DEDICATED TO HELPING BUSINESS ACHIEVE ITS HIGHEST GOALS.

BUSINESS AVIATION INSIDER
Reaching Highly Engaged Readers, Industry Leaders

2015 ADVERTISING MEDIA KIT
WHY ADVERTISE WITH NBAA?

Business leaders throughout America and around the world rely on their business aircraft to get them to where they need to be, when they need to be there. For this group, business aviation is the sign of a well-managed company and essential to the success of their businesses.

The readers of Business Aviation Insider, the official Member magazine of NBAA, are the industry professionals who make the decisions for their companies about which aircraft, equipment, services and tools they need to effectively and efficiently keep their passengers in the air and on the move. Managing and flying business aircraft is a complex and sophisticated business, and our readers are the ones who make the purchasing decisions in this multimillion dollar industry.

If your company sells aircraft, engines, avionics, interior fittings, ground services, maintenance, navigation and weather equipment, and/or the many thousands of components that go into business aircraft, then it is our readers who will make the decisions to purchase what it is your company sells. Through its wide range of publications and media products, NBAA allows industry suppliers the opportunity to deliver their messages in a cost-efficient and effective way by providing each company with a variety of print, digital and mobile options they can use to deliver their advertising messages to our highly responsive membership.

Our readers are the specifiers and purchasers of the products that their companies use to create, manage and maintain their aircraft fleets. It simply does not get bought or put to use without the involvement of an NBAA Member. No other media company serving the aviation industry delivers the level of buying power that is represented by our readers.

NBAA Members are business aviation, and by advertising in Business Aviation Insider and other NBAA products, you’ll be well positioned to reach this powerful buying and flying audience.
WHO READS BUSINESS AVIATION INSIDER?

Profile of Readers

*Business Aviation Insider* is delivered to a targeted group of more than 24,000 industry leaders and purchasing decision-makers. It is distributed to thousands more at major NBAA events throughout the year, including the Business Aviation Convention & Exhibition, shows in Europe and Asia (EBACE in Geneva and ABACE in Shanghai), regional forums held nationwide and professional conferences representing all members of the flight department, such as the Schedulers & Dispatchers Conference. More than 75 percent of readers work for companies with at least one business aircraft, and nearly 25 percent of reader flight departments have five or more aircraft.

When you advertise with *Business Aviation Insider*, you reach business aviation professionals involved in all aspects of operations, including:

- Company owners, presidents, CEOs and other aviation executives
- Flight department managers and aviation directors
- Chief pilots and pilots
- Maintenance managers and technicians
- Schedulers and dispatchers

A Must-Read for Business Aviation

- In a recent subscriber survey, 70 percent of respondents said they consider *Business Aviation Insider* a “must read” magazine.
- 85 percent of readers are very satisfied or satisfied with the content. Companies with five or more aircraft and/or 25 or more employees in the flight department are most likely to be satisfied with the magazine content.
- 91 percent of readers agree that Insider helps them better understand the industry as a whole.
- 75 percent of readers agree that the magazine keeps them informed of regulations and legislation affecting the industry.
- 74 percent say that it helps clarify challenges faced by the industry.
- 84 percent of readers indicate they recall receiving the publication.
- 64 percent say they have saved copies of the magazine for future reference, and about half of readers share or discuss their issues with others.

Source: 2013 *Business Aviation Insider* Readership Survey conducted by Marketing General, Inc.

Recent Awards Include:

- Gold Circle Award, from ASAE and the Center for Association Leadership
- Communicator Awards of Distinction and Excellence in Association Magazine Categories, from the International Academy of the Visual Arts
- Hermes Awards Platinum and Gold Awards, from the Association of Marketing and Communication Professionals
2015 MARKET ACCESS PROGRAM

Year-Round Exposure
Designed to provide year-round exposure, NBAA’s Market Access Program offers supplier companies a high-value, low-cost way of keeping their name in front of the business aviation community throughout the year.

The program includes visibility in the following NBAA products:

- **Business Aviation Insider**, the official Member magazine of NBAA. Your ad position in the printed issues of your choice will automatically appear in the digital edition and mobile app for iOS and Android. Digital-only opportunities are also available, including mobile app sponsorship, embedded video and interactive ads.

- **NBAA.org**. The premier online destination for business aviation offers both run-of-site and targeted placements.

- **NBAA Update**. Business aviation’s most informative e-newsletter offers high visibility on a weekly basis.

