



Going Places In

# AirCars<sup>TM</sup>

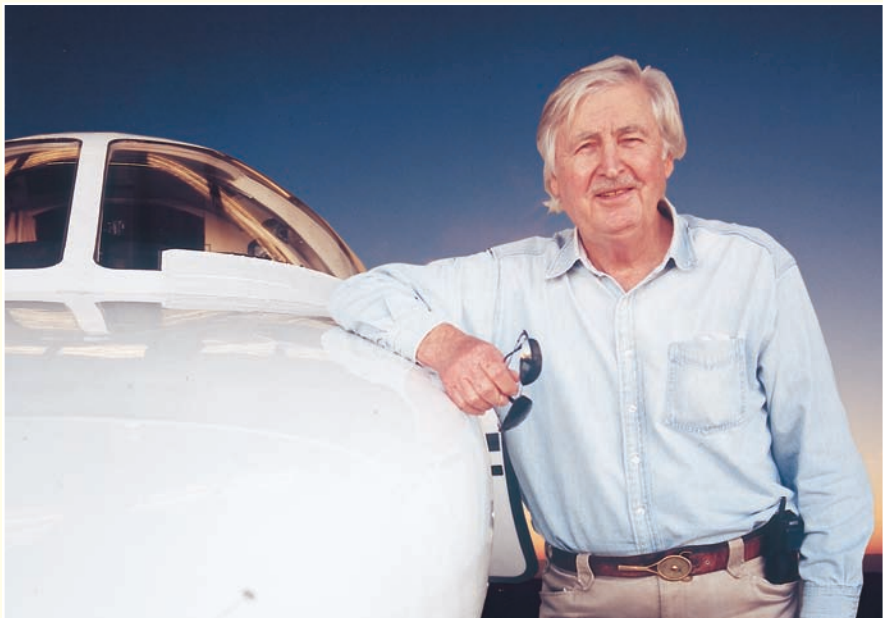
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Aircraft Owners and their Passengers

Living the Exciting Flying Adventures Lifestyle

# Demographic Profile

Average Annual Incomes:	\$593,800	Total Circulation
	\$9,200,000	Jet Aircraft Owners
	\$174,000	Piston Aircraft Owners
Real Estate Ownership:	76%	Own Second Homes
	88%	Additional Real Estate
	19%	10+ Additional Properties
Investment Portfolios:	95%	Exceeds \$1,000,000
	52%	Exceeds \$5,000,000
Business Decision Makers:	93%	Owners, CEOs, Presidents, Executive Management
Qualified Circulation:	93%	Men
	7%	Women
Qualified Readership:	56%	Men
	44%	Women
Marital Status:	75%	Married
Education:	88%	College Educated
	20%	Advanced Degrees
Age:	47	Average Age



**Fess (Daniel Boone) Parker**  
**Aviator, Actor, Hotelier and Vintner**

“I would fly to work everyday from my Santa Barbara home to the Burbank Studios. Now, my airplanes are bigger, the business more expansive, and I can go anywhere in a moments notice.”

# Who Flies These AirCars?

The ultimate consumer of aviation, lifestyle, travel and business.

## Successful Individuals and companies own and use AirCars

Be it the personal freedom, the tool to get business done, the security and time efficiencies, and the ultimate lifestyle, the most successful people and companies use AirCars and use *Flying Adventures* for their travel and lifestyle needs. Not just any aviator— not pilots without planes, not aviation enthusiasts, not even the owners of the small, light-single engine aircraft, only the owners of the larger, faster private and corporate aircraft used to travel. With *Flying Adventures*: You get the highest income demographic. You get the most frequent traveler. You get the ultimate aviation consumer. You get the ultimate consumer, period. You reach over one million of the most affluent and influential people in the USA. Their individual and corporate buying power well exceeds a trillion dollars annually.

**John Calamos, Sr.**  
**Aviator, Author, Investor, Calamos Asset Management**

“Investing is a lot like flying. You can’t avoid risk. But to succeed you must manage it.”



**C. Paul Johnson**  
**Aviator, Vintner, Former Bank Owner**

“It might have been taking care of business with 17 banks, 700 acres of vineyards, a cattle ranch, and customers across the country that gave me the excuse to fly, but now it is the leisure trips to everywhere, to raise my son with exposure to all I can give him that keeps me in my lifelong passion of flying.”



