

we are travel media **Ink**

 
PrivatAir AirClub
MAGAZINE



2016 MEDIA KIT



LETTER FROM THE EDITOR

PrivatAir and AirClub magazines are edited and designed to be kept, found not only onboard the PrivatAir and AirClub fleet, but also in the homes of some of the world's wealthiest travellers, exclusive hotel suites and executive airline lounges. As such, we work hard to create beautiful, bespoke and timeless travel content that will inspire the world's wealthiest travellers. Travel is no longer an exclusivity; where you go – and more importantly, what you do – is how the elite now distinguish themselves.

The magazines are smart and savvy travel publications – intelligent, but still with a sense of adventure – that speak to these travellers by delving into real stories and experiences from across the globe, such as a perilous two-month trek across the Arctic Ocean, or living with Papua New Guinea's Wig Men, a tribe only discovered in the 1970s.

Claire Bennie
Editor



OUR MAGAZINE

The magazine is published exclusively for the members of AirClub, an alliance of seven major business aviation operators based across Europe and North America. While headquartered in Geneva, Switzerland, each operator has retained its identity, although passengers know that by flying with a member of the AirClub alliance, they will have the highest standards as well as the convenience of a simple, streamlined booking process.

Clientele include royalty, heads of state, public officials, celebrities, captains of industry and private aircraft owners, who wish to have their aircraft managed and maintained.

The readers of AirClub 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 investment portfolio, a sophisticated interest in arts and culture, as well as a passion for sports, travel and luxury products.

Stories range from exclusive interviews with some of the most fascinating people of the 21st century – our readers' contemporaries – to an exploration of some of the most exciting travel experiences and the latest trends in fashion and jewellery, sports and cars.

Ultra-high net worth individuals are hard to reach, but we have them on board. They can afford every product and luxury resort that graces the pages of the magazine. They are always on the lookout for the very best, and we aim to inspire by offering a smart and stylish insiders' guide for the world's elite travellers.

OUR EDITORIAL FEATURES



OUR EDITORIAL FEATURES



SETTING NEW STANDARDS
PrivatAir and superyacht builder Oceanco both pride themselves on excellence in the luxury market, writes Charlotte Pénat

'A yacht is one of the few places where our clients can be at ease, in their own environment. We are here to enable that'

IN THE LAST EIGHT YEARS, the global economy has tumbled through turbulence that has had a lasting impact on the way customers and companies spend. Even among the most fortunate, the days of signing cheques and distributing cash without counting have faded into the past. However, despite the gloom, luxury travel has remained largely unaffected, and there are two industries that continue to push the boundaries in innovation and excellence: the private aviation and the superyacht markets. PrivatAir, the Swiss private aviation company, and Oceanco, one of the world's finest superyacht builders, are two such pioneering companies.

Christian Harje, Swiss Vice President Business Aviation at PrivatAir, explains why a shared approach is mutually beneficial for these two industries: 'In private aviation, as in representing, we are talking to the same elite clientele. These are people whose lives are extremely complex and who require an exceptional level of service. Ideally, we would want to ensure that their travel experience overall, be it by air, by sea or by road, is seamless in every way – in terms of environment, service and touch.'

Oceanco, founded in 1987, shares the same vision. The large yacht builder has a reputation for its high-quality engineering, as well as its ability to deliver exceptional design. Oceanco has the capacity and resources to build the world's largest and most sophisticated yachts. It specializes in 80m-plus yachts, and recently built a high-tech dry dock facility to accommodate yachts up to 100m in length. Engineering, design and craftsmanship are all of the highest quality – and all considered with the owner's needs and desires in mind. And Oceanco's attention to detail continues after the ship sets sail. Like after Launch programme means that Oceanco offers support – be it engineering, mechanical or another – wherever you are in the world.

PrivatAir takes a similar approach. Often its aircraft arrive without any interior or lavary and the specialised team work closely with the manufacturers, designers and completion centres in order to create a unique interior. PrivatAir also offers a full service to ensure smooth running of operations after the client has purchased the aircraft. For PrivatAir and Oceanco, the focus on building a meaningful long-term collaboration with

LEFT: DR BRISTOL, Managing Director, PrivatAir Group





Welcome to the world of classic cars. The classic car is a symbol of luxury and status. It is a car that is not just a mode of transport, but a work of art. The classic car is a car that is built to last. It is a car that is built to be driven. It is a car that is built to be loved.

In Italy there are three things you don't mess with: the Pope, football and your grandmother's recipe!



Italy is a country of contrasts. It is a country of beauty and art. It is a country of food and wine. It is a country of history and culture. It is a country of passion and pride.


RESORTS

For anyone who prefers to build their own resort from scratch, there are plenty of undeveloped islands for sale.




