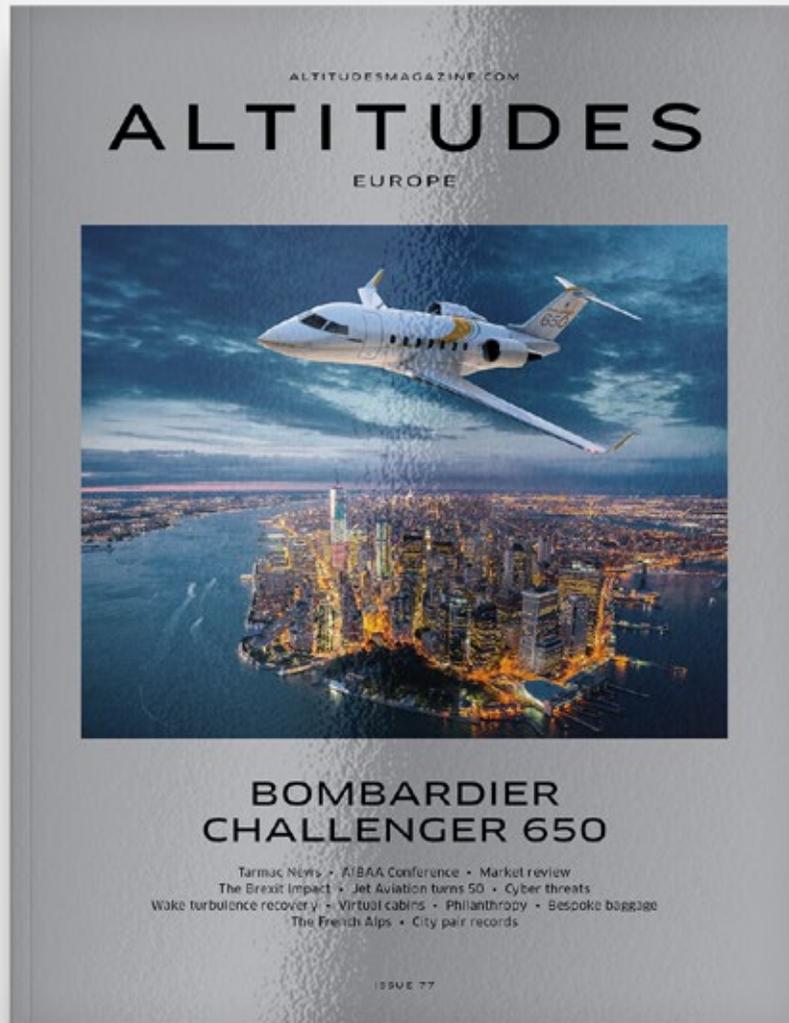


# ALTITUDES

MEDIA KIT 2018



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## THE MAGAZINE

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*Altitudes* magazine was launched in 2003 in Cannes, France. Readers of the established *Yachts* magazine were looking for a private aviation title that filled the same niche, offering industry insight, advice and interesting articles for a select group of high net worth individuals that owned or chartered business aircraft.

The title was a success and soon became *Altitudes Europe*, as regional magazines were launched. The Middle East office was established in 2006 and the first edition of *Altitudes Arabia* was published in July 2008. *Altitudes Asia* followed in 2016 as new markets began to grow. *Altitudes Europe* and *Altitudes Arabia* are published in English, while *Altitudes Asia* is published in both Simplified Chinese and English.

Since its inception, *Altitudes* has become the must-read publication for owners and operators of private jets, fixed wing and rotary aircraft, and provides its readers the perfect networking platform. Nowhere is this more prevalent than the famous *Altitudes* networking parties that accompany the ABACE show in Shanghai, EBACE show in Geneva, MEBA and the Dubai International Air Show in Dubai, NBAA-BACE shows in Orlando and Las Vegas. It is the most illustrative example of how being associated with *Altitudes* brings businesses together within the aviation industry.



