



2019

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.

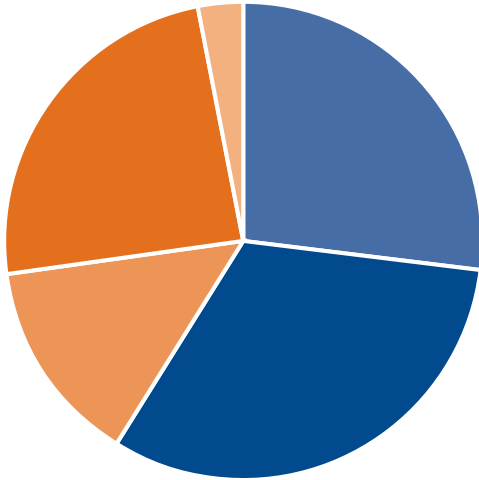
We can help you develop a customized multimedia approach that will keep your company's name and products in front of your customers on a consistent basis throughout the year. From our award-winning Business Aviation Insider magazine and newly redesigned website, to email newsletters and podcasts, to 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.

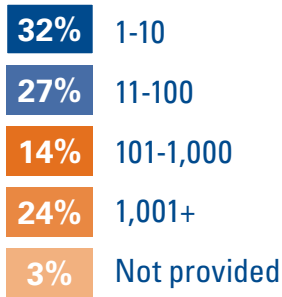
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NBAA Members by the Numbers

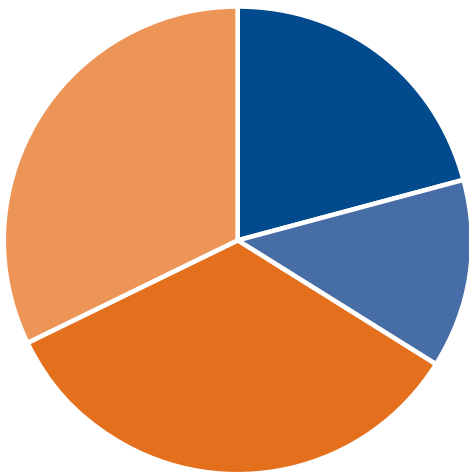


Number of Employees per Company

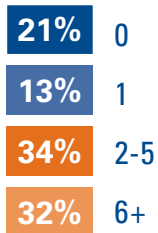


11,000+
member companies

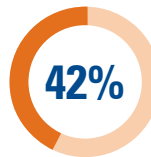
78%
of members operate
1 or more aircraft



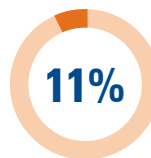
Number of Pilots per Company



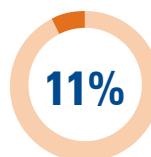
Operation Type



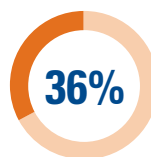
Flight department



Owner/operator



Management company or charter/fractional



Other utilization
(e.g., FBO/airport, manufacturer, legal/consultant, broker/sales)

Source: Data from 2018 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.

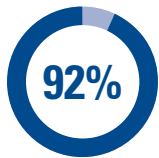


2019 Editorial Calendar

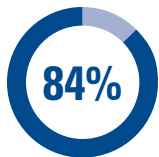
Issue	Theme	Special Sections
January/February	Workforce Issue	
March/April	International Issue	Flight Planning and Support
May/June	11th Annual Safety Issue	Simulator Training
July/August	Technology Issue	Mobile App Roundup
September/October	Pre-BACE Management Issue	
November/December	NBAA-BACE Issue <i>Bonus distribution at NBAA-BACE</i>	MRO; Business Aviation Top 40 Under 40
2019-2020	Student Edition <i>Bonus distribution at NBAA-BACE</i>	

For full 2019 editorial calendar, refer to the Business Aviation Insider rate card.

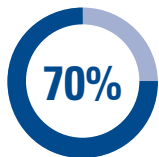
Magazine Readership



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



of readers are very satisfied or satisfied with the magazine content



of readers consider the magazine a "must read" magazine

DISTRIBUTION

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

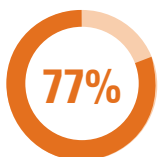
Purchasing Power

Business Aviation Insider Delivers:

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

 **Purchase Makers/
Influencers/Recommenders**

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



of readers are involved in the purchasing process



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.

