



PRIVATE AIR
— LUXURY HOMES MAGAZINE —

ENIGMA



LIFE BEYOND FIRST CLASS

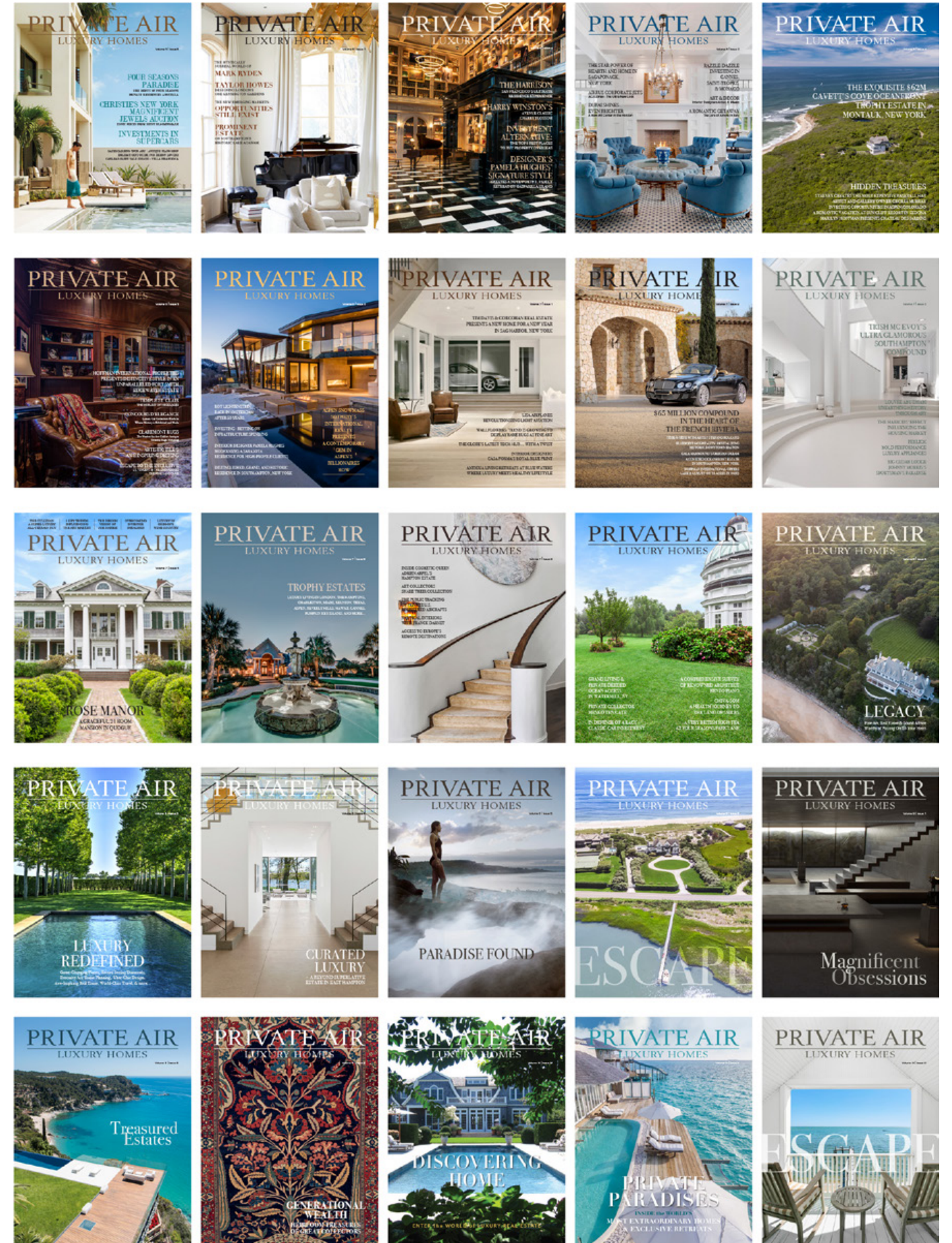


ABOUT PRIVATE AIR LUXURY HOMES MAGAZINE

Private Air Luxury Homes Magazine is published exclusively for the world's most discerning travelers. Distributed through Private Jet Terminals throughout the world, our readers include C-Level executives, royalty, heads of state, celebrities, captains of industry, and private aircraft owners; all of whom expect the highest standards of excellence.