# AVIATION SAFETY COUNCIL NATIONAL ECONOMIC IMPACT REPORT TRAVEL IMPACT OF OWNERS AND PASSENGERS ON PRIVATE AIRCRAFT

IMPACT OF PRIVATE AVIATION	PRIVATE AIRCRAFT	AIRLINES
Number of Destination Bound Flights Annually	40.1 Million	12.2 Million
Arrivals at Towered Airports	21.3 Million	7.1 Million
Arrivals at Non-Towered Airports	18.8 Million	5.1 Million
Average Trips Per Aircraft Owner Annually	50.2 Trips	0.05 Trips
Average Trips on Airlines Per American Annually		700 Million
Number of Visitors Annually	144 Million	
Through Towered Airports	38 Million	
Through Non-Towered Airports	106 Million	
Aircraft Ownership	98%	2%
Number of U.S. "Public Use" Airports	5,317	655
Towered Airports	485	325
Non-Towered Airports	4,832	330

ANNUAL ECONOMIC IMPACT OF AVIATION	PRIVATE AIRCRAFT	AIRLINES
Associated with providers of services at the Airport - Direct Impact	\$15.6 Billion	\$107.5 Billion
Associated with users of the Airport Services - Indirect Impact	\$0.72 Billion	\$1.6 Billion
Flow-through dollars to the Community - Induced Impact	\$16.3 Billion	\$109.1 Billion
Visitors arriving through the Airport - Hospitality Impact	\$37.5 Billion	\$54.6 Billion
Total Annual Economic Impact of Aviation	\$70.1 Billion	\$272.8 Billion

HOSPITALITY IMPACT OF PRIVATE AVIATION	DAY VISITORS	OVERNIGHT VISITORS	TOTAL
Room Nights Annually		58.6 Million	58.6 Million
Meals Annually	25.3 Million	211.1 Million	236.4 Million
Hospitality Expenditures Per Person Per Day	\$42	\$345	
Total Hospitality Economic Impact of Private Aviation	\$1.1 Billion	\$36.4 Billion	\$37.5 Billion

**Sources:** US Department of Transportation, Federal Aviation Administration, General Aviation Manufacturers Association, FBO Network, US Travel Industry Association and the Air Transport Association. Data compiled from the most current data available from 1999, 2000 and 2001 statistics. Commercial airline impact calculations are as reported by the Air Transport Association. Private aviation impact calculations are based on a comprehensive study of all towered and non-towered airports in the State of Virginia creating a representational basis then applied to all airports nationwide. Direct Impact is calculated based on the national average of \$70,000 per based aircraft at each airport. Indirect Impact is based on 1x the Direct and Indirect Impact. Hospitality Impact is based upon (35% Day occupancy rate x number of guests x overnight expenditure x 2.25 days). Occupancy rate based on (number of visitors x 35% occupancy rate per day).

339%

## Bigger Spenders

For every \$1 dollar spent by a commercial airline passenger, the private aircraft passenger spends \$3.39.

339%

# What Is Their Impact?

Stability. They continue to be a growing customer throughout the economic cycles.

## The Aviation Industry

If you sell airplanes, these are the aircraft buyers — the individuals and companies invested in aviation. 100% of them buy airplanes! Plus, they buy what's in them, on them, and around them, and all the service that goes with flying. They are the first point of decision as to which airports their aircraft will visit.

## The Travel Industry

If you are in the travel business, this is your ultimate travel customer. They are the most frequent of frequent travelers, and they spend more on travel than any other travel market. Aviators have the freedom of time, the financial resources and the vehicle (an aircraft) to be a frequent customer in an industry of transient business. This is today's largest drive market, and with wings!

## The Luxury Lifestyle

If you sell luxury goods or the luxury lifestyle, this is your ultimate consumer, especially our jet owners. They are primarily self-made millionaires with significant net worth. Many of them draw multi-million dollar annual salaries and spend freely on luxury products and services. They spend frequently and extravagantly. This is a very important market for luxury goods companies because they have both the interest and the resources to purchase exclusive, expensive items.

David Pelz, and his wife JoAnn

Aviator, Author, Inventor,  
CEO/President Nationwide  
Golf Training Schools

"Since we switched from commercial airlines to private aviation, we have calculated a savings of 40 days of air-travel per year. This is a month and a half extra added to our lives every year."