- **Event Sponsorships**. A wide variety of high-visibility sponsorship opportunities are available at every major NBAA exhibition, regional forum and conference, including billboard banners, event programs and schedules, floor plans, breakfasts, lunches, dinners, receptions, hotel and bus signage, and more.

- **Event Publications**. Purchase advertising in NBAA’s printed Show Guides, websites and mobile apps to gain visibility with attendees at NBAA’s major exhibitions and conferences in the U.S., Europe and Asia.

It all adds up to consistent exposure throughout the year. Through NBAA’s award-winning magazine, e-media and industry-leading events, your message can reach the market on a daily, weekly and monthly basis – all at a special price. For 2015 information, refer to NBAA’s individual rate cards, available upon request and online at www.nbaa.org/advertise.

Sample Package
The following sample package shows the pricing advantage this program offers:

<table>
<thead>
<tr>
<th>Product</th>
<th>Regular Price</th>
<th>Market Access Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 ads in <em>Business Aviation Insider</em> at $4,335 each</td>
<td>$13,005</td>
<td></td>
</tr>
<tr>
<td>3-month placement on NBAA.org at $2,350 each (Tier 1 – 40,000 impressions per month)</td>
<td>$7,050</td>
<td></td>
</tr>
<tr>
<td>1-month skyscraper ad placement in <em>NBAA Update</em></td>
<td>$3,220</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$23,275</strong></td>
<td><strong>$18,620</strong>*</td>
</tr>
</tbody>
</table>

*A savings of 20%

The above chart represents an example of how the program works. NBAA will develop a unique package of products that meet your budgetary and tactical marketing goals. Call our sales office to learn more about how to put this effective program to work for your company.

Please note the following terms and conditions for this special opportunity:
- Program cannot be purchased incrementally but must be contracted for as one transaction.
- If contract is cancelled, company will be invoiced for difference between regular price and program price for all products used prior to the date of cancellation.
- Prepayment is not required. You will be billed for each component as it is published.
- NBAA reserves the right to cancel or modify this program at any time and without prior notice to participants.
- This program is not retroactive and does not replace or supersede previous pricing incentives currently in effect.

Contacts
Melissa Murphy  Robert Silverstein  
(830) 608-9888  (240) 498-9674  
mmurphy@idc.nbaa.org  rsilverstein@idc.nbaa.org
Features
In each issue of Business Aviation Insider, you’ll find in-depth analysis on timely issues, tips for owners, operators and flight departments, and resources for companies and operators representing various segments of the industry.

Each issue of Business Aviation Insider also includes a profile and compelling photos of a featured Member Company, highlighting the breadth and diversity of the business aviation industry worldwide.

Special Reports
Opportunities exist for your company to participate in the development of special sections on hot topics of interest to NBAA Members. The 2015 section topics are cabin technology connectivity and aircraft acquisition planning and financing. See the rate card and ask your sales rep for details.
2015 Print Rates

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 2 or 4</td>
<td>$5,415</td>
<td>$4,775</td>
<td>$4,565</td>
</tr>
<tr>
<td>Cover 3</td>
<td>$5,095</td>
<td>$4,565</td>
<td>$4,350</td>
</tr>
<tr>
<td>Full page</td>
<td>$4,565</td>
<td>$4,335</td>
<td>$4,105</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$3,820</td>
<td>$3,630</td>
<td>$3,440</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$2,840</td>
<td>$2,695</td>
<td>$2,555</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$2,175</td>
<td>$2,070</td>
<td>$1,955</td>
</tr>
<tr>
<td>1/6 page</td>
<td>$1,340</td>
<td>$1,265</td>
<td>$1,205</td>
</tr>
</tbody>
</table>

Insider Resources

| 1/8 page | $500 | $2,500 |

All rates are net. The “Insider Resources” section is an ideal option for those providing consultant services; e.g., attorneys, finance and tax advisors, etc.

Specifications

- Final trim size: 8.5”x11”; keep text .125” away from edges.
- Full-page ad size: 8.25”x10.5” for non-bleeds; 8.625”x11.25” for bleeds.
- Binding: Saddle stitch.
- Stock and inks: Artwork colors should be CMYK; artwork with PMS colors, metallic colors and spot varnish will not be accepted.
- Advertiser must provide logo and artwork as press-quality JPG, EPS, TIF or PDF files.
- Print ads automatically carry over into the digital edition and mobile app.
- Inquire about special sizes and positions, including cover stickers, bellybands, etc.
Business Aviation Insider’s web-optimized digital edition and custom mobile app for iPad, iPhone and Android provide opportunities to reach a wider audience using smartphones, tablets and social media.

