



84 Lumber's Joe Hardy & Maggie Magerko, building supply entrepreneurs, rely on jet power.



Oncologist Eric Rost says he simply couldn't do what he does if he had to rely on the airlines.



Alex Cranberg, President of an oil & gas exploration firm, flies over 250 hours annually for business and pleasure.



Sydney Pollack, Hollywood film director, travels through the stratosphere at 92% the speed of sound.



Michael Leeds journeys from publisher's seat to aerial suite in his corporate jet.

Business Jet Traveler reaches people other magazines don't reach.

People with neither the time nor the inclination to read most magazines.

But who make the time to read this one.

BJT readers include corporate CEOs, company presidents, COOs, CFOs and CIOs.

Our readers are top executives of companies that employ an average of 1,492 individuals who produce annual revenues of just under \$813 million.

Their average age is 54.

They have an annual household income of \$831,000 with an average net worth of \$12.2 million.

BJT reaches the highest, toughest demographic a magazine can reach.

And through BJT—so can you.

Readers on a higher plane™

**BUSINESS JET
TRAVELER.**

81 Kenosia Avenue, Danbury, CT 06810 USA
Tel: +1-203-798-2400 or Fax: +1-203-798-2104
www.bjtonline.com

2007 Media Information, Rates, Calendar, Specifications



**BUSINESS JET
TRAVELER.**

Readers on a higher plane.

BJT Center Stage Personalities



Bob Cuillo, Broadway producer, believes jet cards are the only way to go.



Troy Aikman, NFL Hall of Famer and entrepreneur, says private jet travel has become a necessity.



Christie Whitman, former New Jersey Governor: "Having an aircraft really makes a difference for executives."



R.J. Valentine, F1 driver/entrepreneur, flies 2 jets while directing 18 businesses.



David Bienstock, political advisor, says private jet travel keeps him on the go.

Who Reads BJT?

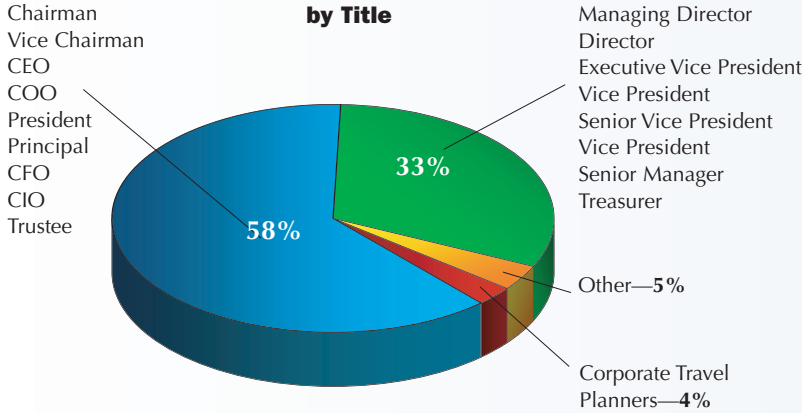
**New reader surveys provide
valuable insight.**

BJT reaches the highest, toughest demographic a magazine can reach.

