

MILLION AIR



THE PRIVATE JET LIFESTYLE TELEVISION NETWORK



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

32 FBOs

MILLION AIR

AT A GLANCE

4 CONTINENTS

15 MILITARY / GOVERNMENT
AUTHORIZED CONTRACT
FUEL LOCATIONS

1,200 AIRCRAFT DEPARTURES A DAY

1,050 BASED
CORPORATE
AIRCRAFT

1,000 EMPLOYEES

4 CHARTER LOCATIONS

Locations Worldwide

MILLION AIR ALBANY
ALB-Albany IAP

MILLION AIR ALEXANDRIA
AEX-Alexandria IAP

MILLION AIR AUSTIN
AUS-Austin Bergstrom IAP

MILLION AIR BEIJING
ZBAA-Beijing Capital IAP

MILLION AIR BURBANK
BUR-Bob Hope

MILLION AIR CALGARY
CYC-Calgary IAP

MILLION AIR CARTAGENA
SKCG-Rafael Núñez

MILLION AIR DALLAS
ADS-Addison

MILLION AIR EL PASO
ELP-El Paso

MILLION AIR GULFPORT-BILOXI
GPT-Gulfport-Biloxi

MILLION AIR HOUSTON
HOU-Hobby

MILLION AIR INDIANAPOLIS
IND-Indianapolis IAP

MILLION AIR LAKE CHARLES
CWF-Chennault IAP

MILLION AIR MEDFORD
MFR-Rogue Valley IAP

MILLION AIR MOSES LAKE
MWH-Grant County IAP

MILLION AIR ORLANDO
SFB-Orlando Sanford IAP

MILLION AIR RICHMOND
RIC-Richmond IAP

MILLION AIR RIVERSIDE
RIV-March Air

MILLION AIR ROME
RME-Griffiss IAP

MILLION AIR SAN ANTONIO
SAT-San Antonio IAP

MILLION AIR SAN JUAN
TJIG-Fernando Ribas

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

MILLION AIR STENNIS
HSA-Stennis IAP

MILLION AIR SYRACUSE
SYR-Syracuse Hancock IAP

MILLION AIR TALLAHASSEE
TLH-Tallahassee

MILLION AIR TOPEKA
FOE-Forbes Field

MILLION AIR TORONTO
CYKZ-Toronto

MILLION AIR TUCSON
TUS-Tucson IAP

MILLION AIR VANCOUVER
CYVR-Vancouver IAP

MILLION AIR VICTORVILLE
VCV-Southern

MILLION AIR WHITE PLAINS
HPN-Westchester

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 up to 30 seconds. 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. Video will play without sound in the lobby/waiting area eight times per hour for length of campaign.

\$3,000 Monthly per location

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