The island is a paradise. It is a place of beauty and tranquility. It is a place where you can escape the stresses of everyday life. It is a place where you can enjoy the sun, the sea, and the sand.

TRAVEL



Ahead by a Neck
Jack Sparrow joins their ranks
 Photography by Sam Wright



A young, self-taught photographer from Iran has astonished his international peers with technically inventive portraits of the architectural monuments of his homeland



THE NETWORK

AIRCLUB NETWORK

AirClub, headquartered in Geneva, is a corporate jet alliance of seven members based in seven countries in Europe and America:

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Air Hamburg
Flying Group
GlobeAir
Prime Jet
PrivatAir

PRIVATAIR

PrivatAir, also based in Geneva, is a private and commercial aviation company with a fleet of private jets operating within the AirClub network of 138 jets.



406,415
passengers carried by the
AirClub network in 2014

800
AirClub flies to over 800
cities in 66 countries

11,000
Circulation of printed copies
of AirClub and PrivatAir
magazines, available on
AirClub and PrivatAir planes,
in private jet lounges and
exclusive hotels



OUR AUDIENCE

\$486.4k

Minimum household income of Ultra-high net worth individuals (UHNWI)

\$325k

Average UHNWI annual personal spend on hotels and villas

\$40tn

Combined net worth of the top 200 UHNW families

\$248k

Average annual spend on jewellery per passenger

\$21.6bn

Total annual spend of UHNWIs on fashion

\$117k

Average annual spend on fashion accessories per passenger

\$9bn

Total annual spend of UHNWIs on watches

\$107k

Average annual spend on spa visits per passenger

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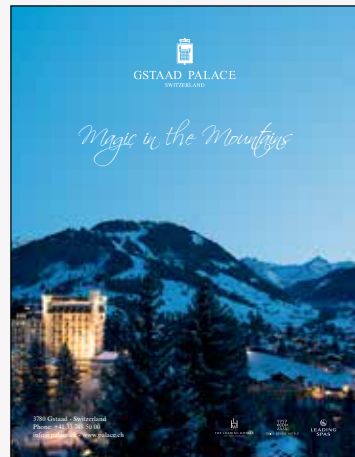
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THE MCT AVANT GARDE WATCH SEQUENTIAL TWO - 5200
The complex architecture has been inspired with the MCT signature elements, to offer an unique approach to time telling. The round metal flower of the dial adds distinctive high level of elegance and modernity. The movement elements – the gears and the jewels, change size in order to form differentials at different speeds and positions. The whole mechanism reveals the beauty of the flow of time. The domed glass and the sapphire lens, respectively mounted into the elements of the case, emphasize the Movement.

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"My goal is to put perfumery back on its pedestal by going back to the truth about perfume, back to the way perfume was made in the late 19th century, while adding a contemporary twist at the same time." Kilian Hennessy

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THEM.

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"Luxury, quality, service – these are the keys of communications for our partnership with PrivatAir and AirClub magazines.

Our grateful compliments for your strong help and cooperation in reaching the best target consumers matching our products' philosophy and goals."

Andrea Artioli
CEO. Artioli



*"I lost over 29cms!"
- Maria*

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OUR 2016 RATES & DEADLINES

Per quarterly issue

Full page (ROP)	£ 10,300
Outside back cover	£ 12,400
Inside back cover	£ 11,800
Inside front cover spread	£ 22,300
Double-page spread	£ 18,500

Advertorials

Double-page spread	£ 21,275
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Volume discounts

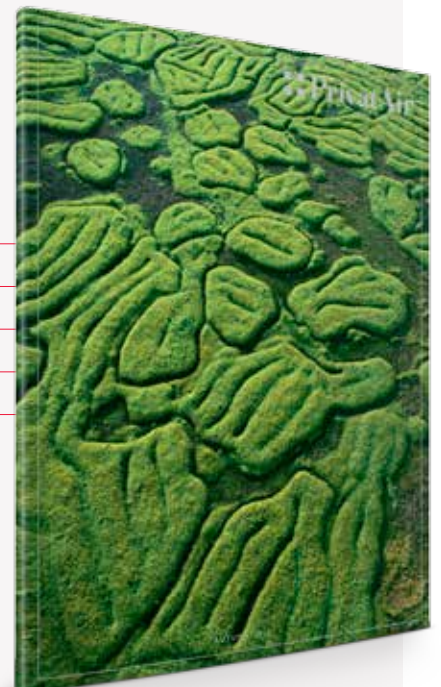
2 issues	10%
4+ issues	20%

Special formats on request

Price lists in other currencies available. Please contact Ink.

Production schedule

Issue	Copy deadline	Onboard
Spring	15th February	5th March
Summer	13th May	5th June
Autumn	15th August	4th September
Winter	15th November	4th December



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