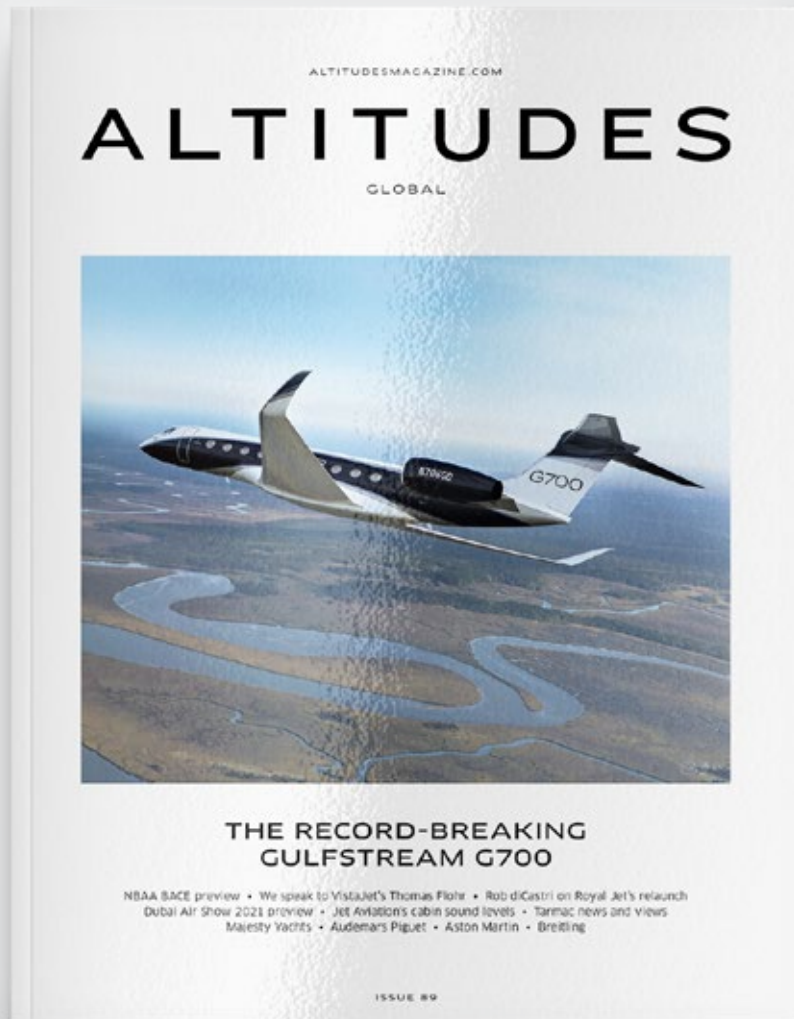


MEDIA PACK 2022

# ALTITUDES

GLOBAL

[ALTITUDESMAGAZINE.COM](https://altitudemagazine.com)



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## THE MAGAZINE SINCE 2003

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*Altitudes* magazine was launched in 2003 in Cannes, France. Readers of the established *Yachts* magazine were looking for a private aviation title that filled the same niche, offering industry insight, advice and interesting articles for a select group of high net worth individuals that owned or chartered business aircraft.

The title was a success and soon became *Altitudes Europe*, as regional magazines were launched. The Middle East office was established in 2006 and the first edition of *Altitudes Arabia* was published in July 2008. *Altitudes Europe* and *Altitudes Arabia* are published in English.

Since its inception, *Altitudes* has become the must-read publication for owners and operators of private jets, fixed wing and rotary aircraft, and provides its readers the perfect networking platform. Nowhere is this more prevalent than the famous *Altitudes* networking parties that accompany the ABACE show in Shanghai, EBACE show in Geneva, MEBA and the Dubai International Air Show in Dubai, NBAA-BACE shows in Orlando and Las Vegas. It is the most illustrative example of how being associated with *Altitudes* brings businesses together within the aviation industry.