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## OUR AUDIENCE

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Our target audience is a unique combination of high net worth consumers of business aviation services and industry professionals with an eye on insights and developments in aviation. *Altitudes* readers, whether reading in print or online, have a high expectation to find the most relevant news and features, written by industry insiders and presented in a way that befits the premium subject matter.

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Charter an aircraft fewer than four times a year:  
**38.2%**

Charter an aircraft more than four times a year:  
**26.9%**

Private jet owners & charterers:  
**45%**

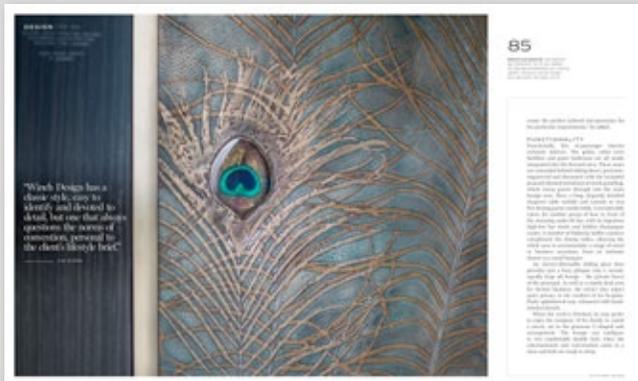
Decision makers of the industry:  
**55%**

Gender:  
**91% Male | 9% Female**

Average group:  
**42 years to 68 years**

Average income:  
**\$3,565,000**

Value of primary residence:  
**\$4,768,000**



## EDITORIAL CONTENT

Considered the leading title in business aviation, our editorial content features one-on-one interviews with captains of industry, exclusive reviews of all the latest jets from every manufacturer, news and stunning features rich in detail, design and photography.

*Altitudes* magazines have a solid reputation for their accessible style and are valued for their editorial integrity, thanks to their dedicated staff in their offices in Europe and the Middle East.

With every facet of private aviation covered, from owning and operating to leasing, chartering, maintaining, insuring, outfitting, selling and more, no other magazine covers all the bases in such great detail. Featuring very light jets all the way to bizliners, the strength of *Altitudes'* lifestyle content appeals to the most sophisticated readership. Luxury travel reviews and news, exclusive watch features, motoring reviews, art, restaurants, property and the latest in super yachts... *Altitudes* has it all.

### TOPICS

- News
- Aircraft reviews
- Interviews
- Analysis
- Design
- Management
- Lifestyle
- Destinations



## ALTITUDES ARABIA & EUROPE CALENDAR

EDITION	EVENTS	PRESS DEADLINE	DISTRIBUTION
Feb/March	Abu Dhabi Air/Heli Expo & Dubai Intl. Boat Show	January 25, 2018	February 6, 2018
April/May	ABACE & EBACE	March 25, 2018	April 6, 2018
June/July	Farnborough Intl. Airshow	May 24, 2018	June 6, 2018
Aug/Sept	Cannes & Monaco Yacht Show	July 25, 2018	August 6, 2018
Oct/Nov	NBAA & Bahrain Intl. Airshow	September 25, 2018	October 6, 2018
Dec/Jan, 2019	MEBAA	November 25, 2018	December 6, 2018

## ALTITUDES ASIA CALENDAR

EDITION	EVENTS	PRESS DEADLINE	DISTRIBUTION
March/April	ABACE	March 7, 2018	March 15, 2018
May/June	CJI Singapore / EBACE	April 19, 2018	May 10, 2018
July/Aug	Farnborough Intl. Airshow	June 20, 2018	July 10, 2018
Sept/Oct	NBAA	August 20, 2018	September 10, 2018
Nov/Dec	MRO Asia Pacific	October 21, 2018	November 10, 2018
Jan/Feb 2019		December 20, 2018	January 10, 2018



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## MAGAZINE REACH

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*Altitudes* has a unique and unrivalled distribution platform that benefits from multiple touch points, relevant to the title's audience. The titles have a mature and focused distribution strategy that capitalises on the regional hubs and utilises the distribution network of the wider publishing group.