New Targeted Opportunities!

The aviation community is more focused than ever on attracting and keeping the next generation of young professionals, and NBAA is providing new tools and programs to support members in this effort. In 2019, put your message in front of the aviation industry's future leaders and visionaries by advertising in, the following new offerings – and ask about possible live event tie-ins!

- The new Student Edition of Business Aviation Insider, with special distribution at the association's Careers in Business Aviation Day during NBAA-BACE, as well as at high school and college career days nationwide.
- The 40 Under 40 section of Business Aviation Insider's NBAA-BACE Issue, which recognizes young professionals working in business aviation for their career accomplishments and dedication to the industry. This issue has extensive bonus distribution at NBAA-BACE and is highly referred to and shared in print and on social media.

REACHING THE NEXT GENERATION OF PROFESSIONALS

With the revision of NBAA membership categories to introduce a new Professional Member category, the association is actively expanding its reach to include the next generation of aviation professionals, including recent graduates and students.



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.

31,000

Opt-in subscribers



 = 1,000 subscribers

25%

 Open rate

8%

 Click-through rate

Source: Informz



CHANGE PERSPECTIVE. FLY SMARTER. BACE booth #4781

NBAA

NBAA UPDATE

Sept. 17, 2018 [Subscribe to NBAA Update](#)

NBAA Supports Industry Efforts to Confront Aviation Workforce Challenges

"The aviation community has always come together to tackle its most pressing challenges, and today we need to do it again," FAA Acting Administrator Dan Elwell said at the agency's Sept. 13 "Aviation Workforce Symposium: Ensuring America's Pilot & Mechanic Supply." "There needs to be a common understanding of the gravity and urgency of the situation." NBAA Senior Director of Educational Strategy Jo Darmato, CAM, said the event drove home the point that everyone must work together on a solution. "There's a number of paths people can take once they enter this workforce, but this ecosystem that we all are responsible for is why NBAA needs to be a part of the solution," she said. [Learn more about the symposium.](#)

Calspan Air Services Visit us at booth 2093
GARMIN **gogo** **Rockwell Collins**
Authorized dealer KAIG FBO, Niagara Falls, New York **NBAA/BACE**
OCTOBER 16-18, 2018 - ORLANDO, FL

Operators Asked to Take Part in IBAC Safety Survey

The International Business Aviation Council (IBAC) is conducting an anonymous survey about safety performance indicators (SPI) and targets, in order to develop an SPI repository. The repository would be used to create educational

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

NBAA's 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. Advertise with NBAA Flight Plan to give your brand increased digital reach in front of a growing audience of highly engaged listeners.

In 2019, podcasts will cover these and other topics of high interest to the NBAA membership:

- Workforce development
- Domestic and international operations
- Airports and airspace issues
- Business management best practices

 **600+**
avg. downloads/episode

 **25,000+**
downloads per year

CROSS-CHANNEL DISTRIBUTION

All podcasts are distributed via:

- NBAA.org website
- Apple iTunes and Google Play subscriptions
- NBAA Update newsletter
- NBAA Facebook, Twitter and LinkedIn sites

Source: Podtrac, Google Analytics

NBAA.org Website

Recently redesigned, NBAA's website now has a fresh look, improved functionality and mobile-friendly design, to provide a better user experience. This website is seen by a highly responsive audience of purchasers on a daily basis, and is relied upon by the industry for the timeliness of its content and the latest information about NBAA and the industry it serves.

 **110,000**
users per month

 **7 million**
page views per year



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 25,000 business aviation professionals.

The 2019 NBAA-BACE will be held Oct. 22-24 in Las Vegas, NV. 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-BACE Product Spotlight – Astronics



Advertorial: Astronics (NBAA-BACE booth #214) serves global customers as the business aviation industry's partner for innovative power, lighting, connectivity, and VIP appointments. For more information, visit the Astronics website at www.astronics.com.



• NBAA TV

Video advertising, including commercial time advertorials and more, give you a highly visible presence – online, on-site at NBAA-BACE 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. Of the more than 13,000 EBACE attendees representing more than 100 countries around the world, 80% have an influence on the purchasing process.

