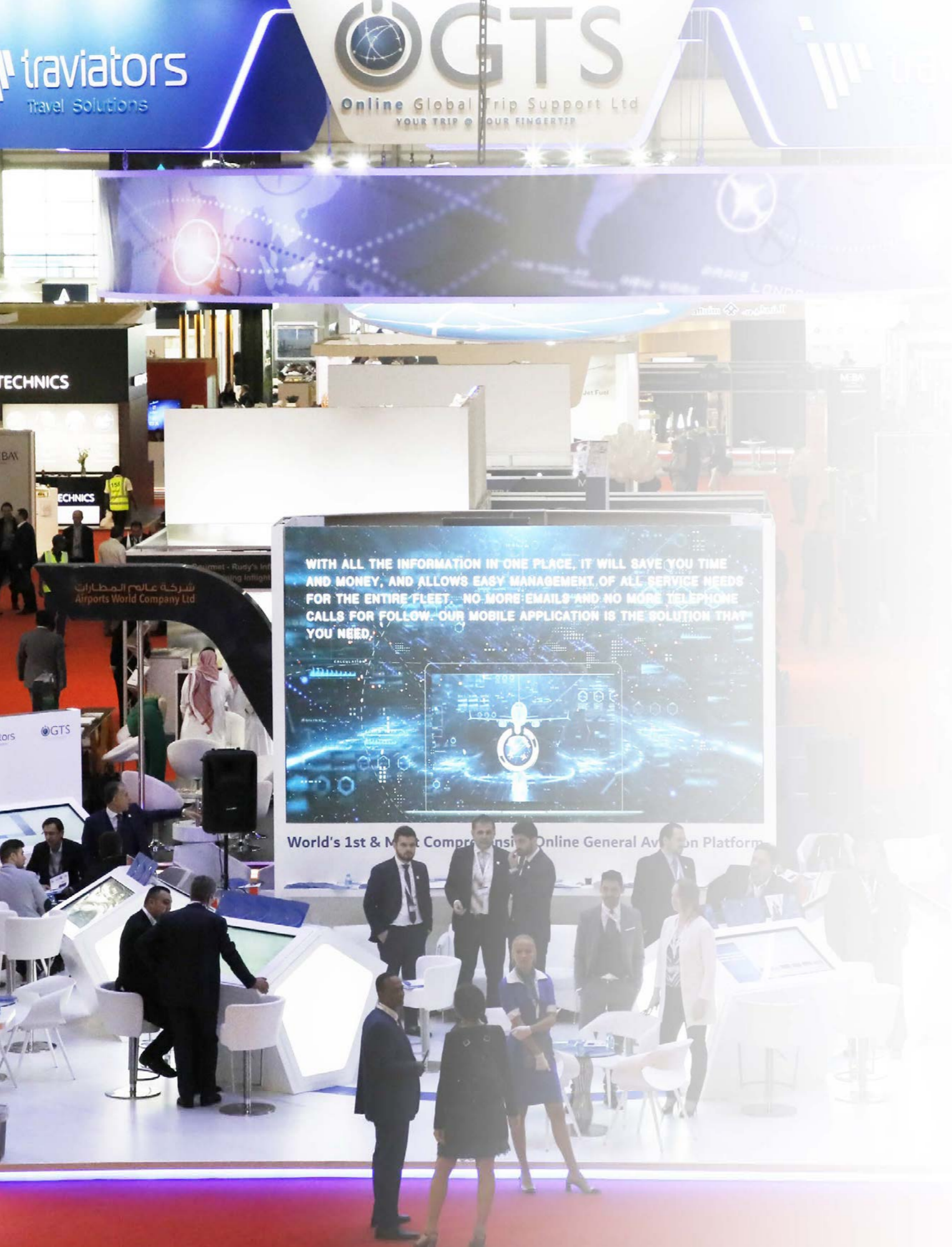
21%

MIDDLE MANAGEMENT EXECUTIVES:
Engineers / Technicians / Marketing / Managers.