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### CIRCULATION

#### Print

Altitudes Europe

**38,900 Copies**

Altitudes Arabia

**22,000 Copies**

Altitudes Asia

**15,000 Copies**

### BREAKDOWN

#### Altitudes Europe

Austria, Benelux, Eastern Europe, France, Germany, Greece, Italy, Ireland, Portugal, Scandinavia, Spain, Switzerland, Turkey, UK

#### Altitudes Arabia

Bahrain, Egypt, Kuwait, Jordan, Lebanon, Morocco, Nigeria, Oman, Qatar, Saudi Arabia, UAE

#### Altitudes Asia

Brunei, Cambodia, China, Hong Kong, Indonesia, Japan, Myanmar(Burma), Macau, Malaysia, Philippines, Singapore, South Korea, Thailand, Taiwan, Vietnam

*“Altitudes* is one of the leading magazines in business aviation, providing valuable information while educating and entertaining its readership. Since the creation of the Comlux Group in 2008, Comlux has found in *Altitudes* the right partner to support its communication development in Europe, Middle East and Russia.”

**RICHARD GAONA**

President and CEO, Comlux Group.

“For Boutsen Design, *Altitudes* is the natural choice as a great means for all that is aviation and lifestyle. For readers like us, *Altitudes* is an excellent coffee table publication due to the quality of the content, the wide range of topics and is by far the most informative guide for keeping up to date with the latest trends. Boutsen Design has especially chosen *Altitudes* as our sole publication for advertising”

**DANIELA BOUTSEN**

President Boutsen Design



## ALTITUDES ARABIA, ASIA & EUROPE RATE CARD

POSITION	ARABIA/ASIA	EUROPE
Front Cover Gatefold	\$18,000	€17,500
Interior Front Cover Spread	\$15,800	€15,000
1st Double Page Spread	\$14,600	€13,400
2nd Double Page Spread	\$14,200	€12,200
Outside Back Cover	\$14,000	€13,000
Inside Back Cover	\$10,000	€8,500
Double Page Spread Before Contents	\$13,400	€11,500
Full Page Opposite Contents	\$9,900	€9,000
Full Page Opposite Welcome Note	\$9,200	€8,100
Full Page Within 40 Pages (Facing News)	\$7,800	€6,500
Regular Double Page Spread	\$12,500	€10,000
Half Page Double Page Spread	\$9,500	€7,500
Full Page	\$6,800	€5,600
Special Operation	On Request	On Request

### SIZE

#### FULL PAGE SIZE

200mm x 265mm (Trim size) • 210mm x 275mm(Bleed size)