Mooney Aircraft— *High Performance Piston Single*

**The Porsche of AirCars— \$475,000**

The Sports Car of AirCars... is small, sleek, fast, economical, and responsive. This plane is fun to drive, not to mention as well engineered as a sports car. It's perfect for a jaunt to the ski slopes followed by dinner down the coast. Or, perhaps attend a concert in the next state.



Beech Baron— *Twin Piston*

**The Mercedes Sedan of AirCars— \$1.2 million**

The Full-Size Sedan of AirCars... is a roomy vehicle with the comfort and power of a large luxury sedan. This aircraft is for spreading out in a relaxed fashion with a lot more room than the sporting class.



Cessna Caravan— *Turbo Prop Single*

**The Suburban of AirCars— \$1.7 million**

The S.U.V. of AirCars... is roomy and carries a huge payload. It has a large cargo-door for heavy loads such as motorcycles, snowmobiles, inventory for delivery to customer, etc. Or, take some friends for a picnic on a glacier.



Piaggio Avanti— *Twin Turbo Prop*

**The Ferrari of AirCars— \$5.5 million**

The Thoroughbred of AirCars... literally. Designed and built by the Ferrari Automobile Company, it is fast, and agile, it sports the innovative style, engineering and maneuverability of a race car. When you fly this beauty, what's behind you is not important.



Citation X— *Mid-Size Twin Jet*

**The Bentley of AirCars— \$19 million**

The Steroid-Driven Limousine of AirCars... is the fastest non-military aircraft built. It travels at Mach .92, nearly the speed of sound. You can fly coast to coast, cross five time zones, and be home in time for dinner. Now that's muscle.



Boeing Business Jet— *Heavy Twin Jet*

**The MotorCoach of AirCars— \$65 million**

The Motorcoach of AirCars... is perhaps better described as an AirHome. With two bedrooms, two full baths, office, living room, dining/board room and a commercial kitchen, this Boeing 737 defines the epitome of luxury.

# *What kind of* AirCar do they Fly?

The motor vehicle of choice for today's most affluent and frequent travelers.



Eclipse 500— *Personal Twin Jet*

**The Corvette of AirCars— \$1.5 million**

The Revolutionary AirCar. An entirely new category of aircraft has been born: the VLJ (Very Light Jet). It's less than half the price of the current Light Jet aircraft available today. This is a true personal jet that you can fly all by yourself or with up to six people. The Eclipse 500 is one of the first VLJs to be FAA certified.



# Get In Touch

You can get in touch with over a million of these AirCar owners and passengers in several ways:

## Destination Feature Reviews

Destination Reviews are the primary editorial content of *Flying Adventures*; great places to fly and what to do when you get there. We prefer to partner with CVBs and Tourism Authorities to develop these feature reviews, involve hospitality partners to build the size of the section, obtain compelling photography and editorial, and work together with you to entice our aviators to travel to your destination.

## Database Marketing

We can customize our database for your exact marketing needs: Geographic, Aircraft Type, Income, and Home or Business sorts are available.

## Advertorial Reviews

There is nothing like having a third-party brag about you, and *Flying Adventures*' authoritative "voice," PilotMichael, has a following of readers — a full 94% of which choose the destinations, hotels, restaurants, resorts and products he recommends.

## Traditional Advertising

Get great exposure to the right market without all the clutter of hundreds of pages and too many competitors.

## Photographic Marketing Posters

It is one thing to have a dazzling poster; it is another to have it on the wall of your potential customer. How do you get it there cost-effectively? We will print your posters (provide photography if needed), insert them in *Flying Adventures* for the distribution you need, and give you overruns for your other marketing uses. All this for an amazingly low price.

## Postcard Mailings

We have developed a one-stop, Print & Mail, postcard mailing, customized in a very cost-effective direct-mail program, using our exclusive database.

## Contest Sweepstakes

We get a great response to our Sweepstake Contests and share the leads with our sponsors. This is an excellent lead generation program at a minimal cost to gain intensive exposure to this market.

## Portal Marketing

If you are seeking highly qualified visitors to your website, then we have the perfect portal for you with our website FlyingAdventures.com. Here, millions of visitors annually obtain our information and 99% of them use the HotLinks as a Portal to click through to our customers' websites.

## 8 and 16 Page Inserts plus Overruns

Get the ultimate in attention when you dominate eight or sixteen pages, your own customized brochure, printed on heavier paper stock (we can design it for you too if you wish), glue-tipped into the magazine for easy removal to be kept by the reader giving you the distribution you need, with extra copies bound for your additional marketing uses, all for an amazingly low price.



