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**Aviation
International News®**

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**Aviation
International News®**
Respected. Requested. Required.

The definitive news and information resource for business aviation worldwide.

In print. Online. On site.



Aviation International News

If it happens in business aviation, it's covered in AIN's monthly edition. With twice the content of competing magazines, AIN reaches a highly targeted, active readership of 38,783 professionals in 172 countries. Special sections spotlight regional airlines, helicopters, avionics, maintenance and FBOs.



Business Jet Traveler

The ideal complement to AIN monthly, BJT is the only aviation-specific magazine published for end-users of corporate aircraft. Mailed to more than 27,000 C-level executives, BJT tackles topics like ownership options, taxes, finance and regulation.



NBAA



EBACE



HAI

AIN's Convention News

Published daily at the NBAA, EBACE and HAI Conventions, the intensive, insightful editorial generated live in our on-site press room has made Convention News the leader in both reader preference and market share.



Paris



Singapore



Dubai



Farnborough

International Airshow Editions

In-depth news and analysis of defense, commercial, air transport and general aviation by the largest and most expert staff in the business—that is the hallmark of our airshow editions. Produced daily at the Paris, Dubai, Singapore and Farnborough airshows.



AIN Alerts

A twice-weekly news bulletin distributed via email to more than 31,000 registered users, Alerts offers a concise digest of top news stories as they develop. Alerts includes a limited number of exclusive premium banner positions that are sold on a monthly basis.



AINtv.com

A logical extension of our print and online news channels, AINtv.com brings highlights of key conventions and air shows to life with a concise daily news broadcast over the Internet. Daily segments will be produced in conjunction with our on-site publications at HAI, EBACE, NBAA and the Paris and Dubai Air Shows. Advertising opportunities include 30-second spots and video product brochures.



AIN Online

The newly redesigned electronic home of our print products, AINonline.com includes select feature and news content, a searchable archive and daily feeds from all of our show issues, generating an average of over 400,000 user sessions from more than 90,000 unique visitors per month. A full range of banner options is available.



AIN

“Aviation International News is the best and most complete source for the latest up-to-the-minute information in all areas of aviation.”

—Captain, Charter/Air Taxi Operator.

The business aviation audience is literally everywhere.

In all the world, only one publisher is right there with them.

There are the aviation professionals in the front of the plane. There are the business decision makers in the back of the plane. There are the convention attendees at NBAA and around the world. And there’s the virtual audience online.

Besides business aviation itself, only one thing unites them:

Their overall preference for the magazines and Internet sites published by Aviation International News.

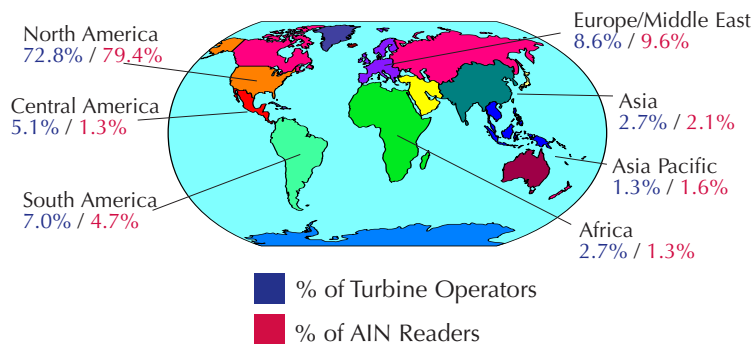
For 35 years, AIN has promised—and delivered—the most accurate, comprehensive and insightful coverage of business aviation in the business.

To enable us to cover the news wherever it happens, whenever it happens, AIN fields a staff of award-winning reporters, editors and photographers that is three to four times larger than that of our immediate competitors.

Given the quality of our publications, then, the quality of our audience should come as no surprise.

