

Jetset

M A G A Z I N E

2023 PRINT MEDIA KIT
DIGITAL MEDIA KIT AVAILABLE AT 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 \$7.9 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:** 7.9 Million
- **Average Net Worth of Readers:** \$32 Million+
- **Circulation:** 70,000

JETSET READERS HAVE COLLECTIVELY SPENT

- | | |
|--|--|
| • Automobiles: \$1.8 Billion | • Women’s Fashion: \$776 Million |
| • Home Furnishings: \$1.5 Billion | • Men’s Fashion: \$483 Million |
| • Consumer Electronics: \$712 Million | • Real Estate: \$145 Billion |
| • Fine Art and Collectibles: \$456 Million | • Exclusive Memberships: \$1.2 Billion |
| • Hotels and Resorts: \$383 Million | • Private Aviation: \$16.3 Billion |
| • Watches and Jewelry: \$620 Million | • Cosmetic Procedures: \$2.5 Billion |

CIRCULATION

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

2023 EDITORIAL CALENDAR

ISSUE 1

- Private Aviation Preview
- Exotic Charter Destinations and Luxury Yacht Review
- Luxury Travel Accessories and Gadgets
- 2023 Luxury and Sporting Auto Review

ISSUE 2

- Jetset's Bucket List Travel Experiences
- Elegant Adornments: The Finest Timepieces in the World
- Elite Private Aviation: The Best Private Jet Charter Services
- Trending: A Guide to Everything That Should Be On Your Radar

ISSUE 3

- Ultimate Fly-In/Fly-Out VIP Travel Experiences
- Wine, Dine, Taste, & Tour / Grape Expectations
- Unplugged: Off The Beaten Path Adventure Travel
- Bejeweled Brilliance: A Curated Collection of Fine Jewelry

ISSUE 4

- 2023 Holiday Gift Guide
- Masters of Interiors: Chic Elegance for the Discerning Elite
- The Explorers' Club: Itineraries for the Do-Anything Traveler
- White Glove Winter Excursions

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.

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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