

CHARTERBROKER

MEDIA INFORMATION, RATES & DATA, 2017



Targeted advertising for the ad hoc air charter business



KSWF

KFXE

SBGL

Dear air charter professional

'Ad hoc' perfectly describes anything happening only for a particular purpose, not planned before it happens. The nature of ad hoc business is that it is not regular.

Thus in the world of ad hoc passenger charter, the unique challenge is continually to create individually tailored flight packages for a growing roster of clients. Brokers must manage any such opportunities fully, efficiently and to a high standard.

But they can't do this on their own. Their success depends on a network of connections: access to aircraft of various specifications; price and time information; special services; handling arrangements; airport facilities. The list goes on. Every broker wants to ensure they have the most up-to-date information from aircraft operators, airports and handlers so that they can put together the best contracts for their clients.

Things are constantly changing and being updated. Perhaps you have added a jet to your fleet; extended the length of a runway; shaved minutes off handling times. But who's to know? How do you get word out so that you can capitalise on these developments?

Advertise with Charter Broker magazine

Charter Broker magazine aims to reach the key personnel at every business air charter broker worldwide with its printed publication, and every air charter operator worldwide with the print and digital editions.

Book advertising in *Charter Broker* and you can be sure that professionals responsible for making many thousands of bookings will see your message. We can create your advertisement for you if you don't have a design ready to go.

And, as a bonus, all air charter companies advertising in *Charter Broker* magazine during 2017 will also be highlighted in our own online charter operator directory.

So, if your business is air charter, ask yourself whether you can afford not to advertise.



David Wright
Publisher



The world of ad hoc air charter

At *Charter Broker* we are in touch with air charter brokers from every continent. We produce the only magazine to be written especially for them, and it lands on their desks every other month, full of stories from within the industry.

North America

North America represents the dominant market for business aviation. North America has an insatiable appetite for innovation in technology. Today, more than ever before, the business aviation industry needs to meet the demands of a young, more tech-savvy audience who expect a private jet to be just as accessible and easy to book as an Uber taxi.

Readership
3,063

Bonus distribution!



NBAA

Las Vegas
10-12 October 2017

South & Central America

One of the fastest growing markets in the world, driven especially by Brazil and Colombia.

Readership
1,236

Our coverage

Broker news

Appointments, collaborations, office moves, programme developments, new routes, partnerships and more

Features

Covering trends, issues and opinions from and about the people and companies driving the business aviation market.

Industry association news

Important words from those governing the safety and propriety of the marketplace

Online news

Ways in which technology is developed and implemented by online platforms

Operator news

A round-up of fleet additions, accreditations and certifications, and ACSF registrations

Charter Operator Directory

Our essential listing of air charter operators worldwide, with fleet details and locations, included as part of *Charter Broker* magazine every issue.

Europe

Business aviation's second largest marketplace after the United States, Europe has trading links around the world, ever-closer integration of its own economies and congested airports. This is a recipe for strong continuing growth in demand for business aviation services over the coming years.

The largest contributors to growth have been Turkey, the UK, Spain, Germany, Greece, Poland and France.

Readership
6,715

Bonus distribution!

EBAGE

Geneva, Switzerland
22-24 May 2017

Bonus distribution!

ACE17

Biggin Hill, UK
12 September 2017

Readership
661

Middle East

Home to some of the largest business jet operations in the world, the Middle East encompasses the Gulf States and their near neighbours to the north, who are transitioning from mineral wealth towards overseas investments.

Bonus distribution!

DUBAI
AIRSHOW

Dubai
12-16 November 2017

Readership
1,680

Asia/Oceania

The volume of business aviation in Asia is growing steadily but the capacity of airways and airports is a major issue in the development of the industry, and demand for services is lagging behind facilities. Asia remains a magnet for western business whose trade with the region continues to grow.

Readership
557

Africa

An enormous continent with an underdeveloped commercial airline infrastructure, Africa represents a great opportunity for private aviation. The continent is resource-rich and needs the means to transport business executives and landowners to important, often remote, locations. Unstable conditions across Africa, politically and geographically, mean that air travel is the natural option for business travellers needing to connect between countries. The African private aviation market has, until recently, remained largely impenetrable but it is now opening up rapidly.

Effective advertising to the biggest spenders in global business air charter

Charter Broker is issued six times a year in printed and digital format.

