



# 2018

ADVERTISING  
MEDIA KIT



# Expand Your Reach With NBAA

**NBAA is recognized as the premier organization that consistently brings business aviation buyers and sellers together. Whether you have a new product to launch or a campaign to boost, this media kit will provide you with print, digital, video and event advertising options to help support your integrated marketing strategy.**

Our readers are the key decision-makers in their companies who manage budgets to acquire and maintain business aircraft, as well as to purchase products and services to equip and maintain their fleets and provide in-cabin services for passengers.

We can help you develop a customized multimedia approach that will keep your company's name and products in front of your customers on a consistent basis throughout the year. From our award-winning Business Aviation Insider magazine, to our website, email newsletters and podcasts, to exciting opportunities at our flagship Business Aviation Convention & Exhibition and other events – NBAA offers you an array of products designed to fit your needs.

No other media company serving the aviation industry delivers the level of buying power that is represented by our members. And there's no better way to reach this audience than through advertising with NBAA.

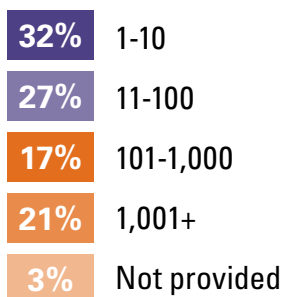
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# NBAA Members by the Numbers



## Number of Employees per Company

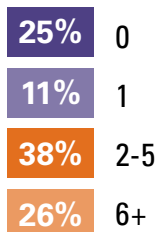


**11,000+**  
member companies

**70%**  
of members operate  
1 or more aircraft



## Number of Pilots per Company



## Operation Type



Source: Data from 2016 NBAA membership survey conducted by Marketing General, Inc.

# Business Aviation Insider

**Business Aviation Insider, the official magazine of NBAA, delivers award-winning and timely content to our members. With the highly relevant and credible information that is most important to owners and operators of business aircraft, this magazine reaches and is read by the key purchasing decision-makers throughout the business aviation market.**

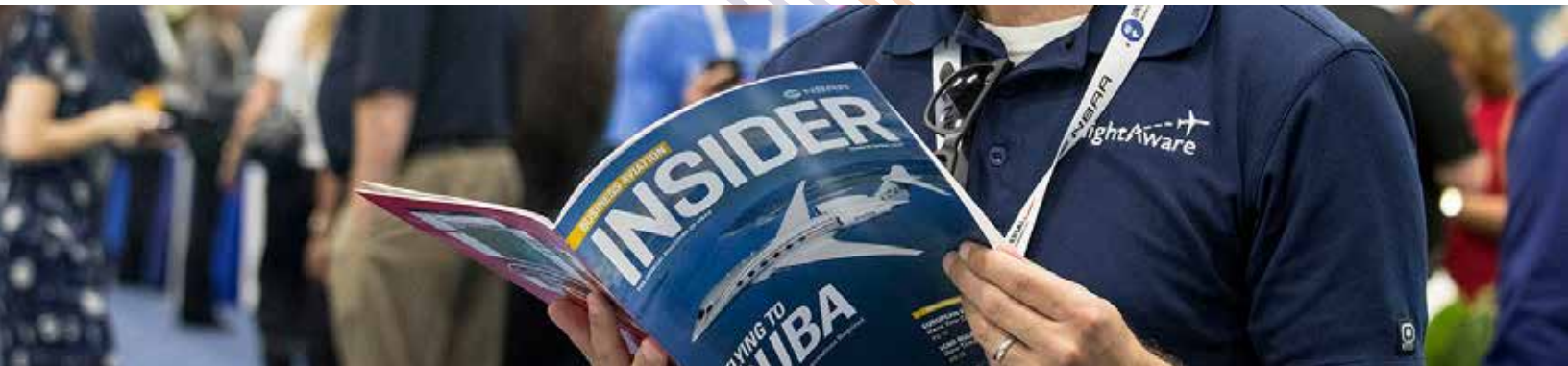
If your company sells aircraft, engines, avionics, interior fittings, ground services, maintenance, navigation and weather equipment, and/or the many thousands of components that go into business aircraft, then it is our readers who will make the decisions to purchase what your company sells.



## 2018 Editorial Calendar

2018 Issue	Theme	Special Report Topic
January/February	Workforce Issue	
March/April	International Issue	
May/June	10th Annual Safety Issue	Mobile App Resources
July/August	Technology Issue	Fuel Planning
September/October	Management Issue	Maintenance
November/December	Convention Issue <i>extensive bonus distribution at NBAA-BACE</i>	Connectivity

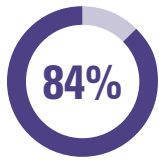
*For full 2018 editorial calendar, refer to the Business Aviation Insider rate card.*



## Magazine Readership



92% of readers agree that the magazine helps them better understand the industry



84% of readers are very satisfied or satisfied with the magazine content



70% of readers consider the magazine a "must read" magazine

## DISTRIBUTION

- The print edition is mailed bimonthly to 27,000 subscribers in the NBAA membership and reaches thousands more in bonus distribution at NBAA events throughout the year, including NBAA's annual Business Aviation Convention & Exhibition (NBAA-BACE).
- The digital edition reaches thousands of readers through NBAA's innovative mobile app for iOS and Android smartphones and tablets.

