

2018

Readership
up over
200%
on 2016

MEDIA INFORMATION, RATES & DATA

CHARTERBROKER

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 2017 statement shows that the total readership of that edition was more than 32,700.

We would like to thank our advertisers in 2017 who included:

- | | | |
|-------------------------------------|--|-------------------------|
| Access Oslo Executive Handling | GA Partner | Sailing Tours Aviation |
| Aerocardal | GI Aviation | SkyMark Executive |
| Aeronexus Corporate | Heli Jet | Smart Aviation |
| Asia Jet | Interflight (Air Charter) | Sundt Air |
| Asian Business Aviation Association | Jet Assist | TAG Farnborough Airport |
| Aviasur | London City Airport Authority | Titan Airways |
| Aviation Services Management | MEAJET | Titan Aviation |
| Avinode | My Corporate Jet | Ultimate Jetcharters |
| Biggin Hill Airport Ltd | National Business Aviation Association | Vertis Aviation |
| Europ Star Aircraft | Oxfordjet | White Cloud Charter |
| Federal Airlines | Phoenix Aviation | Zetta Jet |


Readership up over 200% on 2016

CHARTERBROKER

Readership and circulation statement
OCTOBER 2017 EDITION

Charter Broker is a business-to-business magazine established in 2009, published bi-monthly in printed and digital format. It is the only magazine in the world specifically written for professionals in business air charter flight operations. It contains news and features about air charter brokers themselves, and about the air charter operators and airports they use worldwide.

Charter Broker maintains its own proprietary and confidential database of every charter aircraft around the world, and every air charter broking company. The database lists are based on the data, and are analysed and prepared on publication of each issue in this report. Individuals receiving a printed copy may also receive the digital edition, but are reported only once.



SUMMARY

Qualified readership	11,294	Non-qualified readership	2,114
Circulation (print)	1,000	Readership (print)	1,000
Circulation (digital)	3,000	Readership (digital)	1,114
Circulation (total)	4,000	Readership (total)	2,114
Total readership	32,700		

BUSINESS/OCCUPATION BREAKOUT

	Number of people	Qualified readership	Non-qualified readership	Total	Per cent
Business	1,800	1,800	0	1,800	16.8
Charter operators	1,800	1,800	0	1,800	16.8
Other business aviation professionals	1,200	1,200	0	1,200	11.2
Other occupations	8,000	0	8,000	8,000	73.2
Total	3,600	3,600	8,000	11,600	

Not all respondents are qualified to be included in the database. This is because of incomplete information. Some respondents are not included in the database as they are not in the database category.

Charter Broker Ltd 250 South Street, 5th Floor London, EC1A 3DF Tel: +44 (0)20 7323 1234 www.charterbroker.aero	Advertising Manager Bruce Wright Tel: +44 (0)20 7323 1234 Email: bruce@charterbroker.aero	Circulation Subscriptions James Edwards Tel: +44 (0)20 7323 1234 Email: james@charterbroker.aero
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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?

I don't believe any other publisher in this industry is as thorough at researching its readership:

We have a dedicated team for researching and finding the key contacts at every air charter brokerage and making sure that an individually named copy of *Charter Broker* lands on their desk, for free, every other month. We aim to reach the key personnel at every business air charter broker worldwide with our printed publication, and every air charter operator worldwide with the print and digital editions.

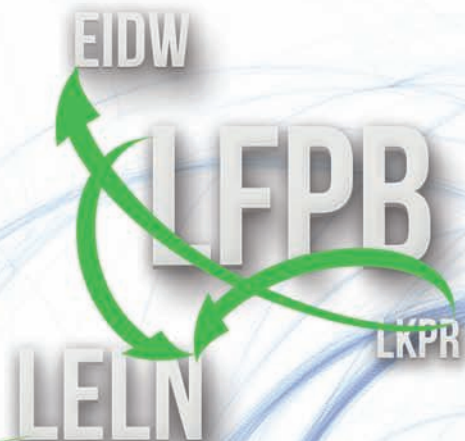
Book advertising in *Charter Broker* and you can be sure that professionals responsible for making many thousands of bookings will see your message. We can create your advertisement for you if you don't have a design ready to go.

And, as a bonus, all air charter companies advertising in *Charter Broker* magazine 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.



Bradley Wright
Advertising Sales



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
9,920

Bonus distribution!



Orlando
16-18 October 2018

South & Central America

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

Readership
3,028

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, ACSF registrations and FBO news

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
11,608

Bonus distribution!

EBAGE

Geneva, Switzerland
29-31 May 2018

Bonus distribution!

ACE 18

Biggin Hill, UK
11 September 2018

Readership
1,100

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!

MEBA™

SHOW
Dubai
10-12 December 2018

Readership
4,387

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
1,900

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 for air charter brokers

The *Charter Broker* online directory of over 1,400 specialist air charter broker businesses is the largest and most comprehensive listing worldwide.

In 2018 this has been expanded to include accreditations and experience as well as basic contact details, and will be promoted to HNWI and business travellers along with useful tips and information about the aircraft, airports and types of operators available.

We are offering charter brokers a simple, low cost advertising package to take full advantage of this new *Charter Broker* feature:

- Highlighted at the top of the listings on the broker search page, with logo and 25-word introduction
- Logo, picture and 75-word profile on the broker company detail page
- Full year's coverage, starting any time
- Just £295

**NEW
for
2018**

The screenshot shows the Charter Broker website interface. At the top, it says "CHARTER BROKER THE GLOBAL RESOURCE FOR CHARTER FLIGHT PROCUREMENT". Below this is a search bar with fields for "Email" and "Password", and a "LOG IN" button. A "Back to search page" link is visible. The main content area features the PrivateFly logo, a photograph of the company team, and a detailed profile. The profile includes contact information: Telephone: +44 207 100 6960, Fax: +44 207 100 6960, Email: enquiries@privatefly.com, Web: www.privatefly.com, Facebook: PrivateFly, and Twitter: PrivateFly. It also lists experience with Business, Ambulance, and Group flights, and mentions memberships with ARGUS, Wyvern, BACA, and ACANA. A sidebar on the right titled "VISIT OUR ADVERTISERS" lists other brokers like White Cloud Charter, TAG Farnborough Airport, and Ultimate Jetcharters.