The printed edition is mailed free of charge to key staff at every business air charter broking organisation worldwide. The digital edition is sent to air charter operators and to thousands of other business aviation professionals.

This circulation and estimated readership is detailed in a statement after publication of every issue, available on the www.charterbroker.aero web site.

The October 2016 statement shows that the total readership of that edition was more than 23,000.



CHARTERBROKER
Readership and circulation statement
OCTOBER 2016 EDITION

Charter Broker is a leading international publication for the business aviation industry. It is the only magazine to provide a comprehensive overview of the global charter market, including the latest news, analysis, and insights from industry experts. The magazine is published six times a year in both print and digital formats.

Readership

Region	Number of Readers
North America	10,000
Europe	8,000
Asia Pacific	5,000
Latin America	2,000
Africa	1,000
Middle East	1,000
Total	27,000

Circulation

Region	Number of Copies
North America	5,000
Europe	4,000
Asia Pacific	3,000
Latin America	1,000
Africa	500
Middle East	500
Total	14,000

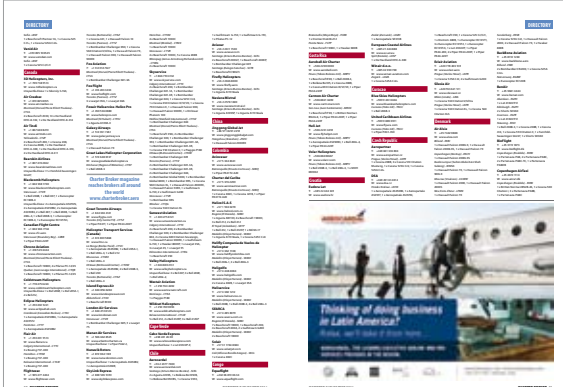
Advertising Revenue

Region	Revenue (USD)
North America	\$1,000,000
Europe	\$800,000
Asia Pacific	\$500,000
Latin America	\$200,000
Africa	\$100,000
Middle East	\$100,000
Total	\$2,700,000

New: Charter Operator Directory

Charter Broker magazine now features a major directory of business air charter operators from around the world, with fleet location data. To be listed is free of charge, but display advertisers can take advantage of enhanced listings, and use the advertising to promote:

- New aircraft or fleet
- Onboard facilities
- Key selling points for charter brokers
- New locations
- Airport base facilities
- **New updated edition every issue**



Charter Operator Directory

Operator	Location	Fleet	Contact
ABC Charter	New York	Boeing 737	123-456-7890
DEF Charter	London	Airbus A320	012-345-6789
GHI Charter	Los Angeles	Boeing 787	234-567-8901
JKL Charter	Paris	Airbus A350	345-678-9012
MNO Charter	San Francisco	Boeing 747	456-789-0123
PQR Charter	Frankfurt	Airbus A380	567-890-1234
STU Charter	Los Angeles	Boeing 777	678-901-2345
VWX Charter	London	Airbus A321	789-012-3456
YZA Charter	New York	Boeing 737 MAX	890-123-4567



**Brad Wright***Advertising Sales*

Direct line: +44 (0)1279 714521

Email: brad@charterbroker.aero

**Caroline Hodge***Editor*

Direct line: +44 (0)1279 714513

Email: caroline@charterbroker.aero

**Janet Edwards***Circulation/Subscriptions*

Direct line: +44 (0)1279 714515

Email: janet@charterbroker.aero

**David Wright***Publisher*

Direct line: +44 (0)1279 714502

Email: david@charterbroker.aero

**CHARTERBROKER**

134 South Street, Bishop's Stortford

Hertfordshire, CM23 3BQ, UK

Telephone: +44 (0)1279 714529

Facsimile: +44 (0)1279 714519

Web: www.charterbroker.aero

Charter Broker is published by Stansted News Limited, a business-to-business publisher that specialises in business aviation magazines. The company was established in 1987 and also publishes European Business Air News.

