

BUSINESS AVIATION INSIDER

The Official Member Publication of NBAA

Business Aviation Insider, NBAA's award-winning bimonthly publication, is mailed to more than 23,000 Member subscribers and distributed to thousands more at NBAA events like the Annual Meeting & Convention and Business Aviation Regional Forums, as well as international shows like ABACE in Asia and EBACE in Europe. This full-color magazine provides authoritative information in the areas of safety and aircraft operations, legislative and regulatory advocacy, education and careers, networking and commerce – virtually every aspect of business aviation.

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

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

Nearly 80 percent of readers work for companies with at least one business aircraft; more than 20 percent of reader flight departments have five or more aircraft.

Your company's ad message in *Business Aviation Insider* will reach business aviation's decision makers. Act now for 2012 advertising opportunities.



Highly Regarded Editorial Content

- 91 percent of *Business Aviation Insider* subscribers agree that the magazine helps them better understand industry news.
- 82 percent of respondents are very or somewhat satisfied with the magazine content.
- 73 percent say that *Insider* keeps them informed of regulations and legislation affecting the industry.
- 72 percent of readers report that the magazine helps clarify challenges faced by the business aviation industry.
- 71 percent of readers say that the publication helps them better understand their Member benefits and services.
- 69 percent of *Insider* readers recall receiving the magazine, and 64 percent of those readers read every, or almost every, issue they have received.
- 62 percent say the publication has prompted them to become more familiar with changes to aviation regulations.
- 52 percent say they have saved the magazine for themselves or for future use.
- 52 percent of subscribers have given an issue of *Insider* to someone else.

Source: 2011 reader survey conducted by Marketing General, Inc.

High Advertiser Value

Business Aviation Insider is delivered free of charge to more than 23,000 business aviation professionals employed by NBAA Member Companies and is distributed to thousands more at Association events across the country.

Each issue of *Business Aviation Insider* includes two sponsor advertiser positions. As a sponsor advertiser, you are entitled to a full-page print ad to convey your message directly to NBAA Members, and your company's banner ad will appear within the issue's web site during the issue's run.

Additionally, NBAA will recognize sponsor advertisers in promotional announcements appearing on NBAA.org and in *NBAA Update*, the Association's weekly e-mail newsletter, which is sent to more than 20,000 subscribers. These companies also will be recognized on signage at major NBAA events, including the NBAA Annual Meeting & Convention with more than 25,000 Attendees.

NEW OPPORTUNITY FOR 2012! For the first time, special *Business Aviation Insider* sections will be published addressing the issues and challenges of U.S. companies operating in Asia and Europe, with bonus distribution at the ABACE2012 show in Shanghai and the EBACE2012 show in Geneva, respectively.

Contact NBAA about these and other potential opportunities, such as fractional positions and placement in No Plane No Gain advocacy publications.

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2012 Editorial Calendar

Issue	Editorial Focus	Bonus Distribution	Insertion Orders Due	Artwork Due
Jan./Feb.	<ul style="list-style-type: none"> ♦ Money Matters – including operating within a lean budget, tax changes for 2012 and purchasing a pre-owned aircraft. 	<ul style="list-style-type: none"> ♦ NBAA Schedulers & Dispatchers Conference ♦ NBAA Leadership Conference ♦ NBAA Business Aviation Regional Forum (New Orleans) 	Nov. 4, 2011	Nov. 11, 2011
Mar./Apr.	<ul style="list-style-type: none"> ♦ 4th Annual Safety Issue – including safety in the ATC system, reducing runway incursions, ramp and hangar safety, and helicopter operations. Plus! <i>New special section on issues and challenges of interest to U.S. companies operating in Asia.</i> 	<ul style="list-style-type: none"> ♦ Asian Business Aviation Conference & Exhibition (ABACE2012) ♦ NBAA International Operators Conference ♦ FSF/NBAA Corporate Aviation Safety Seminar ♦ NBAA Maintenance Management Conference ♦ NBAA Business Aviation Regional Forum (Van Nuys) 	Dec. 30, 2011	Jan. 6, 2012
May/June	<ul style="list-style-type: none"> ♦ International – including business aviation forecast for India and China, trends in international law and security, EU-ETS developments and criminalization of pilots. Plus! <i>New special section on issues and challenges of interest to U.S. companies operating in Europe.</i> 	<ul style="list-style-type: none"> ♦ European Business Aviation Convention & Exhibition (EBACE2012) ♦ NBAA Flight Attendants/Flight Technicians Conference ♦ NBAA Business Aviation Regional Forum (Teterboro) 	Mar. 2, 2012	Mar. 9, 2012
July/Aug.	<ul style="list-style-type: none"> ♦ Access – including GA airport security and access issues, RNAV performance, noise abatement programs and a NextGen update. 	<ul style="list-style-type: none"> ♦ EAA AirVenture Oshkosh 	May 4, 2012	May 11, 2012
Sept./Oct.	<ul style="list-style-type: none"> ♦ Human Factors – including effects of automation in the cockpit, human error in aircraft accident/incidents and training for various roles within the industry. 	<ul style="list-style-type: none"> ♦ NBAA Business Aviation Regional Forum (Seattle) 	July 6, 2012	July 13, 2012
Nov./Dec.	<ul style="list-style-type: none"> ♦ Industry Trends – including forecasting from Members and industry experts, and trending in the areas of technology, international growth, fuel, sales activity, and rules and regulations. 	<ul style="list-style-type: none"> ♦ NBAA 65th Annual Meeting & Convention (NBAA2012) ♦ NBAA Tax, Regulatory & Risk Management Conference 	Aug. 31, 2012	Sept. 2, 2012

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Rates

- ◆ \$5,000 per full-page ad
- ◆ Sponsor advertiser positions are inside front cover and back cover (or one sponsor advertiser may purchase both positions)
- ◆ Inquire about other opportunities

Mechanical Specifications

- ◆ Final publication trim size: 8.5" x 11"; keep text .125" away from edges
- ◆ Ad size: 8.25" x 10.5" for non-bleeds; 8.625" x 11.25" 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
- ◆ Sponsor must provide logo and artwork as press-quality JPG, EPS, TIF or PDF files

Contacts

Send inquiries/insertion orders to:

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Send artwork to:

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To view past issues of *Business Aviation Insider* online, visit www.nbaa.org/insider.

Copy and Contract Regulations

Sponsor and/or sponsor's agency assume all liability for message content, including representation and illustrations, and also assume responsibility for any claims arising therefrom made against NBAA. NBAA reserves the right to reject any advertisement.

Billing Terms and Refunds

Sponsor will be billed after publication. Payment is due 30 days from receipt of invoice. NBAA will bill sponsor's agency directly, only on the condition that the sponsor

accepts dual responsibility for payment within 30 days of billing. In the case of prepayments, refunds will be given only for cancellations made prior to the insertion order deadline.

Additional Charges

Any additional typesetting or production work on mechanicals will be billed to the sponsor.