Every April, the Asian Business Aviation Conference & Exhibition (ABACE) brings together thousands of business aviation professionals to Shanghai Hongqiao International Airport in Shanghai, China. Attendees come from more than 50 countries in Asia, North America and elsewhere, and 70% of attendees have an influence on the purchasing process.

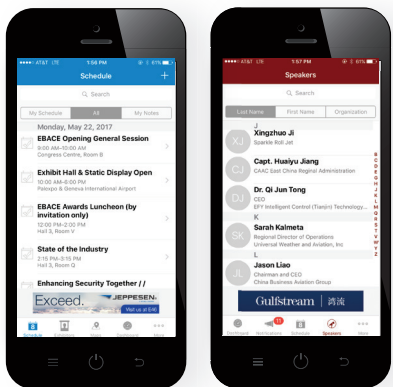
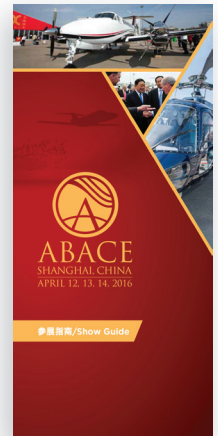
NBAA offers high-exposure advertising opportunities at both of these exciting international shows to generate leads and drive traffic to your exhibit.



EBACE Report Email Newsletter
Reach thousands of registered and prospective attendees at EBACE via targeted email newsletters sent in conjunction with the show.

ABACE Show Guide

This publication is the only official printed show guide distributed on-site at this event to thousands of purchasing influencers.



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.

Conferences

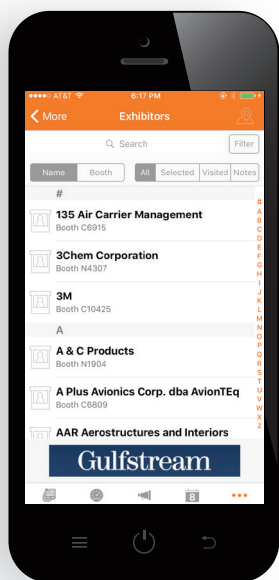
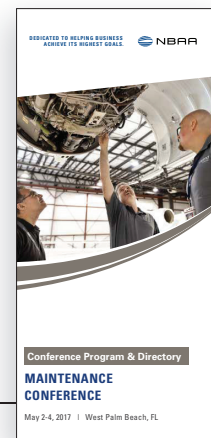
Enhance your visibility at NBAA conferences with print and mobile app advertising opportunities.

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 an official printed guide for the Maintenance Conference. This “must have” on-site guide 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.

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 and bimonthly frequency throughout the year.



READ BUSINESS AVIATION INSIDER
Pick up free copies here!



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 2019, consider new opportunities for reaching young professional (“YoPro”) and student audiences, including the return of the popular Business Aviation Insider Student Edition, and the Business Aviation Top 40 Under 40 special section published across print and digital channels.

Media Title and Frequency	Brand Awareness	Product Launch	Lead Generation	Thought Leadership	Student/Young Professional Outreach	Ad Rates (1x)
Business Aviation Insider Magazine <i>Bimonthly in print</i>	X	X			X	\$4,840 – \$5,750 full-page ad per issue
Magazine Special Sections and Special Issues <i>Select magazine issues and digital channels</i>	X	X		X	X	\$4,840 – \$5,750 per issue
NBAA.org <i>Monthly packages with daily exposure; as about retargeting</i>	X	X	X			\$1,500 – \$2,500 per month
NBAA Update Newsletter <i>Monthly packages with weekly exposure</i>	X	X	X			\$2,505 – \$5,000 per month
NBAA Flight Plan Podcast <i>Monthly packages with weekly exposure</i>	X	X				\$1,000 per month
NBAA TV Video Opportunities <i>Company-provided TV commercials and video advertorials the week of NBAA-BACE; for maximum exposure, ask about title sponsorship</i>	X	X		X		\$5,000 – \$7,000 per advertorial for NBAA-BACE; ask about EBACE TV
Event Guides, Newsletters, App <i>Year-round exposure before and during the weeks of NBAA-BACE and other major events</i>	X	X	X			\$2,880 – \$12,565 for NBAA-BACE; ask about pricing for other events



For More Information

Contact your NBAA sales representative today to begin creating your custom advertising package. Direct advertising inquiries to 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.

www.nbaa.org/advertising