# How Do You Hook This Market?

Just toss them a line... these folks want you to catch their attention.

## Marketing Partners

*Flying Adventures* is much more than a magazine. It is a way of life for aviators. *Flying Adventures* management believes we are not in the business of just selling ads. We are selling a market, a market unique from our competition. Our approach is to be our client's marketing partner. We look at the total picture for our clients, working with them to create the best means to influence and capture this market.

## Comprehensive Approach

It is never any one thing or one ad that captures a market. It is an overall comprehensive marketing approach that creates business and grows long-term market share. *Flying Adventures* publisher has 20 years experience in strategic marketing and planning. As such, *Flying Adventures* offers a wide range of marketing and advertising opportunities. Create a comprehensive campaign using the many marketing tools outlined to the left, or contact us for a program designed specifically to grow your business.



**Betty O'Shaughnessy**  
Aviator, Real Estate Investor,  
Culinary School, and Vintner

"The harder you work the luckier you get. And, I don't tolerate boredom very well at all. With my own Learjet, I can zip around and see multiple clients in the same day, and be home a lot more often. Then spend more extravagant times traveling the world."





## Advertisers

**“Flying Adventures has been a huge windfall for us.** I personally have hands-on contact and knowledge of the people who call us from your magazine. Your readers are serious inquiries, with the financial means to do business with us. This has been the most cost-effective means of identifying and locating Serious Aviation Customers. As CFO, I can tell you that from each single insertion of our ad, we profit many times the cost of the entire annual campaign. With *Flying Adventures*, we have found our market for the future of the company.”

— Wes Sanda, VP/CFO, Navion Aircraft Company, St. Paul, MN

**“Flying Adventures magazine has made a big difference in my business.** I appreciate your willingness to offer us a wide variety of marketing opportunities. It is this combination that has really made the difference. This year we expect to book over 100 customers from *Flying Adventures*. This is easily \$10,000 per person, making our relationship worth in excess of a million dollars a year.”

— Robin Goodwin, President, African Flying Safaris, Las Vegas, NV

**“We are very happy** to be represented in *Flying Adventures*. You have a first-class magazine, which makes us proud to be showcased. Most importantly, we enjoy an increase in inquiries as a result of your promoting the Flying B Ranch. We were getting business from your East Coast aviators (over 25) before we received a copy of the magazine here in the West. The long-term value is fabulous; we are contacted by an average of 10 aviators a month. To put this in perspective, the minimum stay at our ranch for three days is \$3,000. What separates your readers from other magazine’s is that yours are serious when they call— with the intent of booking a reservation. We do business with your readers and that makes all the difference.”

— Kevin Burlingame, Owner, Flying B Ranch, Kamiah, ID

**“I want you to know that I am very pleased** to have sponsored a section in your magazine. In all my years of promoting convention business and tourism to Los Angeles, few experiences with magazine publishers have been so rewarding. You can count on me to recommend *Flying Adventures* as a powerful tool for destination marketing managers. I am looking forward to the next project. Thanks for a job well done.”

— Robert Barrett, Vice President Domestic Marketing,  
Los Angeles Convention & Visitors Bureau

**“Flying Adventures is one of the most interesting,** informative and attractive magazines I’ve seen (and with 20 years in the advertising/promotion business, I’ve seen a few). On behalf of our client, Goodyear Aircraft Tires, thank you for the great placement... we have been getting a good response to our ads”

— Donna Hessel, Account Supervisor, Malone Advertising, Akron, OH

## Readers

**“We love Flying Adventures.** It offers a unique perspective on aviation. It is more philosophical and addresses the adventure aspects such as unique things to do and places to go as opposed to the technical aspects found in the typical aviation magazines.”

— Robert Gilbert, Blackstone, Massachusetts

**“I’m a female, non-pilot, who really enjoys your magazine.** I flip through other aircraft related magazines and then toss them aside. I have to tell you that your publication I actually read and enjoy!!! It is exciting to read about all of the fun I have owning an aircraft. Because of your teams hard work, research and dedication, I can pick a place in *Flying Adventures*, go there, and enjoy myself. I know what that location has to offer ahead of time, thereby making travel planning a breeze! So, I say thank you for putting out a magazine that tells me where I can go in my flying machine and about all the adventures just waiting for me and my family! Keep up the good work!!!”