16%

OTHERS

1%

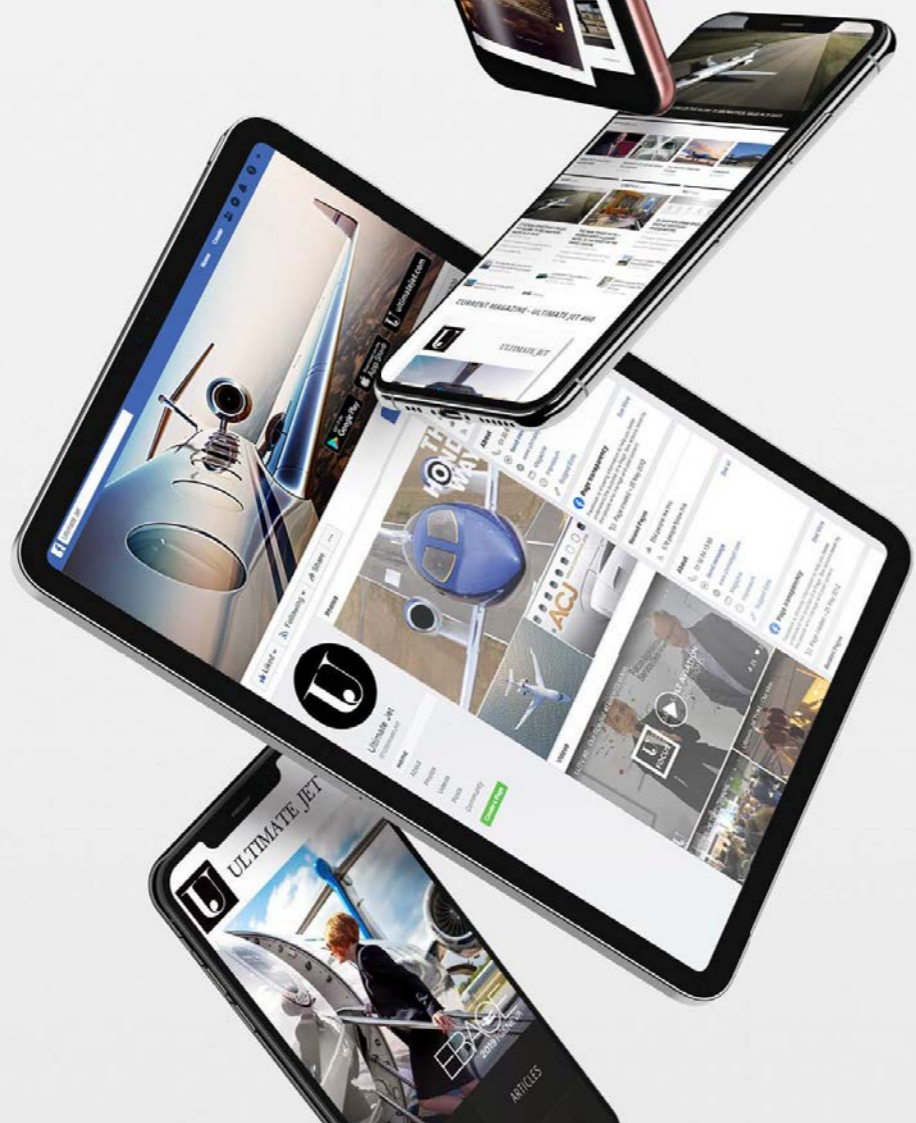


DISTRIBUTION

- BUSINESS AVIATION TERMINALS OF PARIS, FRENCH RIVIERA AND GENEVA + MONACO HELIPORT (LOUNGES AND ONBOARD)
- MAIN BUSINESS AVIATION AND SUPERYACHTS VENUES WORLDWIDE

EDITORIAL CALENDAR 2024

Issue	Space Reservation Deadline	Material Delivery Deadline	Tradeshows
→ Ultimate Jet 88 Feb/Mar/Apr	Feb. 5 2024	Feb. 12 2024	
→ Ultimate Jet 89 May/June/Jul	Apr. 8 2024	Apr. 15 2024	Ebace 2024 May 28-30 / Geneva
→ Ultimate Jet 90 Sept/Oct	July 22 2024	July 29 2024	Monaco Yacht Show 2024 Sept. 25-28 / Monaco NBAA 2024 Oct. 22-24 / Las Vegas
→ Ultimate Jet 91 Nov/Dec/Jan	Nov. 4 2024	Nov. 11 2024	MEBAA 2024 December 10-12 / Dubai



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: 97,000 Subscribers.
12 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.



RATE CARDS & FORMATS

✈️ Print Magazine

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

Premium Positions	Rate
Gatefold front cover	16 200 €
Double inside front cover	13 500 €
Inside front cover	7 300 €
2-page spread before page of content	6 800 €
Facing page of content	5 900 €
Facing editorial	5 600 €
Inside back cover	6 800 €
Outside back cover	9 700 €
Gatefold back cover	14 500 €

✈️ 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	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

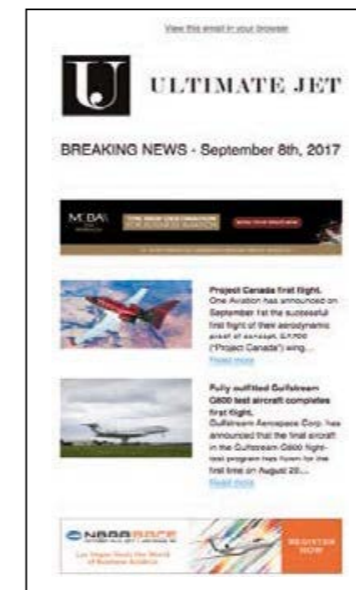
✈️ Newsletter Banners

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

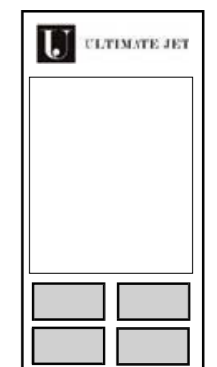
Ad Units	Dimensions (Pixels, Wide x High)	Format	Resolution	Rate / month (2 Newsletters/month)
Button banner	2 300 x 1 652 px	Jpeg, Pdf, Psd, Ai	300 dpi	800 € / month

Newsletter

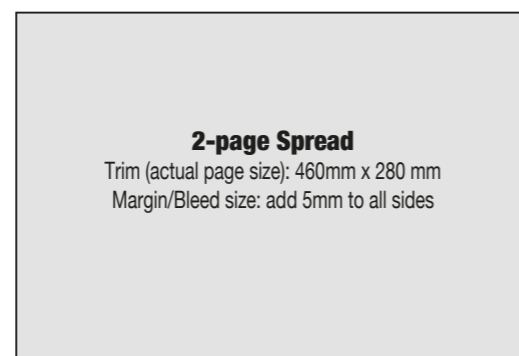
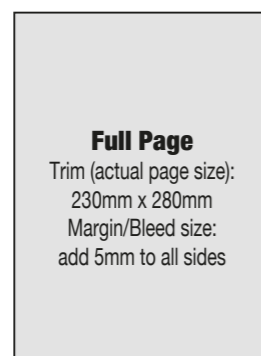


Large banner
600 x 130 px

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



→ Sylvie Péron

speron@ujmedia.fr / +33 (0)6 20 69 07 99