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## OUR AUDIENCE

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Our target audience is a unique combination of high net worth consumers of business aviation services and industry professionals with an eye on insights and developments in aviation. *Altitudes* readers, whether reading in print or online, have a high expectation to find the most relevant news and features, written by industry insiders and presented in a way that befits the premium subject matter.

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Charter an aircraft fewer than four times a year:  
**38.2%**

Charter an aircraft more than four times a year:  
**26.9%**

Private jet owners & charterers:  
**45%**

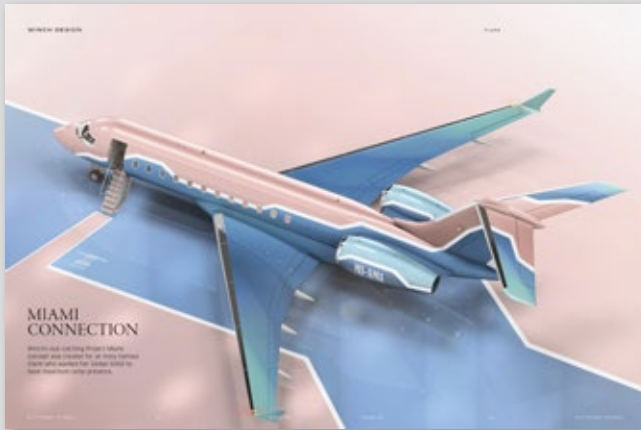
Decision makers of the industry:  
**55%**

Gender:  
**91% Male | 9% Female**

Average group:  
**42 years to 68 years**

Average income:  
**\$3,565,000**

Value of primary residence:  
**\$4,768,000**



## EDITORIAL CONTENT

Considered the leading title in business aviation, our editorial content features one-on-one interviews with captains of industry, exclusive reviews of all the latest jets from every manufacturer, news and stunning features rich in detail, design and photography.

*Altitudes* magazines have a solid reputation for their accessible style and are valued for their editorial integrity.

With every facet of private aviation covered, from owning and operating to leasing, chartering, maintaining, insuring, outfitting, selling and more, no other magazine covers all the bases in such great detail. Featuring very light jets all the way to bizliners, the strength of *Altitudes*' lifestyle content appeals to the most sophisticated readership. Luxury travel reviews and news, exclusive watch features, motoring reviews, art, restaurants, property and the latest in super yachts... *Altitudes* has it all.

### TOPICS

- News
- Aircraft reviews
- Interviews
- Analysis
- Design
- Management
- Lifestyle
- Destinations





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# ALTITUDES GLOBAL

## CALENDAR

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### EDITION

#90 Feb/March, 2022

#91 April/May, 2022

#92 June/July, 2022

#93 Aug/Sept, 2022

#94 Oct/Nov, 2022

#95 Dec/Jan, 2022/2023

### EVENTS

Dubai Intl. Boat Show

EBACE

Summer Issue  
Farnborough Airshow

Cannes Yachting Festival  
Monaco Yacht Show

NBAA

MEBAA

### PRESS DEADLINE

January 25, 2022

March 25, 2022

May 24, 2022

Aug 25, 2022

September 25, 2022

November 25, 2022

### DISTRIBUTION

February 6, 2022

April 6, 2022

June 6, 2022

August 1, 2022

October 1, 2022

December 1, 2022



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## MAGAZINE REACH

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*Altitudes* has a unique and unrivalled distribution platform that benefits from multiple touch points, relevant to the title's audience. The titles have a mature and focused distribution strategy that capitalises on the regional hubs and utilises the distribution network of the wider publishing group.

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### CIRCULATION

**Print**  
**25,000 Copies**

### BREAKDOWN

#### **Europe**

Austria, Benelux, Eastern Europe, France, Germany, Greece, Italy, Ireland, Portugal, Scandinavia, Spain, Switzerland, Turkey, UK

#### **Middle East**

Bahrain, Egypt, Kuwait, Jordan, Lebanon, Morocco, Nigeria, Oman, Qatar, Saudi Arabia, UAE

*“Altitudes* is one of the leading magazines in business aviation, providing valuable information while educating and entertaining its readership. Since the creation of the Comlux Group in 2008, Comlux has found in *Altitudes* the right partner to support its communication development in Europe, Middle East and Russia.”