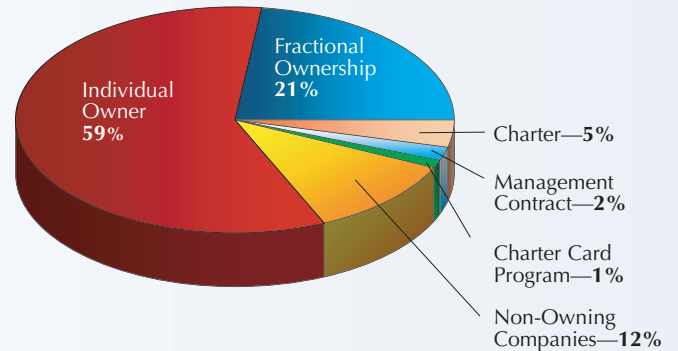
BJT Readers—28,528

Annual household income:	\$831,000
Average net worth:	\$12.2 million

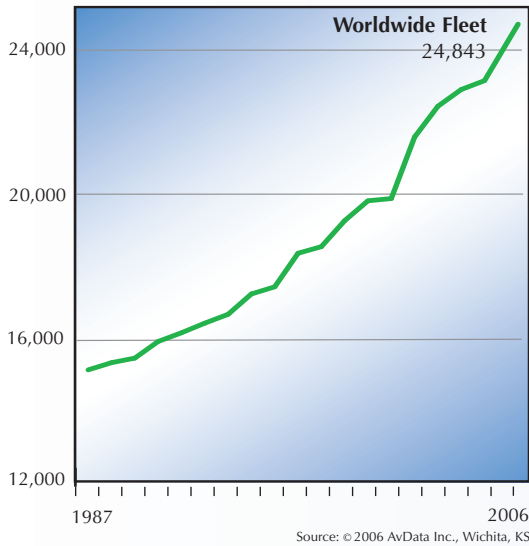
BJT Readers by Title



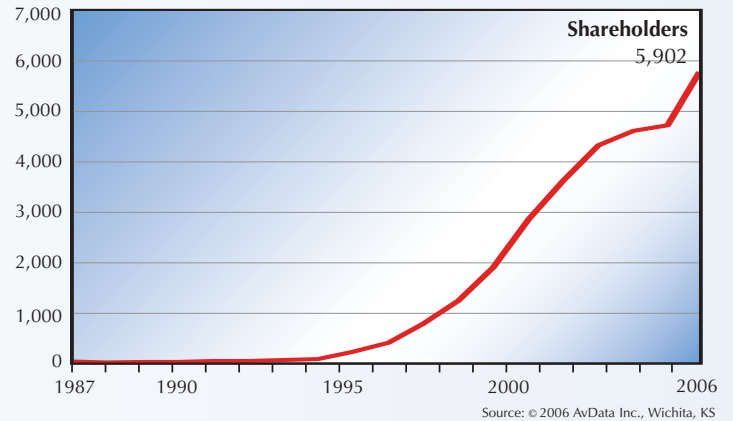
BJT Readers by How They Operate Their Aircraft



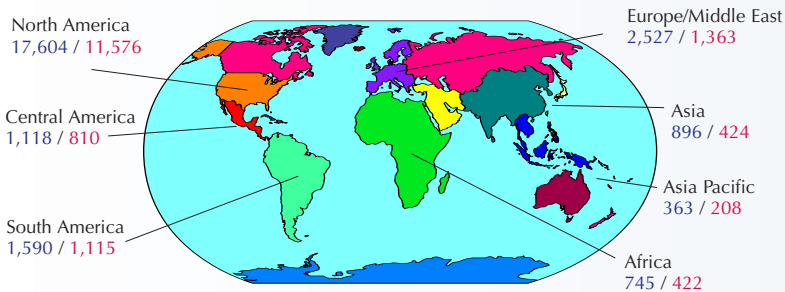
Total Turbine Business Aircraft 1987 - 2006



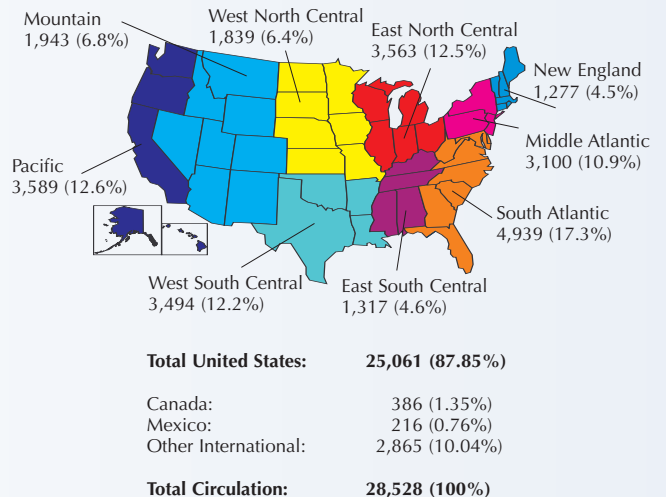
Aircraft Fractional Shareholders 1987 - 2006