Your advertisement in the print edition of Business Aviation Insider automatically carries over to the digital edition and mobile app versions, which together offer additional opportunities for expanded reach, rich media, useful online tools and customized content available only in a digital format. These digital products give you the option to carry unique material to a diverse range of aviation readers in addition to the print subscriber base.

With Business Aviation Insider’s digital edition and mobile app, you can show your product in action by providing video demonstrations within your ads. You can also bring your customers more detailed information by inviting them to click through to your website or anywhere. With so many options, you can present your message to the reader in a way that’s right for you and your prospects.

Business Aviation Insider’s digital offerings can help you round out your reach. Research has shown that compared to website visitors, readers of digital magazines typically:

- Stay with a digital magazine issue longer and demonstrate greater engagement.
- Click through to URL links two to three times more often.
- Say digital editions are their top choice of reading format because they deliver more content – any time, anywhere, on any device – and they offer search capabilities and make it easy to interact with advertisers.

### 2015 Digital Edition Rates (net)

<table>
<thead>
<tr>
<th>Rate Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Edition Sponsor</td>
<td>$3,000</td>
</tr>
<tr>
<td>Left-of-Cover (559x480) and Video Bundle</td>
<td>$2,500</td>
</tr>
<tr>
<td>Leaderboard Banner (468x60)</td>
<td>$2,000</td>
</tr>
<tr>
<td>Skyscraper Left Banner (120x60)</td>
<td>$1,500</td>
</tr>
<tr>
<td>Skyscraper Right Banner (120x60)</td>
<td>$1,500</td>
</tr>
<tr>
<td>Digital Bellyband</td>
<td>$1,500</td>
</tr>
<tr>
<td>Embedded Video Only</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

### 2015 Mobile App Rates

<table>
<thead>
<tr>
<th>Rate Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large Banner Ad</td>
<td>$2,500</td>
</tr>
<tr>
<td>Small Banner Ad</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

Note: Rates above are standalone (do not include print ad placement). | Digital Edition Sponsor package includes two banner positions, i.e., leaderboard and left skyscraper. | Embedded Video appears within the advertiser’s print ad in both the digital edition and mobile app.
<table>
<thead>
<tr>
<th>Issue</th>
<th>Editorial Focus</th>
<th>Bonus Distribution</th>
<th>Orders Due</th>
<th>Artwork Due</th>
</tr>
</thead>
</table>
| Jan./Feb.  | **Industry Trends** – Industry leaders and experts comment on trends affecting business aviation in the coming year, including a regulatory and legislative outlook  
**Dispatch** – Spotlight on scheduling and dispatching issues | **NBAA Schedulers & Dispatchers Conference (SDC2015), San Jose, CA, Feb. 3–6**  
**NBAA Regional Forum, West Palm Beach, FL, Feb. 19**  
| March/April| **7th Annual Safety Issue** – Expert guidance and insider tips to promote safety within flight departments and among owner-flown operations  
**Quick Turns** – Spotlight on maintenance issues  
| May/June   | **International Issue** – Operational, regulatory and real-life information critical for anyone involved in business aircraft planning, operations and flying in the international arena  
**Dispatch** – Spotlight on scheduling and dispatching issues | **NBAA Maintenance Management Conference (MMC2015), Portland, OR, May 5–7**  
**NBAA Regional Forum, Teterboro, NJ, June 25** | March 25, 2015 | April 1, 2015 |
| July/Aug.  | **Technology** – The latest information and trends on how aircraft operators are using technology in the cockpit, hangar and flight department office to improve the efficiency and effectiveness of their operations.  
**Quick Turns** – Spotlight on maintenance issues  
| Sept./Oct. | **Management Issue** – Focus on flight department administration, personnel issues, financial planning  
**Dispatch** – Spotlight on scheduling and dispatching issues  
**Navigator** – Tips on airspace issues, provided by NBAA Air Traffic Services  
**Special Report** – Aircraft Acquisition Planning and Financing | **NBAA Regional Forum, St. Louis, MO, Sept. 17** | July 24, 2015 | July 31, 2015 |
| Nov./Dec.  | **Convention Issue**  

Editorial calendar subject to change. Contact your advertising sales representative for more information.

Contacts
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(830) 608-9888  
mmurphy@idc.nbaa.org

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