— Angie Coffey, Aircraft Nut (by association)

**“Congratulations** on a great flying publication. The magazine’s focused dedication to the private and corporate vacationer is insightful and very motivating. All pilots will love to report their unique little spots in the world, sharing those great moments that bring family, friends, and aviation together.”

— Loren Bauman, Lewisville, North Carolina

**“WOW!** Your publication has touched on many of the emotional connections I have with flying my personal aircraft. I, as others, mix personal with business travel as frequently as possible. You have captured ‘lightning in a bottle’ with the concept and content.”

— William Bottomley, Hood River, Oregon

**“I am very impressed with the magazine.** I really enjoyed reading about all of the various destinations. As a matter-of-fact, I have just changed some travel plans to extend my trip in the Williamsburg area after reading your article. I really like the combination of pictures and dialogue about the destination, combined with pictures, airport info and pictures of the airport at the destination. Keep up the good work.”

— Woody Davis, M.D., Meridian, Mississippi

**“After reading a recent edition of Flying Adventures,** our family decided fly to the Bay Area. We made reservations at the Sofitel and flew in to San Carlos Airport. The hotel was everything you said it would be and then some. We enjoyed visiting the City and surrounding sights. Returning to the Sofitel was delightful. The children swam while we enjoyed the lounge, and breakfast in our room was a real treat. Our visit was so enjoyable that we wanted to let you know. It is rare in our experience to find a destination exactly as expected, based upon a magazine article. Thank you for getting us pointed in the right direction - we’re already planning our next flying adventure.”

— Rand & Elizabeth Christensen, Rancho Santa Fe, California

## What Do People Say About Us?

They Love Us.

### It’s smart business to choose a publication based on results.

Lots of magazines can purport readership, but the keen eye on readership sees how much of the publication is actually read and whether the readers use the information and do business with the advertisers. *Flying Adventures* has solid readership and advertisers have solid responses.

Need we show you anything more than to let you read what our customers and our readers have written. If you want to read more testimonials than those to the left, please visit:

[FlyingAdventures.com/testimonials](http://FlyingAdventures.com/testimonials)

**Ramona Cox**

**Aviator, Adventurer,  
Internet Entrepreneur**

“I’m so lucky to have the freedom and flexibility to live as I choose. For me, flying is fun, why be too serious? I really, really enjoy adventure, and I have explored the world in private airplanes.”



**Mario Andretti**

**Aviator, Racing Legend**

“I am positive that if I weren’t a race car driver I’d have been a fighter pilot – a damn good one.”







**For more information contact:  
Adrienne@AdriennePapp.com**

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**Telephone: 917.678.4017**

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**Flying**  
GOING PLACES IN AIRCARS  
**Adventures**

**Affiliations:**

National Business Aircraft Association  
Aircraft Owners & Pilots Association  
Experimental Aircraft Association  
Travel Industry Association  
Travel & Tourism Marketing Association

INDEPENDENT  
READER  
SURVEY  
RESULTS



*FLYING ADVENTURES*<sup>®</sup>  
N S P I R E S

I T S   R E A D E R S . . .

T O   T H I N K

T O   G O

T O   D O



# I A UDITOR'S R EPORT N D E P E N D E N T

To The Board of Directors  
Aviation Safety Council

We have examined the accompanying Reader Survey Results of Aviation Safety Council's (the "Company") and its magazine Flying Adventures (the "Magazine"). Our examination was made in accordance with standards established by the American Institute of Certified Public Accountants and, accordingly, included such procedures which we considered necessary in the circumstances. We believe that our examination provides a reasonable basis for our opinion.

The survey was conducted by including a survey form in each issue of the Magazine that was distributed through the Company's normal distribution channels. Readers who elected to complete the survey, completed the forms and mailed them directly to our Las Vegas office where they were opened and tabulated in the presence of our professional staff. We received 1,043 completed responses. The compilation of these results is the responsibility of the Company's management. The Company is also responsible for the dissemination of the survey to its readers. Our responsibility is to express an opinion on the survey results based on the survey forms received and our examination of such results.

In our opinion, the Reader Survey Results referred to above, present accurately, in all material respects, the compilation of the results of the survey forms received by our firm for the above mentioned survey.



