

CorporateJetInvestor

The community for business
jet buyers and financiers



Advertising and
web sponsorship
opportunities



Moving fast

Corporate Jet Investor launched in September 2010 to help buyers and financiers of business jets and helicopters.

Just ten months later, by July 31, 2011 we now have:

OVER 200 FULL AND ASSOCIATE MEMBERS*. A uniquely high-level community consisting of bankers, operators, brokers, consultants, manufacturers, lawyers and others.

An average of **7,500 UNIQUE VISITORS** per month making 20,000 page views and spending two minutes on average on the site.**

LAUNCHED the first ever International Corporate Jet & Helicopter Finance Conference. We bring the market together online, by email and face-to-face.

Top destination

Our first conference in London on February 17 & 18 brought 190 key market players together. It was the first time that anyone had arranged a European conference covering business jet and aviation finance.

“It was the best aviation conference I have attended. The delegate list was a ‘who’s who’ of aviation and the subjects covered and presentations were extremely relevant and beneficial. The relaxed but highly organised atmosphere created an ideal opportunity to meet and chat with many people I knew and also many I had not met previously; creating substantial benefits and many opportunities for us at SG Equipment Finance.”

Paul Walsingham, manager – aviation, SG Equipment Finance

“Congratulations on pulling off a first class event – quality of speakers, delegates and networking opportunities were spot on.”

Owen Geach, commercial director, IBA Group (silver sponsor)

“The conference was by a long way one of the best I have attended. The combination of finance, legal, manufacturers, leasing and management experts – all with exceptional credentials – was unique.”

Colin Brickman, continuing airworthiness manager, Camo4jets AG

“As a sponsor it was a source of pride to be associated with such a well thought out, efficiently organised and long overdue event.”

Mark Bisset, Partner, Clyde & Co

* Source: Corporate Jet Investor publisher's statement. Full members pay around \$849 per person per year (although there are discounts for group accounts), community members have paid around \$1700 to attend a face-to-face event and have access to some members-only material.

** Source: Google Analytics June 1 to July 31 2011.



Targeted approach

Corporate Jet Investor is not an aviation magazine or a luxury title. It is the investment community for people in the business aviation market. It is read by:

- **Buyers of business jets and helicopters** – Advisers to high net-worth individuals, corporates and aircraft operators who are looking for financing or for cost information on aircraft types.
- **Providers of money** – private banks, corporate banks, leasing companies, specialist finance companies and others involved in financing business jets and helicopters that use the specialist expert guides and aircraft data. ***Some 70% of all business jets are financed.***
- Specialist advisers and influencers – Lawyers, consultants, insurers, appraisers, brokers and manufacturers who use the site to help inform and advise their clients.

The site includes: unique aircraft data; expert guides to different countries; an interactive finance finder; news; interviews; and analysis. It is written by specialist financial journalists.

The site is international but has a strong focus on fast growing markets in Europe, Asia, the Middle East, Africa and Latin America. We have very strong links with customers and financiers in China, India, Russia and Brazil.

Advertising opportunities

Skyscraper 227 x 600 pixels

These run down either side of the page. Skyscraper advertisements are the largest option available and the best way to get maximum exposure. Skyscraper advertisements run on every page of the site.

Leaderboard 300 x 90 pixels

The Leaderboard runs across the top of every page. Leaderboards are particularly suited to strong image-based advertisements and run on every page of the site.

Ad Boxes 227 x 277 pixels

Ad Boxes can run throughout the site. They are ideal for short messages.

Advertising Rates

Per month

Double Skyscraper	£800
Single Skyscraper	£500
Leaderboard	£400
Ad Boxes	£200
Roadblock (Double Skyscraper and Leaderboard)	£1200



Weekly newsletter

Corporate Jet Investor Weekly is a free E-Newsletter sent out each week to over 600 people who have requested to receive it.

It comprises of a weekly editorial and a round-up of all of the key stories each week. Readers are encouraged to forward it freely to colleagues and friends so your advertisement may benefit from pass-on readers.

Sponsorship Rates

Monthly sponsorship	£800
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Contacts

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