

# MILLION AIR



THE PRIVATE JET LIFESTYLE TELEVISION NETWORK



Media Kit

# The One Percent

A HARD-TO-REACH TARGET. A mere one percent of consumers control more than 50% of the world's wealth. The Ultra-High-Net-Worth-Individuals are elusive. With multiple dwellings, they live the private jet lifestyle, traveling from continent to continent. According to the National Business Aviation Association, private jet travelers make 41 trips per year.

*Private jet fliers—A guaranteed market for luxury brands*

# Private jet travelers are core customers for luxury brands

- **89%** purchase fine jewelry, spending an average of **\$248,000** per year
- **32%** purchase luxury watches, spending an average of **\$147,000**
- **90%** purchase fashion/accessories, spending an average of **\$117,000**
- **65%** stay in a hotel/resort for leisure, spending an average of **\$157,000**
- **73%** use a hotel/resort for meetings events, average spend **\$224,000**
- **59%** stay at a spa per year, spending an average of **\$107,000**
- **21%** take a cruise per year, spending an average of **\$138,000**
- **28%** rent a villa/chalet per year, spending an average of **\$168,000**
- **17%** take an experiential trip per year, spending an average of **\$98,000**
- **75%** make home improvements, spending an average of **\$542,000**
- **85%** purchase wine or spirits per year, spending an average of **\$29,000**
- **30%** purchase fine art per year, spending an average of **\$1,746,000**
- **85%** are planning to acquire a new vehicle in the next 24 months. They own or lease an average of 4.4 luxury vehicles
- They own **2.5** primary homes valued at **\$2 million**

Sources: Prince & Associates, the leading market research firm specializing in global private wealth and the spending habits of the Super Rich; NBAA; Federal Reserve

# The Solution

Million Air private jet terminals  
deliver a 100% qualified audience.

## DEMOGRAPHICS

- Median Age: 38
- Male: 72%
- Female: 28%
- Average HH Net Worth \$3.6 M
- Median HHI Net Worth \$2.2 M
- Net Worth \$3M+: 42%
- Average Home Value \$968,435
- Own 2+ Homes 50%

Source: Doublebase 2018 Ipsos Affluent Survey

# OUR AUDIENCE

1% of consumers control more than 50% of the world's wealth. The Ultra High Net Worth Individuals are elusive. With multiple dwellings, they live the private jet lifestyle flying 41 trips each year, according to the National Business Aviation Association.

# #1 BRAND

FLTPLAN.COM  
AIN MAGAZINE  
PRO PILOT MAG

# 30 FBOs

MILLION AIR  
  
AT A GLANCE

## 4 CONTINENTS

11 MILITARY / GOVERNMENT  
AUTHORIZED CONTRACT  
FUEL LOCATIONS

# 1,200 AIRCRAFT DEPARTURES A DAY

1,050 BASED  
CORPORATE  
AIRCRAFT

# 1,000 EMPLOYEES

## 3 CHARTER LOCATIONS

# Locations Worldwide

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**MILLION AIR ALBANY**  
**ALB**-Albany IAP

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**MILLION AIR ALEXANDRIA**  
**AEX**-Alexandria IAP

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**MILLION AIR AUSTIN**  
Coming Soon

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**MILLION AIR BEIJING**  
**ZBAA**-Beijing Capital IAP

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**MILLION AIR BURBANK**  
**BUR**-Bob Hope

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**MILLION AIR CALGARY**  
**CYYC**-Calgary IAP

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**MILLION AIR CARTAGENA**  
**SKCG**-Rafael Núñez

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**MILLION AIR DALLAS**  
**ADS**-Addison

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**MILLION AIR GULFPORT-BILOXI**  
**GPT**-Gulfport-Biloxi

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**MILLION AIR HOUSTON**  
**HOU**-Hobby

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**MILLION AIR INDIANAPOLIS**  
**IND**-Indianapolis IAP

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**MILLION AIR LAKE CHARLES**  
**CWF**-Chennault IAP

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**MILLION AIR MEDFORD**  
**MFR**-Rogue Valley IAP

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**MILLION AIR MOSES LAKE**  
**MWH**-Grant County IAP

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**MILLION AIR ORLANDO**  
**SFB**-Orlando Sanford IAP

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**MILLION AIR RICHMOND**  
**RIC**-Richmond IAP

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**MILLION AIR RIVERSIDE**  
**RIV**-March Air

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**MILLION AIR ROME**  
**RME**-Griffiss IAP

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**MILLION AIR SAN ANTONIO**  
**SAT**-San Antonio IAP

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**MILLION AIR SAN JUAN**  
**TJIG**-Fernando Ribas

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**MILLION AIR ST. LOUIS**  
**SUS**-Spirit of St. Louis

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**MILLION AIR STENNIS**  
**HSA**-Stennis IAP

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**MILLION AIR SYRACUSE**  
**SYR**-Syracuse Hancock IAP

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**MILLION AIR TALLAHASSEE**  
**TLH**-Tallahassee

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**MILLION AIR TOPEKA**  
**FOE**-Forbes Field

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**MILLION AIR TORONTO**  
**CYKZ**-Toronto

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**MILLION AIR TUCSON**  
**TUS**-Tucson IAP

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**MILLION AIR VANCOUVER**  
**CYVR**-Vancouver IAP

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**MILLION AIR VICTORVILLE**  
**VCV**-Southern

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**MILLION AIR WHITE PLAINS**  
**HPN**-Westchester

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**MILLION AIR YUMA**  
**NYL**-MCAS/YIA



## General Monthly Rate Card

### MILLION AIR TELEVISION NETWORK

Digital advertising is available to luxury brands who want to reach the elusive Ultra-High-Net-Worth clientele. Advertising will be sold on either a network, market or local basis in increments ranging from 30 seconds to one minute. Advertisers will have the option to create dynamic or static advertising spots to promote marketing initiatives. The client can provide the finished feature or production assistance can be provided by Million Air at cost.

\$2,500 Monthly

Special event prices TBD

*Discounts and category exclusives may be negotiated for multiple FBO markets or spots*

### ADVERTISING, STATIC DISPLAYS AND SPECIAL EVENTS

For details, please contact:  
millionairtv@millionair.com

## Advertising Closings

All AD Materials must be submitted no later than one (1) week before date of initial broadcast.

## Supported Formats

### VIDEO

*Microsoft Windows Media*

MPG Family

*H.264/AVC*

*Flash Media*

*MPEG layer*

WMV

MPG, MPG1,  
MPG2, MPG4

H-264

MOV

Flash FLV

MPEG1, MPEG2, MPEG3

### STATIC

JPEG Images

GIF Images

BITMAP Images

jpg

gif

bmp

## File Size

The maximum file size is 350MB.

## Submitting your Advertisement

### HTTP

Please name the file with your company name, Million Air and start date. Send to:  
millionairtv@millionair.com