Henson & Company, CPA's  
Las Vegas, Nevada

# R E A D E R S H I P

I FLYING ADVENTURES  
N S P I R E S



It is smart business to choose publications based on readership. Lots of magazines can legitimately purport readership. The keen eye on readership sees how much of the publication is actually read, how long it is kept and how often the magazine is used repeatedly as a reference. These are the key components to determining the effectiveness of advertising in a given magazine.

*Flying Adventures* has solid readership with long-term reference effectiveness!

Qualified Circulation... **135,858**  
(CPA ✓ VERIFIED - *Consumer Publication Audit*)

Qualified Readership... **1,032,521**  
(7.6 *passalong* readership in their aircraft, homes and offices)

**91%** Read Every Issue They Receive!

**72%** Read It Cover-To-Cover!

**61%** Keep each Issue Over Two Years!





# CREDIBILITY

Advertising works best in magazines which the readers find credible. Integrity in editorial and reviews is top priority for the editorial staff of *Flying Adventures*. Not one reader responded that the magazine was not credible; 65% find the content very credible!

Readers of *Flying Adventures* choose destinations and what they do at these destinations from the reviews and ads they read in the magazine. Here is the percentage of readers who have chosen specific recommendations out of FA.

**75%** Choose Their Destinations from FA

**81%** Hotels/Resorts     **73%** Restaurants

**68%** FBOs/Fuel/Maintenance     **78%** Aircraft

**57%** Shopping     **57%** Travel Products

**48%** Sports     **53%** Gaming

**35%** Personal Pampering

**62%** Entertainment & Attractions     **49%** Theatre

**97%** Have Chosen Recommendations  
from the Magazine



# PATRONAGE

It all boils down to whether or not a publication's readership consumes what you sell - and how much they consume. It is obvious aircraft owners buy airplanes and travel, and all the accouterments that go along with that. So, the impact of their consumption is better understood by their spending habits *in* their lifestyle. A recent study of jet owners reveals that they spend frequently and extravagantly... that they are huge consumers!

## Jet Aircraft Owners Average Annual Spending

Fine Art...	\$1,746,000
Home Improvement...	\$542,000
Yacht Rentals...	\$404,000
Jewelry...	\$248,000
Luxury Cars...	\$226,000
Events at Hotels...	\$224,000
Villa/Chalet Rentals...	\$168,000
Hotels/Resorts...	\$157,000
Watches...	\$147,000
Cruises...	\$138,000
Fashion & Accessories...	\$117,000
Spas...	\$107,000
Experiential Travel...	\$ 98,000
Wine/Spirits...	\$ 29,000

Although the jet owner is a very difficult market to effectively reach, *Flying Adventures* has the best distribution (delivered to their homes and offices) and the largest reach (17,716 actual named owners) of all magazines.



# CUSTOMERS



FLYING ADVENTURES  
INSPIRES

Advertising works best in magazines in which the readers plan to purchase the products or services you sell. The never-ending problem of knowing whether a magazine works is resolved by knowing that the readers you are reaching have declared that they are planning on purchasing your type of product or service. Readers of *Flying Adventures* will be someone's customer in the next twelve months. Here is what they intend to buy:

Over **70%** Plan To Buy: Commercial Airline Tickets, Investments, Aircraft Accessories, and Professional Clothing

Over **60%** Plan To Buy: Real Estate, Avionics, Home Remodeling, Accessories, & Decorating, Adventure Travel, and Computer Software

Over **50%** Plan To Buy: Instruments, Auto, Computers, GPS, Travel Accessories, Watches, Jewelry, and Personal/Professional Development

Over **40%** Plan To Buy: Aircraft, Paint, Interiors, Golf Clubs, Cameras, and Personal Services

Over **30%** Plan To Buy: Headsets, Flight Training, Cruise, Fishing Equipment, Motorcycle, Boat/Yacht, and Fine Art

# HIGH NET WORTH



FLYING ADVENTURES  
INSPIRES

Simply, the wealthiest individuals and the most successful companies in the United States own a private aircraft. Be it for personal freedom, access to destinations, the tool to get business done, or the ultimate lifestyle, the highest net worth comes from the readers of *Flying Adventures*. Not any aviator, not pilots without planes, not aviation enthusiasts, not even the owners of the small, light-single engine aircraft, only the owners of the larger, faster private and corporate aircraft conducive to travel.