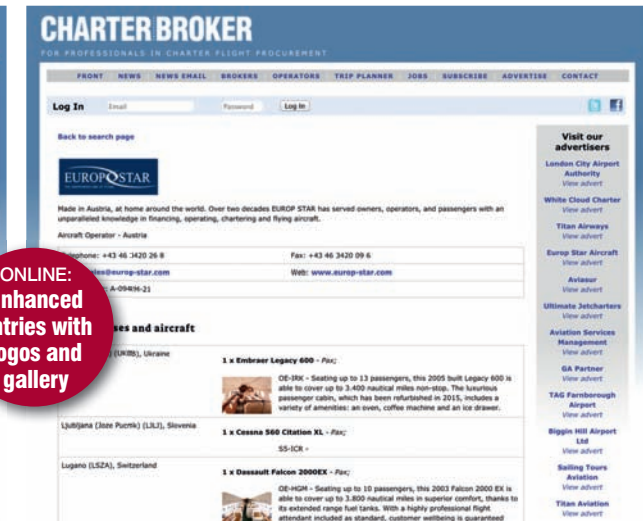
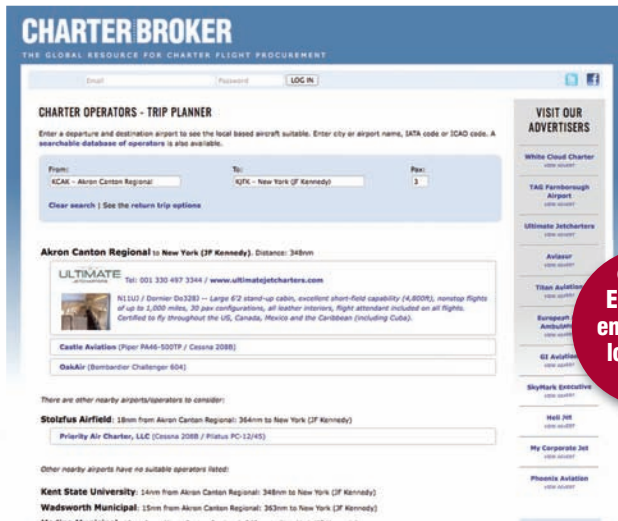


Great value advertising for air charter operators

Take advantage of our special deals for operators in the *Charter Broker* Directory. Every advertiser taking our special rate advertising packages receives the following wide exposure:

- Enhanced text entry in our printed Directory
- An enhanced entry online in Trip Planner, including your company logo, a short company biography, cabin shots and a sales message for all aircraft in your fleet

Our six issue full page deal at £4,500 works out at just £750 per issue, while the fantastic value of the eighth page package should not be missed – six adverts cost just £100 each and come with the same online and printed enhancements.



ONLINE:
Enhanced entries with logos and gallery

Contact **Brad Wright** Direct line: +44 (0)1279 714521 Email: brad@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 2018

	Feb/Mar	Apr/May	Jun/Jul	Aug/Sep	Oct/Nov	Dec/Jan
Booking:	17 January	21 March	16 May	18 July	19 September	21 November
Materials:	19 January	23 March	18 May	20 July	21 September	23 November
Publication:	25 January	29 March	24 May	26 July	27 September	29 November

Rates and data

Space booked

	Four-colour (price per issue)	
	Single issue	2-4 issues
Full page	£1,695	£1,495
Half page	£1,150	£1,050
Quarter page	£850	£750
Web banner	£150 per month	
Email banner	£25 for one insertion (min 2 months) £250 for a year (12 issues)	

Artwork sizes (standard A4 size, width x depth, mm)

	Type area (mm)	Trim (mm)	Bleed (mm)
	Full page	180 x 265	210 x 297
Half page	180 x 130 – Landscape 87 x 265 – Portrait		
Quarter page	87 x 130 – Portrait 180 x 63 – Landscape		
Web banner	468 x 60 pixels		
Email banner	468 x 60 pixels (landscape)	144 x 240 pixels (portrait)	

BEST VALUE!

Air charter directory six issue package

Standard rates (price per issue)

	Six issues	Equivalent cost per issue	Single issue	3-5 issues
Full page	£4,500	£750	£1,495	£1350
Half page	£2,250	£375	£995	£850
Quarter page	£1,170	£195	£695	£550
Eighth page	£600	£100		

Artwork sizes (standard A4 size, width x depth, mm)

	Type area (mm)	Trim (mm)	Bleed (mm)
	Full page	180 x 265	210 x 297
Half page	180 x 130 – Landscape 87 x 265 – Portrait		
Quarter page	87 x 130 – Portrait 180 x 63 – Landscape		
Eighth page	87 x 63		

Advertising sales: **Brad Wright** Direct line: **+44 (0)1279 714521** Email: **brad@charterbroker.aero**

134 South Street, Bishop's Stortford, Hertfordshire, CM23 3BQ, UK. +44 (0)1279 714529 www.charterbroker.aero

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. 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.

Booking conditions

- 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 UK Code of Non-broadcast Advertising, Sales Promotion and Direct Marketing.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.

- 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.
- 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.
- 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 Business Protection from Misleading Marketing Regulations 2008, and its subsequent amendments.