

Business Aviation Insider

The Industry's "Must Read" Magazine

Business Aviation Insider helps you reach a select group of business aviation leaders and purchasing decision-makers. As the official magazine of NBAA, it is mailed bimonthly to a targeted list of more than 27,000 print edition subscribers and distributed to thousands more readers in a mobile app for tablet and smartphone users, as well as through bonus distribution at major events like NBAA's Business Aviation Convention & Exhibition.

Advertising Rates and Specs

Print and Digital Ads	1x Rate	3x Rate	6x Rate
Cover 2 and 4	\$5,750	\$5,070	\$4,840
Cover 3	\$5,410	\$4,840	\$4,610
Full page	\$4,840	\$4,600	\$4,360
1/2-page horizontal	\$3,010	\$2,860	\$2,710
1/3-page square	\$2,310	\$2,190	\$2,080
Insider Resources – 1/8-page horizontal	\$500		\$2,500
Tap-through – appears immediately after app splash screen (digital-only rate)	\$2,500		
Top-level browse page – appears on the main app home page (digital-only rate)	\$2,000		
Full-screen interstitial – appears within specific issue content (digital-only rate)	\$1,500		

- **Print Edition:** Binding is saddle stitch. Artwork should be CMYK only. Provide artwork as press-quality JPG, EPS, TIF or PDF with crop marks.
- **Full Page:** Final trim size is 8.5 x 11" (215.9 x 279.4 mm); keep text .125" (3.175 mm) away from edges. 8.75 x 11.25" (222.25 x 285.75 mm) for bleeds.
- **1/2-Page Horizontal:** 7.5 x 4.75" (190.5 x 120.65 mm)
- **1/3-Page Square:** 4.94 x 4.75" (125.476 x 120.65 mm)
- **Insider Resources: 1/8-Page Horizontal:** 3.5 x 2" (88.9 x 50.8 mm)
- **Digital Edition:** Full-page print advertisers receive at no additional charge a full-screen interstitial ad in the digital edition, which is published in the NBAA Business Aviation Insider mobile app for iOS and Android. Full-page print ad artwork carries into the tablet version, but separate banner artwork is required for the smartphone version: 1,280 x 2,272p horizontal banner in GIF, JPG or PNG format. Note: Fractional print ads do not carry into the digital edition.
- **High-Impact Options:** Inquire about inserts, cover or body barn doors, cover or body gatefolds, bellybands and other special positions in print, as well as digital-only opportunities for readers to interact with your advertising message.



Issue	Editorial Focus	Bonus Distribution	Orders Due	Artwork Due (for print/tablet and smartphone)	Mail Date
Jan./Feb.	<ul style="list-style-type: none"> ♦ Workforce Issue – First-ever themed issue about the challenges and solutions related to attracting and retaining qualified personnel in the business aviation industry 	<ul style="list-style-type: none"> ♦ NBAA Regional Forum, West Palm Beach, FL, Jan. 24 ♦ NBAA Schedulers & Dispatchers Conference, Long Beach, CA, Feb. 6-9 ♦ NBAA Leadership Conference, San Diego, CA, Feb. 26-28 	Nov. 22, 2017	Nov. 29, 2017	Jan. 2, 2018
March/April	<ul style="list-style-type: none"> ♦ International Issue – Operational and regulatory information critical for anyone involved in business aircraft planning, operations and flying internationally 	<ul style="list-style-type: none"> ♦ NBAA International Operators Conference, Las Vegas, NV, March 26-29 	Jan. 25, 2018	Feb. 1, 2018	Feb. 27, 2018
May/June	<ul style="list-style-type: none"> ♦ 10th Annual Safety Issue – Expert guidance and insider tips to promote safety within flight departments and among single-pilot and owner-flown operations ♦ Special Section – Mobile App Resources 	<ul style="list-style-type: none"> ♦ NBAA Maintenance Conference, Albuquerque, NM, May 1-3 ♦ NBAA Regional Forum, White Plains, NY, June 21 	March 26, 2018	April 3, 2018	April 27, 2018
July/Aug.	<ul style="list-style-type: none"> ♦ Technology Issue – Information and trends on how aircraft operators are using technology in the cockpit, hangar and flight department to improve their operations ♦ Special Report – Fuel Planning 		May 25, 2018	June 1, 2018	June 27, 2018
Sept./Oct.	<ul style="list-style-type: none"> ♦ Management Issue – Focus on flight department administration, personnel issues, financial planning ♦ Special Report – Maintenance 	<ul style="list-style-type: none"> ♦ NBAA Regional Forum, San Jose, CA, Sept. 6 	July 25, 2018	Aug. 1, 2018	Aug. 27, 2018
Nov./Dec.	<ul style="list-style-type: none"> ♦ Convention Issue – Coverage tied to the program schedule and highlights of NBAA's annual trade show ♦ Special Report – Connectivity 	<ul style="list-style-type: none"> ♦ NBAA Business Aviation Convention & Exhibition (NBAA-BACE), Orlando, FL, Oct. 16-18 	Sept. 5, 2018	Sept. 12, 2018	Oct. 10, 2018

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

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