

# Jetset

MAGAZINE

2021 PRINT MEDIA KIT  
DIGITAL MEDIA KIT AVAILABLE AT [WWW.JETSETMAG.COM](http://WWW.JETSETMAG.COM)





# Jetset

M A G A Z I N E

## A WEALTH OF OPPORTUNITIES



Welcome to *Jetset Magazine*! It is my honor and privilege to invite you to join our distinguished collection of advertisers who exclusively target the wealthiest demographic in the world. *Jetset Magazine* is a luxury publication curated specifically for the most elite and prestigious readers, reaching them while they are relaxed and captive aboard a private jet or luxury yacht, at their primary

residence or vacation home, or attending a VIP event or five-star resort.

*Jetset Magazine* stands alone in a competitive market and defines luxury for its readers. With an average household income of \$2.4 million, *Jetset* readers appreciate the finer things in life and possess more buying power than any audience on the planet. The benefit of a highly concentrated circulation is a cost-effective advertising spend that reaches only the one percent of the world's population who control more than fifty percent of the world's wealth.

Published quarterly, *Jetset* presents buyers with a seductive display of exquisite products and services they desire. The publication is selective with its diverse partners, accepting just a limited number each year, allowing your advertisement a distinguished place of style and distinction.

I look forward to working with you, and I embrace the opportunity to develop a strong and beneficial partnership together.

Sincerely,

*Darrin Austin*  
Founder / CEO



## QUALITY

*Jetset Magazine* attracts the discerning reader with intelligent and relevant editorial. Through this private invitation into an exclusive club of class and luxury, readers are given immediate access to topics, products, and services that accommodate their lifestyle. From superior design and photography to impressive covers and high-quality paper, *Jetset* distinguishes itself amongst its newsstand peers.

## SOPHISTICATION

*Jetset Magazine* is a recognized icon amongst the elite. Its readers span across the world and consist of Global 500 executives, celebrities, entrepreneurs, diplomats, and professional athletes. Through our exclusive relationships with the wealthiest one percent — as well as private airports and jet and yacht charter companies — your advertising dollars will be concentrated to an impressive conglomerate of absolute spending power.

## STYLE

*Jetset Magazine* defines luxury for the reader and significantly influences buying decisions. There's a high expectation to deliver the latest trends on a superior level. With reviews on topics such as real estate, travel, fashion, jewelry, aviation, boating, and automobiles, *Jetset* guides readers through a virtual shopping experience in both print and online formats.

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## DEMOGRAPHICS

### MICROTARGETED MARKETING

When your targeted demographic represents one percent of consumers who control more than fifty percent of the world's wealth, reaching them can present a challenge. Thankfully, *Jetset Magazine* connects your brand to our targeted readership of the wealthiest one percent, with additional coverage throughout hundreds of private jet terminals, yacht clubs, and other exclusive locations. Published quarterly, *Jetset Magazine* offers you advertising opportunities that are well-positioned to heavily influence major buying decisions.

### READER DEMOGRAPHICS

- **Average Age:** 41
- **Male / Female %:** 70/30
- **Median HHI:** 2.6 Million
- **Average Net Worth of Readers:** \$20 Million+
- **Readership:** 500,000
- **Circulation:** 70,000

### JETSET READERS HAVE COLLECTIVELY SPENT

- Automobiles: \$1.7 Billion
- Home Furnishings: \$1.4 Billion
- Consumer Electronics: \$625 Million
- Fine Art and Collectibles: \$323 Million
- Hotels and Resorts: \$361 Million
- Watches and Jewelry: \$609 Million
- Women's Fashion: \$762 Million
- Men's Fashion: \$467 Million
- Real Estate: \$139 Billion
- Exclusive Memberships: \$1.2 Billion
- Private Aviation: \$14.7 Billion
- Cosmetic Procedures: \$2.5 Billion

### CIRCULATION

- On Board Private Jets
- Private Jet Terminals (FBOs)
- Private Jet Charter Companies
- Yacht Brokers, Clubs, and Marinas
- VIP Subscribers
- High-End Car Services
- Corporate Flight Departments
- Corporate Suites
- Fractional Jet Ownership Companies
- First Class Lounges and Cabins
- Suites at Top Hotels and Resorts
- Exclusive Events



## 2021 EDITORIAL CALENDAR

### ISSUE 1

- Exotic Charter Destinations and Luxury Yacht Review
- 2021 Private Jet Preview
- Ultimate Fly-In/Fly-Out Golf Experiences
- White Glove Winter Excursions

### ISSUE 2

- Dream Machines: The 2021 Luxury Auto Preview
- Grape Expectations: Wine, Dine, Taste & Tour
- Jetset's Bucket List Travel Experiences
- Bespoke Spring Accessories and Gadgets

### ISSUE 3

- Unplugged: Off The Beaten Path Adventure Travel
- Elegant Adornments: The Finest Jewelry & Timepieces in the World
- Elite Private Aviation: The Best Private Jet Charter Services
- Hot List: The Newest, Most Extraordinary Hotels in the World

### ISSUE 4

- 2021 Holiday Gift Guide
- Trending: A Guide to Everything That Should Be On Your Radar
- Waterworks: Exotic Island Getaways
- The Explorers' Club: Itinerary the Go-Anywhere, Do-Anything Traveler

### FEATURED IN EACH ISSUE

- |                    |                     |                              |
|--------------------|---------------------|------------------------------|
| • Luxury Travel    | • Watches & Jewelry | • Golf                       |
| • Yachting         | • High-End Fashion  | • Luxury Autos               |
| • Private Aviation | • Art & Culture     | • Real Estate/Finest Estates |

## JETSET'S EXECUTIVE EDITORIAL TEAM

**KEN McELROY:** With over \$500 million dollars in real estate investments, Ken offers a unique perspective to entrepreneurs and real estate investors alike on how to maximize returns on your investments.