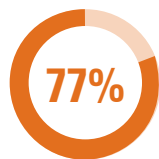
## Purchasing Power

### Business Aviation Insider Delivers:

**Final Decision Makers**  
Owners, Presidents/CEOs

**Purchase Makers/  
Influencers/Recommenders**

- Flight Department Managers/Aviation Directors
- Pilots/Chief Pilots
- Maintenance Managers



77% of readers are involved in the purchasing process



>50% of readers are more likely to purchase, recommend or influence the purchase of a product or service that they have seen or read about in the magazine

## Products

**Our readers purchase business aviation products and services, including:**

- Accounting and tax services
- Aircraft maintenance
- Connectivity
- Contract pilots/flight crew
- FBOs
- Fuel/fuel services
- Ground handling services
- Training programs

*Source: Data from 2016 NBAA reader survey conducted by Marketing General, Inc.*



# Business Aviation Insider Mobile App

**Go beyond traditional print advertising to engage with new audiences.**

Digital advertising in the Business Aviation Insider mobile app connects marketers and advertisers to their core audiences in new and engaging ways. Your message will appear on both smartphone and tablet devices to expand your reach cross-channel – with the ability to guide targeted audiences to additional online resources.

## Tap-Through Level Ads

Guaranteed to be seen by all app users, this ad appears directly after the NBAA splash-screen upon launch of the app. The user must close the ad in order to continue the app's top-level browse page of app content and digital publication. This option is available as a standalone purchase (a presence in the print edition is not required).

## Top-Level Browse Page Ads

Located on the app's top-level browse page, this ad will be seen by all users of the app. The ad is placed in a high-profile position among the cards that launch app content and digital issues. This ad includes a link to the advertiser's web page, or may link to content within an issue of the digital publication. Animation of this ad type is an option.

## Full-Screen Interstitial Ads

These full-screen ads are similar to a full-page print ad, and they are automatically offered to all full-page print edition advertisers as a value add – at no extra charge. They appear within the digital publication and are viewed as users swipe between articles within the digital edition. This ad includes a link to the advertiser's web page. Animation of this ad type is an option. This option is available as a standalone purchase (a presence in the print edition is not required).



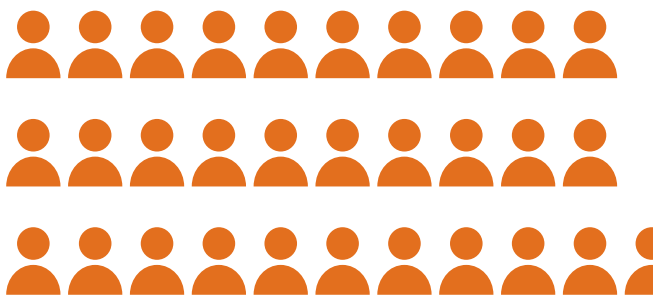
# Digital Media

## NBAA Update

Either by itself or as part of an integrated marketing solution, NBAA Update is an email newsletter that reaches industry decision-makers every Monday. Filled with industry news and information, it offers weekly distribution to key stakeholders that makes it the best choice to promote your company's new products and upcoming events, drive traffic to your website, and keep your brand prominently in front of our highly responsive membership.

# 30,500

Opt-in subscribers



 = 1,000 subscribers

# 25%

 Open rate

 = 25% emails sent



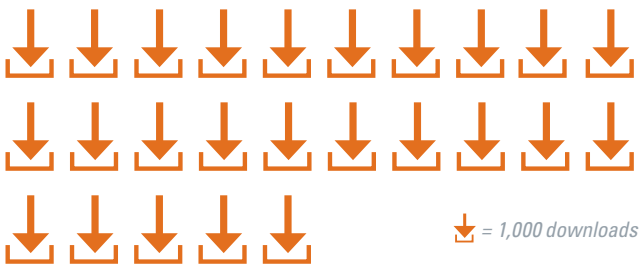
## SUBSCRIBER BREAKDOWN

- Company owners and executives
- Chief pilots
- Maintenance managers and technicians
- Members of the industry trade press
- Aviation regulatory officials
- Elected government officials

## NBAA Flight Plan

Delivering highly engaged listeners, NBAA Flight Plan covers the latest business aviation news and information for professionals on the go. User data shows that NBAA podcasts are a vibrant part of the association's communications mix that has staying power, drawing listeners not only during the week of publication but continuing to accumulate downloads over the course of the year.