The readers of Private Air Luxury Homes Magazine are some of the world's wealthiest individuals. They come from all over the globe and typically have a collection of homes, an extensive portfolio, a sophisticated interest in arts and culture, as well as a passion for luxury products and travel. This world-class publication caters to their wants with a unique perspective and a genuine grasp of what interests its reader – the world's most exclusive real estate, investments, fine art, and collectibles.

Our readers can afford every product that graces the pages of the magazine. They are always on the look-out for the very best, and we aim to inspire by offering a smart and stylish insider's guide for the world's elite. The magazine is edited and designed to be kept, and found not only on board private jets, but also in the homes of some of the world's wealthiest and most discerning individuals.



Prominent Brands Include Private Air Luxury Homes Magazine In Their Media Plans To Reach This Highly Sought-After Audience



TESTIMONIALS

PRIVATE AIR LUXURY HOMES MAGAZINE DELIVERS

"As a Sotheby's International Realty affiliate, we are used to participating in the finest magazines published around the world. Our association with Private Air Luxury Homes magazine has been a great addition to our realtor's advertising exposure. The magazine is beautifully printed and designed. It is always prepared with varied and interesting editorial content, keeping it fresh and interesting to our intended audience. Your FBO distribution network has provided us access to targeted clientele that are often hard to reach."

Carole Treder

Aspen Snowmass Sotheby's International Realty

"Your publication just about jumps off the shelf"

Nancy Bouvier

Banyan Air

"My father and I are big fans of Private Air and have been for some time. The advertising we're doing for Huntsman Springs is pulling in qualified leads from Private Air, and that makes everyone happy."

Christopher Pearson

Huntsman Springs

"Thanks a lot for this nice publication!"

Romain Gourdain

Hublot S.A.

"The consistency and quality of the magazine and the results that we have received has been hard to duplicate with other publications. Your affluent demographic has assisted us in acquiring several new clients and a few referrals from those clients as well."

Gary Silver

Gary H. Silver Architects, PC

"As a premiere international interior design firm, Private Air reaches our market of high net worth individuals who are interested in elite quality interior design and service. You have an excellent distribution network, and we have had many comments on the magazine from our clients and potential clients. We feel that Private Air is a substantial part of our marketing outreach."

Pamela Hughes

Hughes Design Associates



REACHING
UHNWIs
CAN BE OBTAINABLE

DEMOGRAPHIC PROFILE

WHO FLIES PRIVATELY?

Fortune 500 C-Level Executives

- Chairmen
- CEOs
- Management

Entrepreneurs

- Sole Proprietors
- Luxury Service Providers
- Luxury Retail Executives

Sports Franchises & Affiliates

- Agents
- Players
- Team Owners

Entertainers

- A-List Celebrities
- Movie/Television Icons
- Musicians/Performers

Heads of State

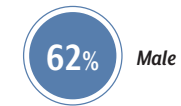
- Royalty
- Diplomats
- Politicians

ANNUAL DISCRETIONAL SPENDING BY CATEGORY PER INDIVIDUAL

CATEGORY	MEDIAN SPEND
Real Estate	\$2,853,333
Fine Art	\$1,746,000
Home Improvement	\$542,000
Yacht Rentals	\$404,000
Jewelry	\$248,000
Luxury Cars	\$226,000
Events at Hotels/Resorts	\$224,000
Experiential Travel	\$98,000

CATEGORY	MEDIAN SPEND
Villa/Chalet Rentals	\$168,000
Hotels/Resorts	\$157,000
Watches	\$147,000
Cruises	\$138,000
Fashion & Accessories	\$117,000
Spas	\$107,000
Wine/Spirits	\$29,000

READER DEMOGRAPHICS



This data is projected based on sources related to private jet ownership. Sources include: Prince & Associates, global private wealth; and the Spending habits of the Super Rich-National Business Aviation Association (NBAA)

A GLOBAL AUDIENCE OF LIKE-MINDED INDIVIDUALS

Private Air Luxury Homes Magazine has additional distribution through strategic partnerships with luxury events globally



PRINT CIRCULATION

40,000

Onboard Private Jets / Private Jet Terminals (FBOs)
Reaches affluent travelers - royalty, heads of state, celebrities, captains of industry, and private aircraft owners - who on average fly privately 41 times a year.

25,000

Print Subscribers and Controlled Distribution
Directly mailed to subscribers and high-net worth individuals who have traveled with our Private Jet Charter affiliates within the last 12 months.

