

## Who reads BJT?

People other magazines  
can't seem to reach.

BJT Center Stage Personalities



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* readers include corporate CEOs, company presidents, COOs, CFOs and CIOs. As well as some of the wealthiest individuals in the world. These are the people who travel on corporate and private business jets. A recent reader survey provides valuable insight:

Their companies employ an average of 1,492 individuals who produce annual revenues of just under \$813 million.

Average age: 54.

Average household income: \$698,000.

Average net worth: \$12.2 million.

Bottom line: *BJT* reaches people other magazines don't reach. And through *BJT*—so can you.

Contact our ad sales group at 203-798-2400.

Their fax is 203-798-2104. Their e-mail is

[adsales@bjtonline.com](mailto:adsales@bjtonline.com).



Readers on a higher plane.™

Our audience doesn't read most magazines.

But they make the time to read this one.

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.

*BJT* reaches the highest, toughest demographic a magazine can reach—people who travel on corporate and private business jets.

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