**DAYMOND JOHN:** An entrepreneur in every sense of the word, Daymond John started out selling hats on the street corner and went on to build FUBU into a six-billion-dollar international brand. Today, the award-winning entrepreneur and bestselling author is a Presidential Ambassador of Global Entrepreneurship, star of ABC's hit series *Shark Tank*, and an Executive Editor for *Jetset*. In each issue, he provides our readers with invaluable advice about business, finance, and entrepreneurship that cannot be found anywhere else.



**BARRY LaBOV:** Barry LaBov is a nationally recognized respected author, speaker, strategist and futurist in the area of field relationship management. Barry is also the President and CEO of LaBov and Beyond Marketing Communications, Inc.

**ROBERT KIYOSAKI:** Best known as the author of *Rich Dad Poor Dad* — the #1 personal finance book of all time — Robert Kiyosaki has challenged and changed the way tens of millions of people around the world think about money. He is an entrepreneur, educator, and investor who believes the world needs more entrepreneurs.

**DR. JOHN DEMARTINI:** Founder of the Demartini Institute, he is considered one of the world's leading authorities on human behavior and personal development. His trademarked methodologies, the Demartini Method and the Demartini Value Determination, are the culmination of 42 years of cross-disciplinary research and study.



## ADVERTORIALS

Unlike almost any other publication, *Jetset* offers original advertorial content, written and designed by *Jetset*'s esteemed editorial and design teams, that is indistinguishable from rest of the editorial content in the magazine. This gives advertisers the opportunity to subtly promote their products to *Jetset*'s affluent readership in ways that do not appear like traditional ads.

## CUSTOM CONTENT

Whether you are promoting an individual, brand, product, or service, the skilled editorial and design teams at *Jetset* can help craft original content that blends seamlessly with the rest of the magazine. The average reader will never perceive this as advertorial, thus increasing your chances of engagement and positive brand awareness amongst our high-net-worth readership.

## WHAT'S NEW/TRENDING

Located in the front of the magazine, the TRENDING section, is the often first thing *Jetset* readers turn to in order to learn about the latest places, services, and products that the *Jetset* staff is endorsing. It offers a premium location to subtly promote your products and services alongside some of the biggest names in the luxury world.





## JETSET MAGAZINE AD SIZE REQUIREMENTS

Space Unit	Full Bleed	Final Trim Size
2-Page Spread	17" x 11.125"	16.75" x 10.875"
Full Page	8.625" x 11.125"	8.375" x 10.875"
1/2 Page (Horizontal)	7.65" x 5"	7.65" x 5"
1/2 Page (Vertical)	4.375" x 11.125"	4.125" x 10.875"
1/4 Page	3.75" x 5"	3.75" x 5"
Front & Back Cover	8.625" x 11.125"	8.385" x 10.875"



## DIGITAL FILE REQUIREMENTS - PDF ONLY

### GENERAL GUIDELINES

Ensure that all images are a minimum of 300dpi at 100% of final placement size.

Convert all spot/special colors to four-color process. Please provide CMYK files and images only. Do not submit files in RGB, or files containing additional channels.

### PLEASE NOTE

- PDF files must contain only 4-color process images (CMYK).
- Jetset Magazine is not responsible for PDF files prepared incorrectly.
- All artwork must be designed per the specified dimensions. If they are not, the artwork will be resized to fit the designated space.
- SAFETY: All live/readable text/matter should be 1/4" from the trim line on all four sides. Jetset Magazine is not be responsible for any information or live matter placed outside the safety that is trimmed or cut off.
- When using pure BLACK in your design, please use: C=40, M=30, Y=30, K=100
- All ads submitted should be suitable to print as is. Jetset Magazine is not responsible for any errors in content.
- If files are prepared improperly and mechanical requirements are not met, Jetset Magazine can not guarantee the reproduction of the advertisement.



## SUBMITTING FINAL MATERIALS

### OPTION 1: UPLOAD FILES

Prepare your ad file(s) then upload to our ad upload site:

<https://dropbox.hightail.com/upload-jetsetmagazine>

Multiple files must be put into a .ZIP file.

If you have any questions about the digital requirements or if you are having difficulty conforming your ad to our specifications, [contact our Design Department at \(480\) 626-8552](mailto:design@jetsetmag.com).

### OPTION 2: SEND DISK

CD, DVD or Flash Drives accepted. Along with the disk please provide contact info, issue date or insertion order, advertiser name, and agency name. Disks will be returned if requested. All final ad materials should be shipped to the Design Department (address listed below).

**Attn: Design Department**  
**Jetset Magazine**  
**15220 N. 75th St.**  
**Scottsdale, AZ 85260**



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