**RICHARD GAONA**

President and CEO, Comlux Group.

“For Boutsen Design, *Altitudes* is the natural choice as a great means for all that is aviation and lifestyle. For readers like us, *Altitudes* is an excellent coffee table publication due to the quality of the content, the wide range of topics and is by far the most informative guide for keeping up to date with the latest trends. Boutsen Design has especially chosen *Altitudes* as our sole publication for advertising”

**DANIELA BOUTSEN**

President Boutsen Design





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## ALTITUDES GLOBAL RATE CARD

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### POSITION

	<b>RATES</b>
Front Cover Gatefold	\$18,000
Interior Front Cover Spread	\$15,800
1st Double Page Spread	\$14,600
2nd Double Page Spread	\$14,200
Outside Back Cover	\$14,000
Inside Back Cover	\$10,000
Double Page Spread Before Contents	\$13,400
Full Page Opposite Contents	\$9,900
Full Page Opposite Welcome Note	\$9,200
Full Page Within 40 Pages (Facing News)	\$7,800
Regular Double Page Spread	\$12,500
Half Page Double Page Spread	\$9,500
Full Page	\$6,800
Special Operation	On Request

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### SIZE

#### FULL PAGE SIZE

200mm x 265mm (Trim size) • 210mm x 275mm(Bleed size)

#### DPS SIZE

400mm x 265mm (Trim size) • 410mm x 275mm (Bleed size)

#### GATEFOLD SIZE

400mm x 265mm (Trim size) • 410mm x 275mm (Bleed size)

Digital and native advertising rates are available on request. All placement rates are subject to VAT at the current rate.

**Terms and conditions provided on request.**





FERRARI F8 TRIBUTO

The F8 Tributo is the most aerodynamically efficient series-production mid-rear-engined berlinetta ever designed.



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## DIGITAL REACH

[WWW.ALTITUDES MAGAZINE.COM](http://WWW.ALTITUDES MAGAZINE.COM)

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*Altitudes* has launched a new, interactive website.

Featuring engaging content and regularly updated business aviation news, as well as the current and back issues of the magazines, the site offers in-depth articles, aircraft listings, charter contacts, forthcoming events and luxury lifestyle features in an accessible and exciting format. The site also offers a range of dynamic advertising, promotional and sponsorship opportunities.