#### DPS SIZE

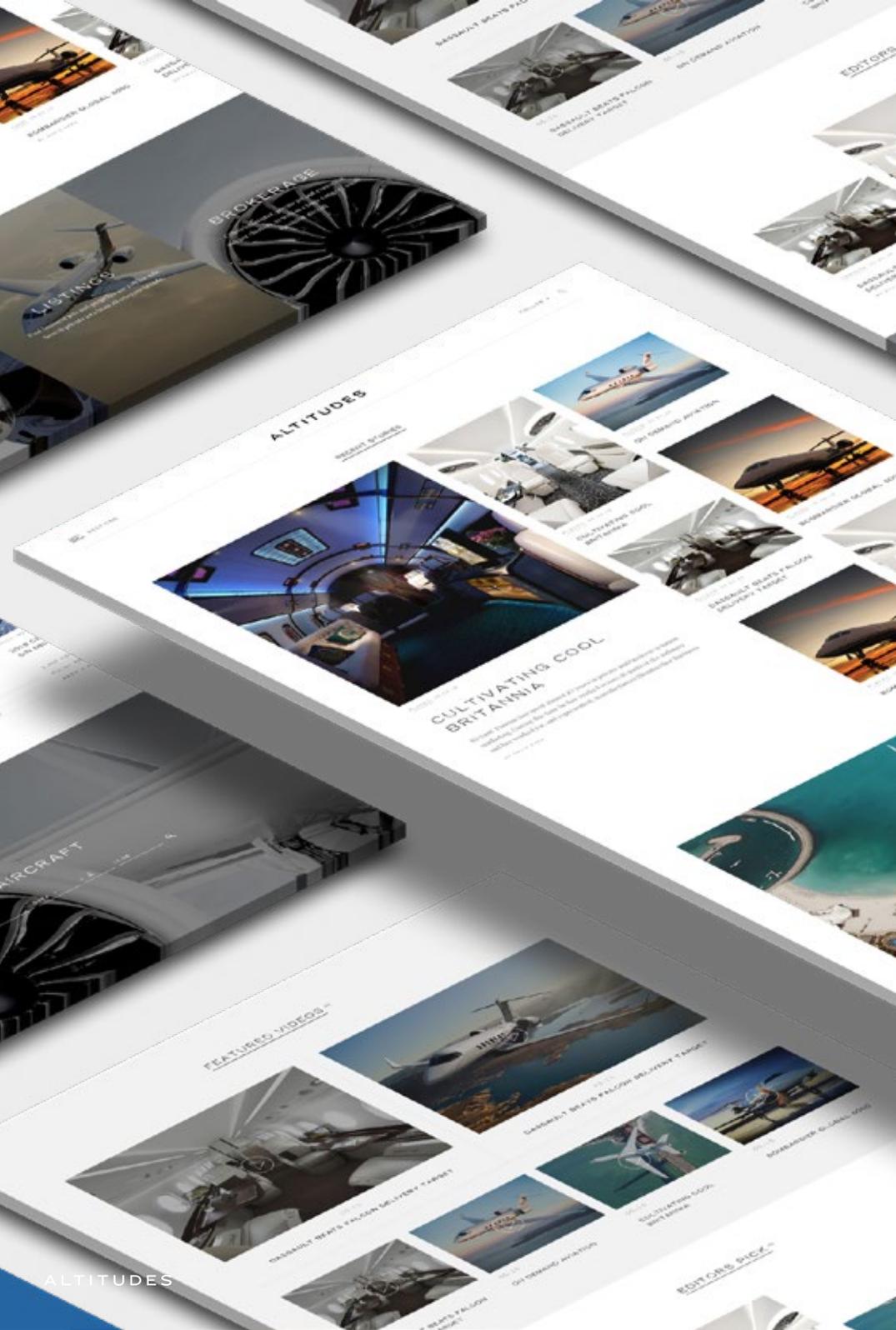
400mm x 265mm (Trim size) • 410mm x 275mm (Bleed size)

#### GATEFOLD SIZE

400mm x 265mm (Trim size) • 410mm x 275mm (Bleed size)

Digital and native advertising rates are available on request. All placement rates are subject to VAT at the current rate.

**Terms and conditions provided on request.**



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## WEBSITE REACH

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*Altitudes* has launched a new, interactive website.

Featuring engaging content and regularly updated business aviation news, as well as the current and back issues of the magazines, the site offers in-depth articles, aircraft listings, charter contacts, forthcoming events and luxury lifestyle features in an accessible and exciting format. The site also offers a range of dynamic advertising, promotional and sponsorship opportunities.

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### PROJECTED

Avg. monthly sessions  
**321,000**

Avg. monthly unique visits  
**142,000**

Avg. monthly page views  
**2.2MILLION**

### COUNTRIES FOR VISITATION

1. USA
2. CHINA
3. RUSSIA
4. UK
5. GERMANY
6. SWITZERLAND
7. FRANCE
8. SAUDI ARABIA
9. UNITED ARAB EMIRATES
10. INDIA

# SOCIAL MEDIA

Instagram

Twitter

LinkedIn

Wechat



## GET IN TOUCH

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**PINPOINT**

*Publishing and Digital Experience like no other..*

**THANK YOU**