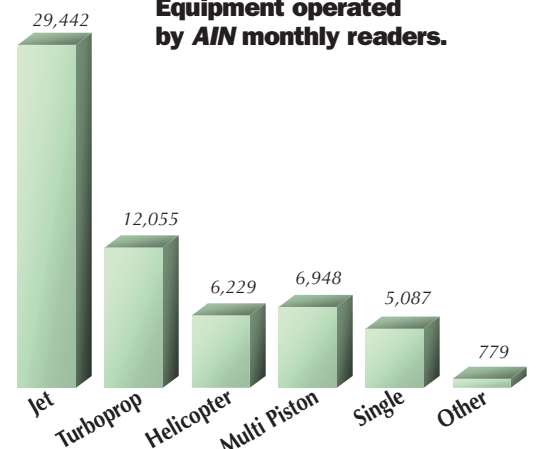
The Aviation International News audience. The 38,783 most clearly identified, recently updated and solidly qualified readers in business aviation.

AIN’s monthly distribution precisely matches the distribution of turbine operators worldwide.



Source: September 2006 AvData Inc.

Equipment operated by AIN monthly readers.



Source: AIN Circulation Data September 2006

In print. Online. On site.



AUDIENCE

“I like that [BJT] is written from the perspective of or targeted to the passenger as opposed to pilots or other ‘industry insiders.’”

—Director; Flies on a Managed and Chartered Jet

Audience Highlights:

Aviation International News:

38,783 BPA-audited, controlled readers plus 4,390 industry readership, with steady growth in the file over the last 5 years. Readers qualify on the basis of turbine aircraft and job function. Global circulation matches the distribution of business aircraft operators worldwide. Highly active: 83.8% one-year direct, written request; 16.2% two-year names; zero three-year names; less than 3% list names.

Business Jet Traveler:

A very exclusive roster of 28,528 controlled readers with senior executive titles and demonstrated interest in business aircraft use. Some 59% of readers own a business jet outright, 21% own fractional shares, and the remainder are charter users. Two-thirds are chairman, CEO, COO, CFO or president; one-third are executive VPs, VPs or other senior managers. Readers lead companies averaging \$813 million in annual revenue. Individual average net worth of readers is \$12 million, and their average age is 54.

On-Site Daily Publications:

While details vary by venue, all of our on-site distribution efforts at major industry conventions and international aerospace exhibitions include all major show hotels as well as the show site itself. Hotel distribution, which is as high as 30% of our print run, targets all major show hotels with magazines by 4:30 a.m., making AIN the preferred pre-show read for delegates. Our uniformed distribution staff is in place at the show venues by 7 a.m. Contact your sales representative for venue-specific details.

AINOnline:

Steady growth of both unique visitors and visits to the site, averaging more than 90,000 and 400,000 respectively in 2006. Site generates more than 4 million hits per month. Heaviest use is during weekdays and business hours, indicating value of tool for work-related information. Distinct traffic spike during shows confirms value of online extension of on-site coverage coinciding with print publishing at major events.

AINAlerts:

A total of 31,145 registered recipients as of September 2006, with steady month-to-month growth. Some 87% of recipients are aircraft operators, including 68% who fly jet equipment. Nearly half of readers are flight operations personnel, 19% are senior corporate managers, and 11% are involved in aircraft maintenance.



Editorially driven.

“A great publication that gets my total attention on arrival—I go cover to cover. Great information and news along with valuable info on updates, etc. A necessary publication for corporate operators.”

—Chief Pilot, Corporate Flight Department.

What makes AIN different?

“Our insight, discernment and background knowledge of the subject. Clear, interesting writing. Good hard news and not just public relations hype. We look for the other side of the story—what is the company not saying in the press conference. We don’t shy away from the truth. We are careful not to editorialize, and we stick to the facts.”

