

1. The magazine

AIR is a monthly in-flight magazine crafted for private jet passengers in the Middle East. It guides its super-rich readers towards the best of the best in luxury, keeping them at the forefront of what's hot now and influencing their exceptional way of life. AIR does not write of a lifestyle our readers aspire to, but rather a lifestyle they live.

2. Circulation and distribution

AIR is the official in-flight magazine for a unique collection of the Middle East's most prestigious private aviation companies: Heli Dubai, Rizon Jet, Empire Aviation, Dana Jets, Gama Aviation and VistaJet. It is also the official magazine of Abu Dhabi's Al Bateen Executive Airport, which serves the passengers of Royal Jet, Abu Dhabi Aviation, Al Jaber Aviation, Falcon Aviation Services, Prestige Jet, Luxury Jet, XJet, Royal Helite Helicopters and XO JET. 5,000 copies are distributed to this select audience on a monthly basis.

3. The readers

Private jet passengers are the elite, a unique demographic of genuine HNW and UHNW individuals with an average worth of \$10million. They are royalty, dignitaries or C-level executives. With an average of 5.6 passengers onboard for long-haul flights and 2.5 passengers for short-haul, AIR will reach an estimated 9-12k readers per month.

4. The right audience at the right time

Private jet passengers are an elusive demographic for advertisers. They lead exceptionally busy lives, own multiple homes and spend a disproportionate amount of their time travelling throughout the world – so much so that the private jet is akin to their living room, a place where they get to relax, free of distractions. This is when they read AIR, and advertising in it allows you to reach them. *Flight times within the Middle East range from 1-3 hours. Flight times outside of the Middle East range from 5-13 hours.*

“we transport people who value their time so much that buying a \$150,000 air ticket to save themselves 2 hours is justifiable”

Dave Edwards, CEO, Gama Aviation

Lifestyle habits of our readers

According to research conducted by Prince and Associates, the following is true of private jet passengers:

41

Their average amount of annual trips.

\$226,000

Their average annual spend on luxury cars.

\$395,000

Their average annual spend on watches and jewellery.

2%

Consider price when selecting a hotel or resort.

70%

Own multiple \$1 million+ homes for personal use.

73%

Personally select specific brands and styles.

82%

Shop seasonally for fashion.

92%

Personally select the hotels and resorts they stay in.

95%

Do not have an annual budget, but buy what they want.

Distribution partners

AIR

AN IN-FLIGHT MAGAZINE FOR PRIVATE JET PASSENGERS

Who carries AIR onboard their private aircraft?



AL BATEEN EXECUTIVE AIRPORT

Al Bateen Executive Airport in Abu Dhabi is tailor-made for business aviation. It is the only dedicated private jet airport in the Middle East & North Africa region and offers world class facilities that are being boosted further by a multi-million US dollar redevelopment plan. The airport serves royalty, dignitaries and top-ranked executives.



DANA EXECUTIVE JETS

Dana Executive Jets is a premier private jet charter and aircraft management company in the UAE. Wholly owned by the Government of Ras Al Khaimah, UAE, it is committed to bringing the best of luxury travel to its clients throughout the region and around the world. Dana Jets seamlessly blends the cutting edge in private luxury jets with the finest in-flight entertainment, delectable catering, and traditional Arabian hospitality.



EMPIRE AVIATION GROUP

Empire Aviation Group manages the region's largest fleet of private jets. This includes privately owned aircraft which they manage on behalf of the individual owners, and jets which they charter. The company offers its customers a selection of aircraft types to complement any business or leisure charter requirement and a unique onboard service provided by a silver-service trained cabin crew.



GAMA AVIATION

For over 25 years Gama Aviation has been the leader in Business Air Operations in the United Kingdom. It has operated in the UAE since 2007 and offers aircraft charter, leasing and management to its exceptional client base of HNWI.



HELI DUBAI

Heli Dubai is Dubai's premier helicopter service. It is owned by the Government of Dubai and caters for corporate and private needs and is the exclusive carrier of VIP hotel guests to the helipads at Burj Al Arab, Atlantis, The Palm and Emirates Palace.



RIZON JET

Rizon Jet manages privately owned aircraft for individual owners and charters aircraft for business and leisure travel. Pre-flight, passengers are collected from their homes via helicopter or limousine and taken directly to the company's new, luxurious VIP terminal in Qatar. Rizon Jet ensures levels of luxury, comfort and security that are quite simply unparalleled in the world of private aviation



ORYX JET

Oryx Jet operates out of Europe, from where it flies passengers across the globe. In addition to offering a fleet of jets for charter, Oryx Jet manages aircraft for individuals, a service which involves readying their jet for use whenever the owner requires it. The experience of flying with Oryx Jet begins with a limousine transfer or helicopter pick-up direct to a VIP terminal, while the onboard service hits the highest level of luxury.

Advertising rates



AN INFLIGHT MAGAZINE FOR PRIVATE JET PASSENGERS

*** OBC**
\$15,000

2nd DPS
\$23,400

ROP DPS
\$18,000

1st 30% FP
\$11,500

*** IFC DPS**
\$27,000

3rd DPS
\$22,500

OPP CONTS
\$13,000

FP FH
\$11,000

*** IBC**
\$13,000

1st 30% DPS
\$20,700

1st RHP
\$12,500

FP ROP
\$10,000

1st DPS
\$24,300

FH DPS
\$19,800

Prices for guaranteed positions and special operations available on request. Discounts for volume bookings available on request.

Advert specs

DOUBLE PAGE SPREAD 400mm (w) x 265mm (h)

Please supply double page spread ads as two individual full page ads, please allow for a 4mm gutter, Minimum 3mm bleed and crop marks set with 3mm offsets. Please ensure that type does not come within 6mm of the edge of the page and it is 10mm away from the gutter.

FULL PAGE 200mm (w) x 265mm (h)

Minimum 3mm bleed and crop marks set with 3mm offsets. Please ensure that type does not come within 6mm of the edge of the page.

Supplying adverts

If the advert is small enough to email (under 10MB), please send it to adsupply@hotmediapublishing.com. If it is too large to email, please upload it to the our FTP site The FTP login details will be sent to you upon request from haneef@hotmediapublishing.com. Once you have uploaded the ad, please email adsupply@hotmediapublishing.com to confirm it is there. We will contact you immediately afterwards if any changes need to be made.

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