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### PROJECTED

Avg. monthly sessions  
**214,560**

Avg. monthly unique visits  
**89,400**

Avg. monthly page views  
**429,120**

### COUNTRIES FOR VISITATION

1. USA
2. UK
3. GERMANY
4. SWITZERLAND
5. FRANCE
6. SAUDI ARABIA
7. UNITED ARAB EMIRATES
8. INDIA

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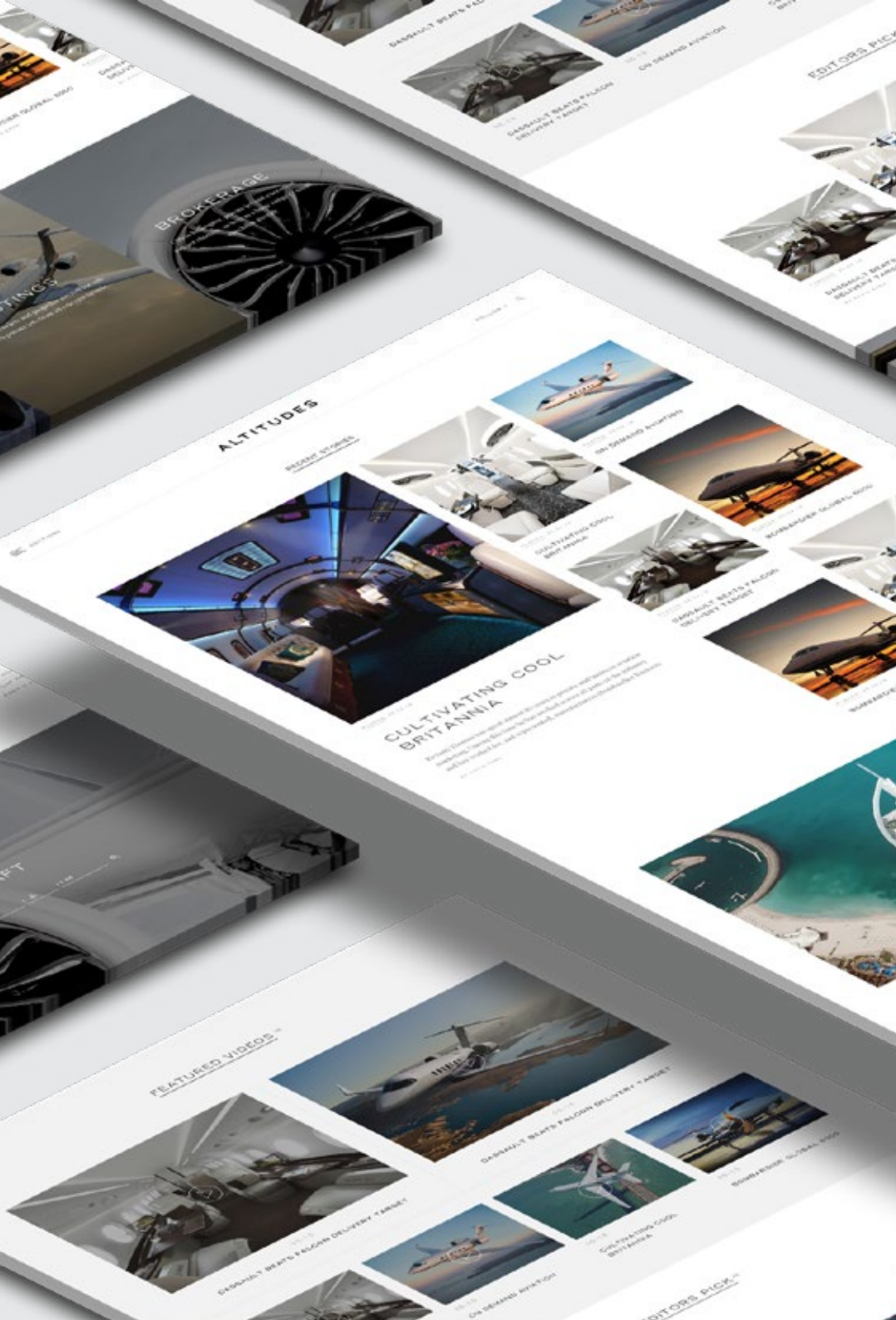
## SOCIAL MEDIA

**Instagram**  
Altitudesmagazine

**Twitter**  
AltitudesMag

**LinkedIn**  
Altitudesmagazine

**Facebook**  
Altitudes Magazine



# ADVERTISING

WWW.ALTITUDESMAGAZINE.COM

POSITION	DIMENSION(MM)	CPM(\$)
Billboard Ad	970x250 (px)	80
Leaderboard	728x90 (px)	60
MPU	300x250 (px)	60
Rising Star Format		100
Half Page	300x600 (px)	70
Overlay	450x450 (px)	110
Interstitial	750x450 (px)	110
Mobile Leaderboard	375 x 60 (px)	65
Sticky Mobile Ad	320 x 50 (px)	75
Direct Email Marketing		Upon request
HTML		Upon request
Special Operations		Upon request
E Newsletter		Upon request

\*Home page with wallpaper takeover: \$1,250 per day

\*Home page takeover without wallpaper: \$1,000 per day

Digital and native advertising rates are available on request.

## GET IN TOUCH

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*Associate Publisher*

**SUDHISH CHANDRAN**

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**STEVE CHALMERS**

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+971 4 564 6946



*Publishing and Digital Experience like no other..*

**THANK YOU**

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