Publication schedule 2017

	Feb/Mar	Apr/May	Jun/Jul	Aug/Sep	Oct/Nov	Dec/Jan
Booking:	25 January	22 March	31 May	19 July	13 September	4 December
Materials:	27 January	24 March	2 June	21 July	15 September	6 December
Publication:	6 February	13 April	12 June	31 July	25 September	11 December

Rates and data

Space booked **Four-colour (price per issue)**

	Single issue	2-4 Issues
Full page	£1,495	£1,350
Half page	£995	£850
Quarter page	£695	£550

Web banner	£150 per month
Email banner	£25 for one insertion (min 2 months) £250 for a year (12 issues)

Prices held from 2016**Artwork sizes****Page trim size: A4 (210 mm x 297 mm)**

	Type area (mm) width x depth	Bleed (mm) width x depth
Page	180 x 265	216 x 303
Half page	180 x 130 87 x 265	– Landscape – Portrait
Quarter page	87 x 130 180 x 63	– Portrait – Landscape

Web banner	468 x 60 pixels
Email banner	468 x 60 pixels (landscape) 144 x 240 pixels (portrait)

Print specification:

Charter Broker is printed sheetfed offset onto coated stock, saddle stitched and trimmed to A4 size.

Advertising materials should be supplied as high resolution, CMYK, font embedded pdf files. QuarkXPress 10, Indesign CS5 files and other digital formats can be accepted, please call before sending materials.

Agency discount:

Recognised agencies providing finished digital materials may deduct a commission of 10 per cent from the standard rates.

We would like to thank our advertisers in 2016, who included:

- Access Oslo Executive Handling
- Aerocardal
- Air Partner
- ARGUS International
- Atlas Helicopters
- AviMall
- Biggin Hill Airport Ltd
- Federal Airlines
- GA Partner
- Hunt & Palmer
- Jet Assist
- National Business Aviation Association
- Oxfordjet
- Returnjet
- RVL Aviation
- TAG Farnborough Airport
- White Cloud Charter

Booking conditions

1. The Publisher reserves the right to refuse, amend, withdraw or otherwise deal with all advertisements submitted to him at his absolute discretion and without explanation. All advertisements must comply with the The UK Code of Non-broadcast Advertising, Sales Promotion and Direct Marketing.

2. The Publisher will not be liable for any loss or damage consequential or otherwise occasioned by error, late publication or the failure of an advertisement to appear from any cause whatsoever.

3. The Advertiser will indemnify the Publisher against any damage and/or loss and/or expense which the Publisher may incur as a direct or indirect consequence of the Advertiser's announcement.

4. The Publisher reserves the right to increase advertisement rates at any time or to amend the terms of contract as

regards space or frequency insertion. In such event the Advertiser has the option of cancelling the balance of the contract without surcharge.

5. The Publisher reserves the right to refuse stop-orders, cancellations or transfers unless they are received not less than ten weeks before the copy date. The cancellation by the customer of any advertising after the booking deadline will incur a cancellation fee of 100% of the charges that would be payable if the advertising had been published.

6. If the Advertiser cancels the balance of a contract, except in the circumstances stated in paragraph 4, all unearned series discount will be surcharged. The Publisher reserves the right to surcharge in the event of insertions not being completed within the contractual period.

7. Where credit facilities are granted, failure to pay accounts within 30 days nett from the invoice date will make

advertising agencies liable to the following reductions in any commission otherwise allowed to agencies:-

- (a). 5 per cent on the gross rate where the sum owing has not been paid one month after the due date.
 - (b). The full 15 per cent where the sum owing remains unpaid two months after due date.
8. Copy must be supplied without application from the Publisher. In the event of copy instructions not being received by the copy date the Publisher reserves the right to repeat the copy last used.
9. All advertisement orders, amendment and cancellations are acknowledged. Proof of posting advertisement instructions will not be accepted as evidence of receipt.
10. Provided copy is received by the stipulated copy date, except in the case

of repeat advertisements, the Publisher will provide proofs if requested and it is practicable to do so.

11. The Advertiser shall be responsible for the insurance of all advertisement material delivered by him to the Publisher and the Publisher cannot accept any responsibility for loss or damage.

12. The Publisher reserves the right to destroy all materials which have been in his custody for 12 months, provided that the Advertiser or his agent has not given instructions to the contrary. The Publisher may exercise this right without notice.

13. All advertisements due to appear in Charter Broker will only be accepted on condition that the Advertiser warrants that the advertisement does not in any way contravene the provisions of the British Control of Misleading Advertisements Regulations, 1988, and its subsequent amendments.