25,000+  
downloads per year



## CROSS-CHANNEL DISTRIBUTION

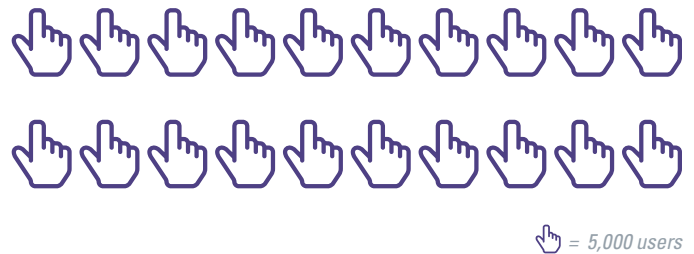
All podcasts are distributed via:

- NBAA Flight Plan website
- NBAA Update newsletter
- Apple iTunes subscription
- Google Play subscription
- NBAA Facebook, Twitter and LinkedIn sites

## NBAA.org Website

NBAA.org is relied upon by the industry for the timeliness of its content and the latest information about NBAA, its programs and activities, and the industry it serves. The website is seen by a highly responsive audience of purchasers on a daily basis.

100,000  
users per month



7 million  
page views per year



**Coming in 2018!** NBAA soon will launch a redesigned website featuring a fresh look, improved functionality and mobile-friendly design, to provide better user experience and advertiser ROI.

Source: Informz, Google Analytics



# NBAA-BACE

Annually ranked as one of the top 10 U.S. trade shows, the NBAA Business Aviation Convention & Exhibition (NBAA-BACE) is the perfect venue to showcase your brand and gain access to the buying power of 27,000 business aviation professionals.

The 2018 NBAA-BACE will be held Oct. 16-18 in Orlando, FL. Advertising your company's products and services in any of the following NBAA-BACE offerings (at right) is the best way to ensure buyers from around the world will recognize your brand and engage with your company both on-site at the show and on an ongoing basis.



- **NBAA TV**  
Custom title sponsorships and video advertorials give you a highly visible presence – online, at NBAA's convention and on TVs in select attendee hotel rooms.
- **NBAA-BACE Report**  
Reach 150,000 prospects with your brand, both in the weeks leading up to the convention and on all three show days.
- **NBAA-BACE Show Guide**  
The official and only printed guide distributed on-site to thousands of decision-makers who influence the business aviation purchasing process.
- **NBAA Events App**  
Enhance your NBAA-BACE experience with an interactive exhibit floor plan, exhibitor directory, complete agenda and more.

# International Shows

**Attendees at NBAA's European and Asian trade shows are the most active buyers for business aviation aircraft, services and products in those regions.**

Each May at Geneva's Palexpo, the European Business Aviation Convention & Exhibition (EBACE) brings buyers and sellers together as Europe's largest event dedicated to showcasing business aviation products and services. More than 13,000 attendees represent more than 100 countries around the world.

Every April, the Asian Business Aviation Conference & Exhibition (ABACE) brings together thousands of business aviation professionals to the Shanghai Hawker Pacific Business Aviation Service Centre on Shanghai Hongqiao Airport. ABACE attendees come from more than 50 countries in Asia, North America and elsewhere.

NBAA offers high-exposure advertising opportunities at both of these exciting international shows to generate leads and drive traffic to your exhibit.



## Email Reports

Reach thousands of registered and prospective attendees via targeted email newsletters sent in conjunction with each show.



## Event Apps

The official EBACE and ABACE mobile apps put your brand directly in front of the most engaged attendees, helping guide them to your exhibit booth.



## EBACE TV

Create a custom title sponsorship or purchase individual video advertorials to receive a highly visible presence online and on TV monitors at the EBACE show site.



## Show Guides

These EBACE and ABACE publications are the only official printed show guides distributed on-site at each event to thousands of purchasing influencers.

# Conferences

Enhance your visibility at NBAA conferences with print and mobile app advertising opportunities.

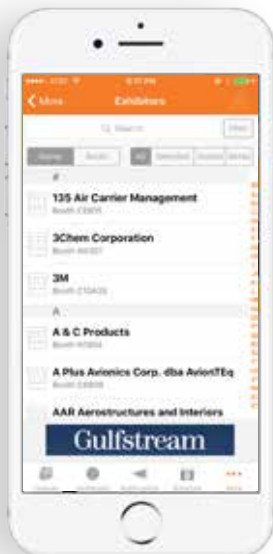
NBAA's educational and career development conferences help business aviation professionals stay at the top of their game. You can reach targeted groups of individuals by advertising in the association's conference publications and apps, or consider bundling these offerings with advertising in other NBAA communications channels as part of an integrated strategy.