READERSHIP

368,000
per issue

DIGITAL SUBSCRIBERS

173,000+





PRIVATE AIR LUXURY HOMES DISTRIBUTION

UNITED STATES

ARIZONA

Buckeye:
Buckeye Municipal Airport

Chandler:
Chandler Municipal Airport
• Chandler Air Services
Stellar Airpark Airport
• Stellar Air Services

Flagstaff:
Flagstaff Pulliam Airport
• Wiseman Aviation

Mesa:
Heliponents
Falcon Field Airport

Phoenix:
Phoenix Deer Valley Airport
• Atlantic Aviation
Cutter Aviation
Phoenix Sky Harbor
• Cutter Aviation
• Swift Aviation

Scottsdale:
Scottsdale Airport
• Scottsdale Air Center
• Landmark Aviation

Sedona:
Sedona Airport
• Red Rock Aviation

Tucson:
Tucson International Airport
• Atlantic Aviation
• Bombardier Aerospace
• Premier Aviation
• Tucson Jet center

CALIFORNIA

Carlsbad:
Carlsbad's Palomar Airport
• Premier Jet
• Civic Helicopters
• Western Flight Services

Cypress:
• Air Flite

Los Angeles:
LAX International Airport
• Landmark Aviation

Los Angeles:
Whiteman Airport

Oakland:
Metropolitan Oakland International Airport
• Landmark Aviation

Napa
• Napa Jet Center

Orange County & Placentia & Irvine & San Juan Capistrano:
John Wayne/Orange County Airport
• Signature Flight

San Carlos: San Carlos Airport
San Diego:

Brown Field Muni Airport
• San Diego Jet Center

San Diego & Coronado:
San Diego International Airport
• Landmark Aviation

San Francisco & San Mateo:
San Francisco International Airport
• Signature Flight

Van Nuys:
Van Nuys Airport
• Maguire Aviation Group
• Castle & Cooke Aviation
• Clay Lacy Aviation
• Pentastar Aviation

COLORADO

Aspen:
Pitkin County/Sardy Field Airport
• Atlantic Aviation

Broomfield:
Rocky Mountain Metropolitan Airport
• Denver Air Center

Colorado Springs:
Colorado Springs Airport
• Cutter Aviation

Durango:
Durango La Plata Regional Airport
• AV Flight Durango

Englewood:
Centennial Airport
• XJET
• TAC AIR
• Watkins
• Front Range Airport

Grand Junction:
Grand Junction Regional Airport
• West Star Aviation

Rifle:
Garfield County Regional Airport
• Atlantic Aviation

CONNECTICUT

Danbury:
• Reliant Air
• Business Aircraft Jet Center
• Executive Air Services

Groton:
• Mystic Jet Center
• Lanmar Aviation

Hartford/Brainard:
• Hartford Jet Center

Waterbury/Oxford:
• Keystone FBO Services

Plainville:
• Interstate Aviation

Windsor Locks:
Bradley Intl Airport
• TAC AIR

FLORIDA

Arcadia:
Arcadia Muni Airport
• Air Cadia

Boca Raton:
Boca Raton Airport
• Boca Aviation

Daytona Beach:
Daytona Beach Intl Airport
• SheltAir Aviation

Fort Lauderdale:
Fort Lauderdale Executive Airport
• Banyan Air service
• Executive jet Center
• Sano Jet Center
Fort Lauderdale/Hollywood Intl

• Jetscape
• National Jets
• SheltAir Aviation

Key West:
Key West Intl Airport
• Island City Aviation

Miami:
Kendall-Tamiami Executive Airport
• Landmark Aviation
• International Flight Center
• Air Sal

Miami International Airport
• Landmark Aviation
• Miami Executive Aviation
Opa-Locka Executive Airport
• Orion Jet Center
• Landmark Aviation.
• Fontaine Bleau Aviation

Naples:
Naples Muni Airport
• Naples Airport Authority

North Palm Beach:
Palm Beach County
General Aviation Airport
• Landmark Aviation

Ocala: Ocala International Airport –
Jim Taylor Field
• Landmark Aviation

Opa-Locka:
Opa-Locka Executive Airport
• Orion Jet Center
• Fountainebleau Aviation
• Miami Executive Aviation

Orlando:
Orlando Executive Airport
• SheltAir Aviation
• Galaxy Aviation

Placida:
Coral Creek Airport
• Boca Grande Jet Center

Sarasota: Rectrix Aerodrome Center

Stuart: Witham Field Airport
• Stuart Jet Center
• Atlantic Aviation

Tampa:
Tampa International Airport
• Landmark Aviation

West Palm Beach:
Palm Beach Intl Airport
• Jet Aviation
• Galaxy Aviation
N. Palm Beach County