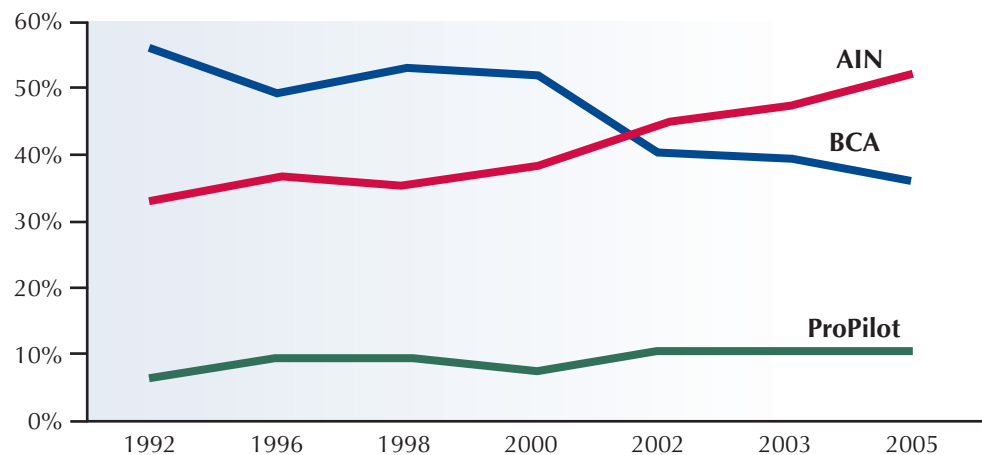
—James Holahan, Founding Editor

This quote speaks to AIN’s overall philosophy—a philosophy that has created a unique bond between our writers and business aircraft operators and owners.

- Fully 93% of readers report having taken action based on AIN’s content
- Some 45% have purchased products or services advertised in the magazine
- 42% have recommended purchase of these products
- 67% of readers say they discuss articles with others in their organization

(source: 2005 Harvey Research)

Which publication is the most important and informative?



Since going monthly in 1995, Aviation International News has steadily increased its leading position as the preferred magazine for the turbine business aviation industry, as confirmed by independent reader research. Since 1992, AIN has commissioned periodic, third-party readership surveys comparing AIN with Business & Commercial Aviation and Professional Pilot. The survey methodology has been identical through the years. The survey population is a sample list of chief pilots/flight department managers of NBAA-member companies, and is derived independent of AIN’s circulation data to ensure objectivity.

Globally recognized.



“Wonderful investigative stories, great format, leading edge on latest industry news.”

—Captain, Corporate Flight Department.

Aerospace Journalist of the Year Awards

- 2006 Best Avionics Submission, Stephen Pope*
- 2005 Best Avionics Submission, Stephen Pope*
- 2004 Best Safety Submission, Robert Mark*
- 2003 Best Air Show Submission, Charles Alcock (Farnborough Editions)*
- 2003 Best Avionics Submission, Stephen Pope*
- 2002 Best Breaking News Submission, Roger Mola*
- 2001 Best Regional Aircraft Submission, Ian Goold*
- 2000 Best Air Show Submission, Charles Alcock (Paris Editions)*
- 2000 Best Business Aviation Submission, Gordon Gilbert*
- 2000 Best Avionics Submission, Stephen Pope*
- 1999 Boeing Decade of Excellence Award, Jim Holahan*
- 1999 Best Business Aviation Submission, Stephen Pope*



NBAA Journalism Awards

- 2003 Platinum Wing Award, Gordon Gilbert*
- 2002 Gold Wing Award for Reporting Excellence, AIN Staff*
- 2001 Gold Wing Award for Reporting Excellence, Chad Trautvetter*
- 1999 Gold Wing Award for Reporting Excellence, Stephen Pope*
- 1998 Gold Wing Award for Reporting Excellence, R. Randall Padfield*
- 1996 Platinum Wing Award, Jim Holahan*





AINtv.com

Introducing the first and only online TV news coverage at NBAA, HAI, EBACE, Paris and Dubai.

The Golden Age of Television has finally caught up with aviation, specifically its most important events—HAI, EBACE, NBAA, Paris and Dubai.

All those tens of thousands of your customers and prospects who won't attend the shows will now watch it unfold before their eyes on AINtv.com.

Each morning, pilots and executives around the world will find an online, on-camera newscast with all the latest from the shows: new product announcements, industry forecasts, video tours of new cabin technologies, fly-bys and much more.



Before and during each show, AINtv will be promoted to Aviation International News' 38,783 readers, AINonline's 90,000-plus unique monthly visitors and AINalerts' 31,000-plus opt-in only subscribers.

Whether you run 30-second commercials or video brochures, it's an unprecedented opportunity to create synergistic TV messages to work hand in glove with the print messages you'll be running during the show.