## Conference Publications

NBAA publishes official printed guides for both the Schedulers & Dispatchers Conference and the Maintenance Conference. These “must have” on-site guides that every attendee and exhibitor receives and uses will make an excellent addition to your company’s marketing communications plan.

Your message in this publication will be seen all year, as it becomes an essential desk reference that attendees and exhibitors will access year-round to contact product and service suppliers.



## NBAA Events App

The NBAA Events app houses the full program agenda, exhibitor directory with booth locations, company descriptions, product and service categories, and much more, not only for NBAA-BACE but also for all of NBAA's U.S.-based conferences and seminars, which include:

- Schedulers & Dispatchers Conference
- Leadership Conference
- Business Aircraft Finance, Registration & Legal Conference
- International Operators Conference
- Maintenance Conference
- Business Aviation Taxes Seminar
- Flight Attendants/Flight Technicians Conference
- Tax, Regulatory & Risk Management Conference

Talk to your sales rep about the high-visibility advertising options in the NBAA Events app, to help drive additional traffic to your exhibit.



# Integrated Campaigns

**Delivering more value and a greater return on your advertising investment.**

NBAA offers supplier companies and organizations a high-value, low-cost way of keeping their name in front of the business aircraft community throughout the year. Advertising in our print, digital, video and event products provides a multimedia solution that ensures ongoing exposure for your company and its products and services.

Use the table on page 13 to pick the NBAA channels that best meet your marketing needs, or select multiple titles to create an integrated advertising strategy. With Business Aviation Insider's printed edition as the centerpiece of your custom campaign, you can deliver your ad message with daily, weekly, monthly, bimonthly frequency.



## Customize an Integrated Marketing Strategy With NBAA

Whether you want to raise awareness of your brand, launch a new product, find new prospects or establish your company as a business aviation industry thought leader, NBAA offers the media channels you need to meet your marketing goals.

In 2018, make Business Aviation Insider's printed edition the centerpiece of your custom campaign. By bundling your magazine placement with other NBAA digital media and event advertising opportunities, you can deliver your ad message with daily, weekly, monthly, and bimonthly frequency throughout the year.

Media Title and Frequency	Brand Awareness	Product Launch	Lead Generation	Thought Leadership	Ad Rates (1x)
<b>Business Aviation Insider Magazine</b> <i>Bimonthly in print</i>	<b>X</b>	<b>X</b>			<b>\$4,840 – \$5,750</b> full-page ad per issue
<b>Business Aviation Insider Mobile App</b> <i>Bimonthly placement in the digital edition for ongoing exposure in the app</i>	<b>X</b>	<b>X</b>	<b>X</b>		Full-page print ads carry into digital edition for free; ask about other digital ad options
<b>Business Aviation Insider Special Reports</b> <i>Select magazine issues as shown on page 4</i>	<b>X</b>	<b>X</b>		<b>X</b>	<b>\$4,840 – \$5,750</b> per issue
<b>NBAA.org</b> <i>Monthly packages with daily exposure</i>	<b>X</b>	<b>X</b>	<b>X</b>		<b>\$1,500 – \$2,500</b> per month
<b>NBAA Update Newsletter</b> <i>Monthly packages with weekly exposure</i>	<b>X</b>	<b>X</b>	<b>X</b>		<b>\$2,505 – \$5,000</b> per month
<b>NBAA Flight Plan Podcast</b> <i>Monthly packages with weekly exposure</i>	<b>X</b>	<b>X</b>			<b>\$1,000</b> per month
<b>NBAA TV Video Advertorial</b> <i>During week of NBAA-BACE; for best exposure, ask about title sponsorship option</i>	<b>X</b>	<b>X</b>		<b>X</b>	<b>\$5,000 – \$7,000</b> per advertorial for NBAA-BACE; ask about EBACE TV
<b>Show Guide, Events App, Report Newsletter</b> <i>Year-round exposure before and during the weeks of NBAA-BACE and other major events</i>	<b>X</b>	<b>X</b>	<b>X</b>		<b>\$2,880 – \$12,565</b> for NBAA-BACE; ask about EBACE/ABACE pricing





## For More Information

Contact your NBAA sales representative today to begin creating your custom advertising package. Direct advertising inquiries to [advertising@nbaa.org](mailto:advertising@nbaa.org).

NBAA also offers a variety of sponsorship offerings at every association event, or at a combination of these events – from NBAA-BACE and its international trade shows to multiple regional forums and conferences throughout the year. To learn more about available event sponsorships, or to inquire about opportunities for bundling advertising and sponsorships together, contact the sponsorship sales team at [sponsorships@nbaa.org](mailto:sponsorships@nbaa.org).

[www.nbaa.org/advertising](http://www.nbaa.org/advertising)