General Aviation Airport
• Landmark Aviation

GEORGIA

Atlanta:
Hartsfield-Jackson Atlanta Inter Airport
• Landmark Aviation

Lawrenceville:
Gwinette County Airport-Briscoe Field
• Landmark Aviation

HAWAII

Hilo: Air Service

Honolulu: Air Service

Kahului: Air Service

Kailua-Kona: Air Service

Lihue, Kauai: Air Service

Honolulu: Bradley Pacific

Kailua-Kona: Bradley Pacific

Lihue, Kauai: Bradley Pacific

Kahului: Bradley Pacific

Honolulu: Castle And Cooke

Lanai City: Castle And Cooke

IDAHO

Boise: Western Aircraft

Twin Falls: Reeder Flying Service

Sandpoint: Silverwing Flight Services

ILLINOIS

Chicago:

Chicago Executive

• Atlantic Aviation

• Signature Flight

Chicago Midway International

• Atlantic Aviation

• Signature Flight

Chicago O'Hare International

• Signature Flight

Chicago/Aurora Municipal

• J.A. Air Center

• Luman Air

Chicago/Waukegan Regional

• Signature Flight

Springfield:

Abraham Lincoln Capital Airport

• Landmark Aviation

Waukegan:

Waukegan Regional Airport

• Landmark Aviation

IOWA

Cedar Rapids:

The Eastern Iowa Airport

• Landmark Aviation

LOUISIANA

New Orleans: Lakefront Airport

• Landmark Aviation

PRIVATE AIR LUXURY HOMES DISTRIBUTION

MARYLAND

Frederick: Frederick Municipal Airport
• Landmark Aviation

MASSACHUSETTS

Boston: William M. Tuck Airport
Boston Logan International
• Signature Flight
Worcester Regional
Concord: Rectrix Aerodrome Center
New Bedford Regional:
• Sandpiper Air
• Colonial Air
• Noreast Aviation
Bedford:
• Jet Aviation
• Signature Flight

Beverly: North Atlantic Air

Chicopee: Westover Air Services

Hyannis:
• Air Cape Cod
• Barnstable Municipal Airport
• Rectrix Aerodrome Center

Lawrence:

• Eagle East Jet Center
• Falcon Air
• Lawrence Jet Center

Mansfield: King Aviation

Montague: Pioneer Aviation

Nantucket: Nantucket Memorial

Norwood: Boston Air Charter

Orange: Orange Regional

Provincetown: Cape Air

Vineyard Haven:
Martha's Vineyard Airport

Westfield: Rectrix Aerodrome Center

Worcester: Rectrix Aerodrome Center

MONTANA

Ennis & Big Sky: Ennis-Big Sky Airport
• Choice Aviation

Big Sky, Bozeman, Belgrade

& Livingston:
Bozeman Yellowstone
International Airport

NEW JERSEY

Teterboro: Teterboro Airport

• Jet Aviation
• TeFirst Aviation
• Meridian

NEW YORK

Farmingdale: Republic Airport

• Atlantic Aviation
• SheltAir

Flushing: LaGuardia Airport
• SheltAir Aviation

Jamaica: John F. Kennedy
International Airport
• SheltAir Aviation

Ronkonkoma:

Long Island Mac Arthur Airport
• Hawthorne Global Aviation
• SheltAir Aviation

Syracuse: Syracuse Hancock
International Airport
• Landmark Aviation

Westchester:
Westchester County Airport
• Landmark Aviation
• Signature Flight Aviation

West Hampton Beach:
Francis S. Gabreski Airport
• SheltAir Aviation

White Plains: John F. Kennedy Airport
• SheltAir Aviation
• Wings Air (Aboard Taxi Helicopters)

NORTH CAROLINA

Fayetteville:
Fayetteville Regional
Airport/Grannis Field
• Landmark Aviation

Greensboro:
Piedmont Triad International Airport
• Landmark Aviation

Morrisville:
Raleigh-Durham International Airport
• Landmark Aviation

Winston-Salem: Smith Reynolds
Airport
• Landmark Aviation

OHIO

Cincinnati:
Cincinnati Municipal Airport
• Lunken Field
• Landmark Aviation

Cleveland:
Burke Lakefront Airport
• Landmark Aviation

Columbus:
Port Columbus International Airport
• Landmark Aviation

SOUTH CAROLINA

North Charleston:
Charleston International Airport
• Landmark Aviation

SOUTH DAKOTA

Sioux Falls:
Joe Foss Field Airport
• Landmark Aviation

TEXAS

Dallas:
Dallas Love Field Airport
• Landmark Aviation

San Antonio:
San Antonio International Airport
• Landmark Aviation

Wichita Falls:

Wichita Falls Municipal Airport
• Landmark Aviation

UTAH

Bountiful: Skypark Airport

Heber City:
Heber City Municipal Airport
• OK3 AIR

Highland: Highland County Airport

Hurricane City: Hurricane Municipal/
General Dick Stout Field Airport

Kanab: Kanab Municipal Airport

Mantiaa: Manti-Ephraim Airport

Park City: Heber City Municipal
Airport

Spanish Fork & Springville:
Woodhouse Field Airport
• Utah Aviation

VIRGINIA

Charlottesville:
Charlottesville-Albemarle Airport
• Landmark Aviation

Dulles: Washington Dulles
International Airport

Norfolk: Norfolk International Airport
• Landmark Aviation
*As of July 2013

Roanoke: Roanoke Regional Airport
• Landmark Aviation

WASHINGTON

Bellingham: Bellingham International
• Bellingham Air Services
Boeing Field Airport
• Clay Lacy Aviation
• Signature Flight

Olympia: Olympia Regional
• Glacier Aviation

Richland: Richland Airport

Seattle: Seattle-Tacoma Intl Airport:
• Clay Lacy Aviation
• Signature Flight Support
• Tacoma Narrows Aviation
• Castle and Cooke Aviation

INTERNATIONAL

ARGENTINA

• Air Dispatch Aviation

Buenos Aires:
• Argentina Ground Support Aviation

ASIA

Singapore: Seletar Airport

BRAZIL

Brasilia: Brasilia International Airport
• Universal Aviation

Manaus:

Eduardo Gomes International Airport
• Universal Aviation

Rio de Janeiro:

Rio de Janeiro-Galeão
International Airport
• Universal Aviation

São Paulo:

São Paulo/Guarulhos
International Airport
• Universal Aviation

CANADA

British Columbia:
Vancouver International Airport

Calgary:
Calgary International Airport

Mississauga:
Toronto Pearson International Airport

Ontario:
Ontario International Airport
• Guardian Jet Center

FRANCE

Bordeaux: Mérignac Airport

Lyon: Lyon Saint Exupery Aeroport

Marignane Cedex:
Aeroport Marseille Provence

Mauguio:
Aerport Montpellier Mediterranee

Nice: Aeroport Nice Cote d'Azur

Paris: Aeroport de Paris le Bourget

SWITZERLAND

Geneva:
Geneva Airport

Zurich:
Zurich Airport

UAE

Dubai:
Dubai International Airport

• Jet Aviation
• ExecuJet
• Executive Flight Services
Al Maktoum International Airport
• Jet Aviation

UNITED KINGDOM

London (Borough of Bromley):
• Biggin Hill Airport

London (Borough of Wandsworth):
• Barclays London Heliport (Taxi)

VENEZUELA

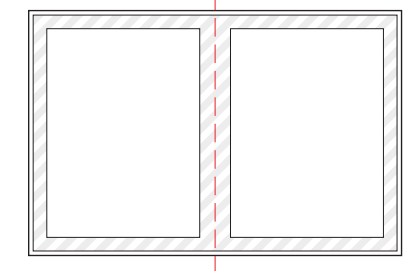
Caracas:
Simón Bolívar International Airport
• Universal Aviation

Valencia:
Intl. Airport Arturo Michelena,
Valencia
• Sadelca Aviation



THE DEADLINES 2022

Issue	Buying Deadline	Copy Deadline
January/February	December 1st	December 10th
March/April	February 2nd	February 11th
May/June	April 1st	April 10th
July/August	June 1st	June 10th
September/October	August 3rd	August 10th
November/December	October 3rd	October 9th



FULL PAGE

(Width x Height)

Full Bleed 8.5" x 11.125"

Final Trim 8.375" x 10.875"

DOUBLE PAGE SPREAD

(Width x Height)

Full Bleed 17" x 11.125"

Final Trim 16.75" x 10.875"

Art work will only be accepted as single page PDFs. Ensure that all images are a minimum of 300dpi at 100% of final placement size. Please provide CMYK files and images only. All live/readable text/matter should be 1/4" from the trim line on all four sides.

REACHING THE WORLD'S ELITE



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ENIGMA

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