Worldwide Turbine Business Aircraft Fleet and Operators



Circulation by Geographic Area



2007 BUSINESS JET TRAVELER EDITORIAL CALENDAR

Issue	Editorial Features	Closing Date	Materials Due
February/March 2007		December 28, 2006	January 4, 2007
<i>Special Features:</i>	What's new in business aircraft financing Luxury autos with an aviation heritage		
<i>New Jet Preview:</i>	Bombardier Global 5000		
<i>Preowned Review:</i>	Piper Cheyenne III & IIIA		
April/May 2007		February 20	February 27
<i>Special Features:</i>	The latest technology for business jet cabins Get lost: great vacations far off the beaten path		
<i>New Jet Preview:</i>	Eclipse 500		
<i>Preowned Review:</i>	Airbus ACJ		
June/July 2007		April 20	April 27
<i>Special Features:</i>	Getting the most from your flight department Four-star restaurants near business aviation airports		
<i>New Jet Preview:</i>	Gulfstream 550		
<i>Preowned Review:</i>	Cessna Citation V & Ultra		
August/September 2007		June 21	June 28
<i>Special Features:</i>	Understanding the tax implications of jet ownership Profiles in catering		
<i>New Jet Preview:</i>	Cessna Citation Mustang		
<i>Preowned Review:</i>	Bombardier Learjet 45 & 45XR		
October/November 2007		August 20	August 27
<i>Special Features:</i>	How private aviation helps sports teams score What you need to know about jet cards		
<i>New Jet Preview:</i>	Raytheon Hawker 4000		
<i>Preowned Review:</i>	Gulfstream G200		
December 2007/January 2008		October 18	October 25
<i>Special Features:</i>	Preowned aircraft: what's hot, what's not Unforgettable holiday gifts for business jet travelers		
<i>New Jet Preview:</i>	Adam 700		
<i>Preowned Review:</i>	Bell 206B-3 JetRanger III		

Regular features:

- **CEO Files**—leaders of major corporations reveal their management secrets.
- **Safety Matters**—ways business jet travelers can influence the safety of flight.
- **Inside Charters**—everything about the world of charter, from a veteran insider.
- **Inside Fractionals**—what readers need to know to get the most from a fractional share of an aircraft.
- **Inside the Cabin**—maximizing the comfort and utility of a business aircraft.
- **Fly Fishing That's Worth a Flight**—The world's greatest fishing reviewed by editors of *Fish & Fly Magazine* plus info on nearby airports.

2007 BUSINESS JET TRAVELER ADVERTISING RATES

	Number of issues	1	2 – 3	4 – 6
BLACK & WHITE	Full Tabloid Page	\$7975	7525	7175
	Junior Tabloid Page	6650	6300	5825
	Half Tabloid Page	4725	4500	4225
	One-Third Page	3925	3750	3600
	Quarter Page	2625	2450	2300
	Eighth Page	1500	1300	1250
2-COLOR STANDARD	Full Tabloid Page	\$9450	9075	8675
	Match color \$350 extra Junior Tabloid Page	8375	7850	7450
	PMS ink \$900 extra Half Tabloid Page	6325	6100	5575
	One-Third Page	5175	4975	4675
	Quarter Page	3725	3600	3325
	Eighth Page	2625	2400	2300
4-COLOR PROCESS	Full Tabloid Page	\$11900	11600	10950
	Junior Tabloid Page	10575	10225	9750
	Half Tabloid Page	8675	8475	7975
	One-Third Page	7000	6800	6550
	Quarter Page	5475	5250	5075
	Eighth Page	4325	4050	3925

Furnished inserts:

Earned B&W rate less 10% up to four pages; Less 15% up to eight pages.

Additional discounts:

Available for advertisers in other *AVIATION INTERNATIONAL NEWS* publications:
5%, 1-6 issues; 10%, 7-12 issues; 15%, 13-18 issues; 20%, 18+ issues.

