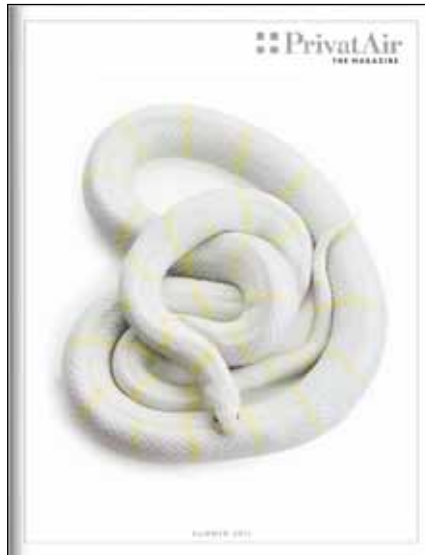
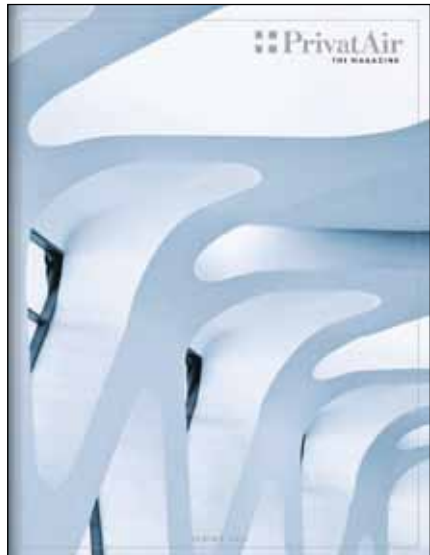




Reaching the world's elite

WELCOME ONBOARD THE WORLD'S MOST EXCLUSIVE AIRLINE



PrivatAir magazine is published exclusively for the clients and friends of PrivatAir – the world's most exclusive airline. For more than 30 years, this prestigious aviation company, with its own private air terminal at its headquarters in Geneva, has earned a quiet reputation for providing an unparalleled, sophisticated level of service to the world's most discerning travellers. The company's clientele include royalty, heads

travel and luxury products. PrivatAir magazine caters to their wants with a unique perspective and a genuine grasp of what interests its readers. Stories range from exclusive interviews with some of the most fascinating people of the 21st century – our readers' contemporaries – to some of the most exciting new travel experiences and the latest trends in fashion and jewellery, sports and cars. Our readers can afford every product and luxury resort that graces the pages of the

“The magazine is edited and designed to be kept and can be found in the homes of some of the world's wealthiest and most discerning individuals”

of state, public officials, celebrities, captains of industry and private aircraft owners, and all expect the highest standards of professionalism and excellence. PrivatAir effortlessly delivers, transforming a merely positive jet travel experience to a truly superlative one.

The readers of PrivatAir 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,

magazine. They are always on the look-out for the very best, and we aim to inspire by offering a smart and stylish insiders guide for the world's elite travellers. The magazine is edited and designed to be kept, and found not only onboard PrivatAir planes, but also in the homes of some of the world's wealthiest travellers, exclusive hotel suites and executive airline lounges.

High profile international brands include PrivatAir magazine in their media plans to reach this unique and highly affluent audience.



THE READERSHIP

Private airline services

Senior business decision makers / affluent leisure passengers. Distributed onboard PrivatAir's scheduled all business class services and in executive lounges operated on behalf of: Swiss, KLM, Lufthansa and GulfAir.

READERSHIP PER ISSUE

200,000

Private charter

Distributed to very high net worth individuals: blue chip companies / luxury hotels / governments / heads of state

READERSHIP PER ISSUE

1,000

Subscribers and controlled distribution

Mailed and bulk distribution

TOTAL PER ISSUE

5,000

POTENTIAL TOTAL READERSHIP

206,000

THE RATES

	1 INSERTION	2 INSERTIONS	4+ INSERTIONS
PAGE	£ 10,300	£9,300	£ 8,300
IFC/DPS	£ 22,300	£ 20,000	£ 17,800
DOUBLE PAGE SPREAD	£ 18,500	£ 16,600	£ 14,800
INSIDE BACK COVER	£ 11,800	£ 10,600	£ 9,400
OUTSIDE BACK COVER	£ 12,400	£ 11,200	£ 10,000

THE DEADLINES 2012

ISSUE	BUYING DEADLINE	COPY DEADLINE
SPRING	November 28th	December 7th
SUMMER	February 27th	March 7th
AUTUMN	May 28th	June 6th
WINTER	August 27th	September 5th

CONTACT

Sonja Müller

Sales Manager

+44 [0] 20 7613 8766 (direct)

sonja.mueller@ink-global.com

Stefan Bartsch

Group Publisher

stefan.bartsch@ink-global.com



141-143 Shoreditch High Street,
London, E1 6JE
www.ink-global.com