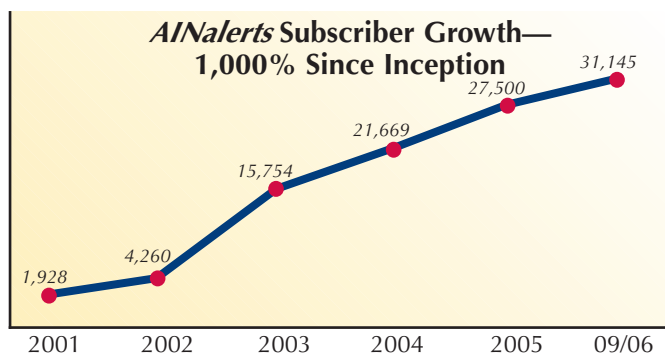
AIN at your fingertips.



AIN alerts



What *AIN* does in print—deliver the world's number one business aviation publication—is what *AIN Alerts* does in cyberspace. Every Tuesday and Thursday, every week, *AIN Alerts* updates 31,000-plus subscribers via email on the latest breaking stories in business aviation. **Your full-width banners can take advantage of this must-have information resource for a soaring core audience.**



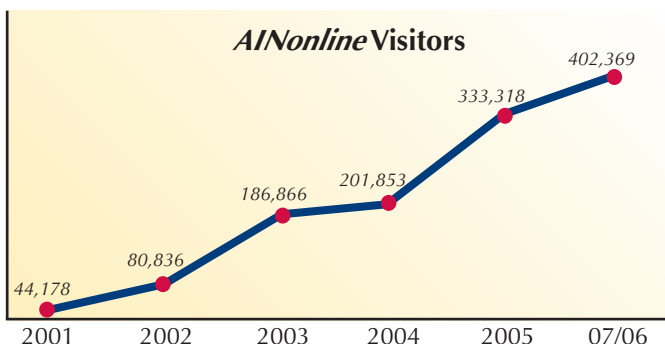
**“Timely and informative,
often critical updates.”**

—Captain, Corporate Flight
Department.

AINonline



The online home for all of our publications, *AINonline* offers more relevant information to the aviation community than any other Web site. **Whether you run large banners or small banners, you can reach 400,000-plus visitors per month.** These prospects come looking for, and find, information on everything from product support surveys to international airshow coverage to pre-owned aircraft updates.



**“A great format for keeping
up with things before they
hit the paper copy.”**

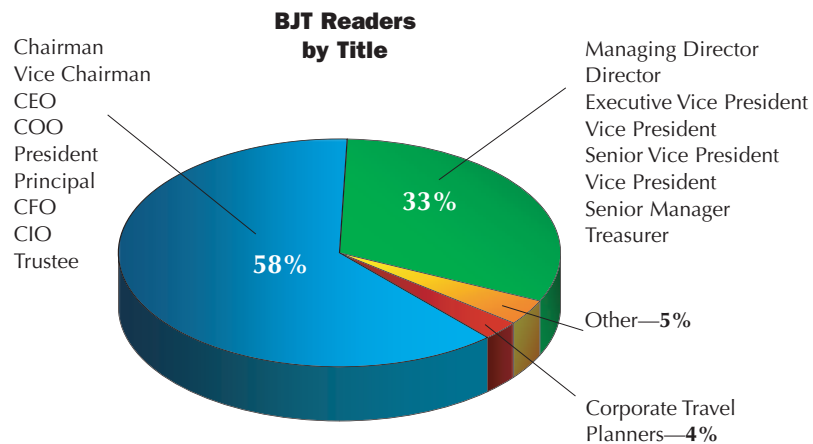
—Manager, Corporate Flight
Department.



BUSINESS JET TRAVELER®



Business Jet Traveler reaches people other magazines don't reach. Corporate CEOs. Company presidents. COOs. CFOs. CIOs. Providing them with a steady stream of all-too-rare and much appreciated information about the selection, acquisition and cost-effective use of business aircraft. *BJT's 31,000-plus* readers comprise the wealthiest demographic there is. And by providing a valuable service unavailable elsewhere, we reach more of them every year.



“In my opinion, BJT is the BEST magazine ever published that covers business aviation. I look forward to reading this magazine. Keep up the good work!”

—Chairman; Flies on a Corporate Flight Department Jet

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**BUSINESS JET
TRAVELER®**

Readers on a higher plane.