Average Annual Income: **\$593,800** Total Circulation  
**\$9.2 million** Jet Aircraft Owners  
**\$174,000** Piston Aircraft Owners

**76%** Own A Second Home

**88%** Own Additional Real Estate

**19%** Own More Than Ten Additional Properties

**52%** Have Investments Exceeding \$5,000,000

**95%** Have Investments Exceeding \$1,000,000

**93%** Are Business Decision Makers





# A DVENTURE

In advertising, the old saying “it is not what you have, but what you do with it that counts” is the action which determines whether a reader will be a consumer. *Flying Adventures* readers DO! And, they do alot. Here are the sports for which they participate.

**69% Golf** 72% of the Golfers . . .  
Golf more than 50 Rounds/Year

**72% Fish** 75% of the Fisherman . . .  
Fish more than 20 Days/Year  
(79% Fly • 71% Lure • 66% Deep Sea)

**71% Ski** of the Snow Skiers . . .  
55% Ski more than 10 Days/Year  
77% Ski more than 6 Days/Year  
(69% Snow Ski • 46% Water Ski)

**47% Dive** 67% of the Scuba Divers . . .  
Dive more than 6 Trips/Year

**68% Wilderness Adventure** 69% of the Adventurers Go Over 6x/Year

**42% Tennis** **73% Boating** **72% Sailing** **21% Kayaking**

**77% Hiking** **19% Spelunking** **25% Safari** **58% Snorkeling**

**66% Horseback Riding** **31% White Water Rafting**



# LIFESTYLE

**A long-distance flight just for dinner and a show,  
a midweek jaunt to handle a business deal  
with a little pleasure mixed in,  
and then a long weekend filled with adventure  
and lavished with romance . . .  
all in the same week.**

The lifestyle of a reader has everything to do with whether they are a prospect for your product or service. Readers of *Flying Adventures* have the ultimate of lifestyle. They own a private or corporate aircraft. And ownership makes the difference – not renters, not enthusiasts... owners! Business Decision Makers. Aircraft Decision Makers. Travel and Lifestyle Decision Makers.

Much has been revealed about them throughout this study. Yet, to know an individual's taste in food and wine, is ever revealing of the refinement of their lifestyle.

**97% Enjoy Fine Dining** of the Fine Dining Connoisseurs . . .  
**59%** Dine Out more than 4x Per Week  
**77%** Dine Out more than 2x Per Week

**80% Drink Fine Wine** of the Fine Wine Connoisseurs . . .  
**38%** Average more than \$60 Per Bottle  
**80%** Average more than \$20 Per Bottle





The question of magazine value boils down to whether the reader needs the content of the magazine. Aircraft owners purchase their airplanes to fly to places and *Flying Adventures* is about such places. It is that simple. So, whether you sell airplanes, avionics, or interiors, or you provide accommodations at destinations or you serve the needs of this business and luxury lifestyle, *Flying Adventures* has the interest and attention of your customer.

## 50.2

Destinations Traveled Annually

### **The Most Frequent of Frequent Travelers**

92% go to Big Cities	78% go to Small Towns
87% go to Beaches	73% go to Deserts
81% go to Wilderness	88% go to Mountains
72% go to Islands	94% go to Resorts

41% Rent Cars more than 40 days a Year

80% Rent Cars more than 10 days a Year

Percent of Trips for Business Only	2%
Percent of Trips for Leisure Only	43%
Percent of Trips Business & Leisure	55%



Build a great site, and now you need customers. How do you get qualified people to come to your site? Qualified is the operative word here. The answer is this simple. Find another website that is receiving a good number of hits from people who are selectively targeted to your business and then link them to your site.

*Flying Adventures* is just that Portal to drive traffic to your website. And, *Flying Adventures* goes way beyond what most publication do - (the typical display of a table of contents and a story or two, and not the ads), - *FlyingAdventures.com*, on the other hand, displays the entire magazine, all the reviews, all the valuable stories, all the beautiful photos, **and ALL the ads**. And, after a viewer finishes reading your ad or review, now they can go directly to your website.

## 1.8 Million

Qualified Viewers Annually

66% Readers Use The Magazine's WebSite and  
99% of them Link to Our Advertisers' Sites!





# Flying Adventures

GOING PLACES IN AIRCARS

Data Inquiries: [Adrienne@AtlanticPublicity.com](mailto:Adrienne@AtlanticPublicity.com)  
(917) 678-4017 • [www.AtlanticPublicity.com](http://www.AtlanticPublicity.com) • Fax: (310) 857-6307