Contact us at adsales@bjtonline.com or +1-203-789-2400

- **Best Golf Courses**—America's finest fairways, as picked by a *Golfweek* magazine panel, plus info on nearby airports.
- **Taxes, Laws and Finance**—expert advice that can save business jet travelers money.
- **Alternate Airports**—where to land a business jet in major U.S. and international cities.
- **Getaways**—great vacation destinations best reached by private aircraft.
- **Center Stage**—revealing conversations with prominent business aviation users.
- **BizAv Basics**—for those new to private aviation—topics range from charters to whole aircraft ownership.

2007 BUSINESS JET TRAVELER MECHANICAL SPECIFICATIONS

Size of Ad	Width (inches)	Depth (inches)	Width (mm)	Depth (mm)
Full tabloid page (non-bleed)	10"	12 ⁷ / ₈ "	254	328
Full tabloid page (bleed) (book trims to 10 ¹³ / ₁₆ " width x 13 ⁷ / ₈ " depth or 275mm x 352mm)	11 ¹ / ₁₆ "	14 ¹ / ₈ "	281	359
Full tabloid spread (bleeds across gutter)	22 ¹ / ₈ "	14 ¹ / ₈ "	563	359
Junior tabloid page	7 ¹³ / ₁₆ "	10 ³ / ₈ "	199	264
Junior tabloid spread (bleeds across gutter only)	15 ⁵ / ₈ "	10 ³ / ₈ "	398	264 (no trim)
Half page (vertical)	4 ⁷ / ₈ "	12 ¹ / ₂ "	124	318
Half page (horizontal)	10"	6 ¹ / ₂ "	254	165
Third page	4 ⁷ / ₈ "	9 ⁵ / ₁₆ "	124	237
Quarter page (vertical)	4 ⁷ / ₈ "	6 ³ / ₁₆ "	124	158
Quarter page (horizontal)	7 ³ / ₈ "	4 ⁷ / ₈ "	188	124
Eighth page (vertical)	2 ⁵ / ₁₆ "	6 ¹ / ₈ "	59	156
Eighth page (horizontal)	4 ⁷ / ₈ "	3 ¹ / ₁₆ "	124	78



DIGITAL ADVERTISING SPECIFICATIONS

PLATFORM: MACINTOSH

Software Specifications:

Quark Xpress 6.5 to 4.11, Adobe Photoshop CS2 to 7.0, Adobe Illustrator CS2 to 8.0, Adobe InDesign CS2 to CS, Freehand 10 to 8.

All formats must include all fonts and image files.

Acceptable Media:

CD-ROM (CD-recordable) or Zip Optical Disk.

Image Specifications:

- All image files should be set to 300dpi (recommended), minimum 266.
- Minimum 1200dpi for B/W line art.
- Image files must be Photoshop compatible, i.e., must open in Photoshop.
- All color image files must be set up to CMYK.
- Do not use jpeg encoding.
- All high-res files with clipping paths must be EPS format.
- Any advertisers sending DCS files should merge channels of 5-file DCS files into a composite high-res, then place the high-res file in the document.

Font Specifications:

- Digital advertisements must include all screen and printer (postscript) fonts.
- Use stylized fonts. Do not apply style attributes to basic fonts from within page layout software.

Proofs:

Kodak Approval, Imation Rainbow, Polaroid Polaproof, Dupont Waterproof, Kodak DCP 9000, Fuji Pictro Proof, Agfa Sherpa.

- Laserprints are not acceptable color proofs.
- AIN will not be responsible for reproduction problems or file corruptions associated with ads not accompanied by a proof.

Shipping Instructions

Send all correspondence including insertion orders and mechanicals to:

Publisher

BUSINESS JET TRAVELER
81 Kenosia Avenue
Danbury, CT 06810-7359, USA
Telephone +1-203-798-2400
Fax +1-203-798-2104
www.bjtonline.com

Terms and Conditions Payments

Due upon receipt of invoice.
Invoices not paid within thirty days from date of invoice will incur an interest charge of 1% of the outstanding balance per month.

Cash Discount

2% if paid within 10 days.

Commission

15% of gross rate to recognized advertising agencies provided payment is made within 30 days of date of invoice.

Contract Year

Advertising must be inserted within one year of first insertion to earn frequency discounts. Cancellation of any portion of contract nullifies all rate protection for the remainder.

Positioning

All advertising positioning clauses are treated as requests.