

# 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

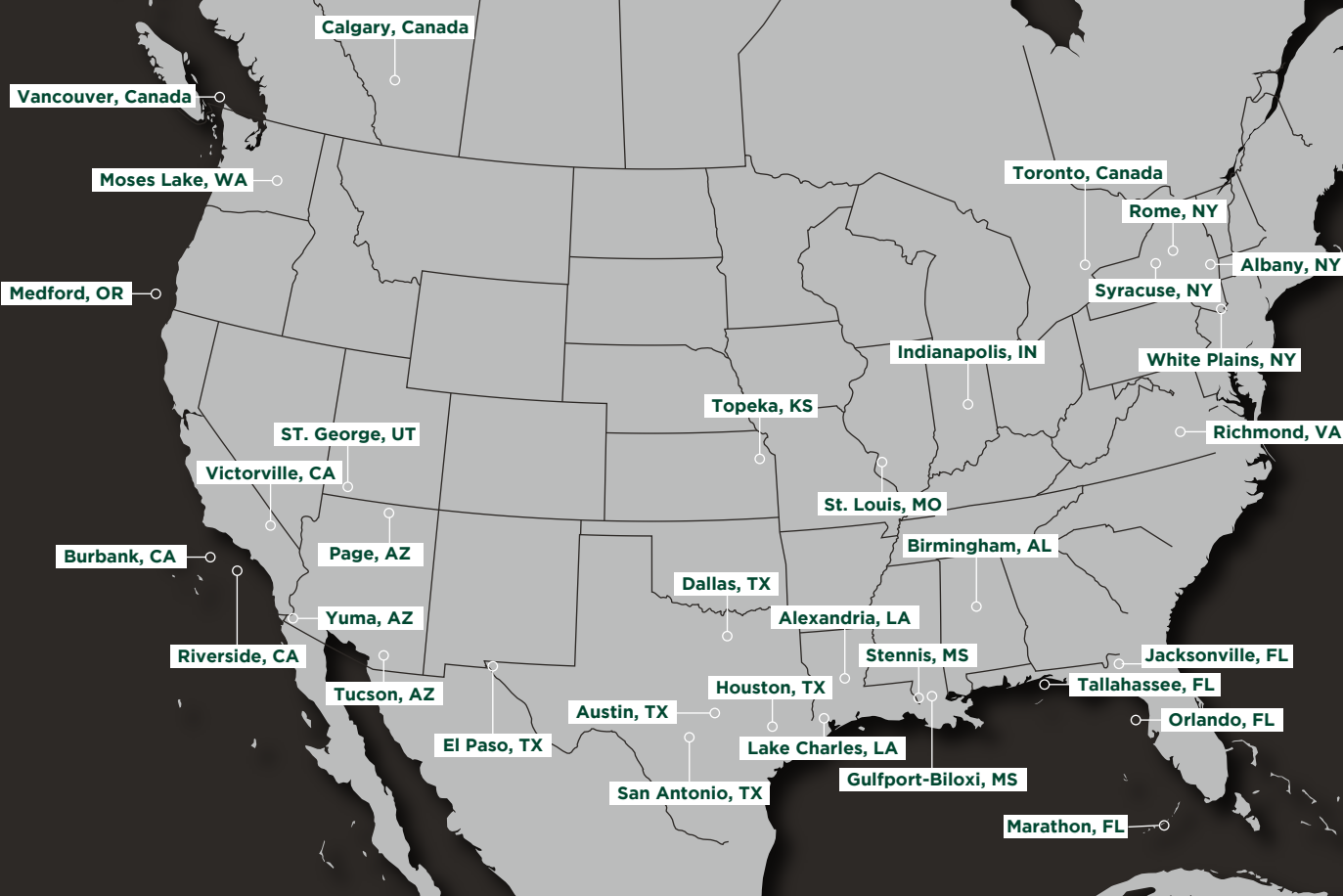
- Readers spend **246%** more on average for jewelry & watches than the affluent population
- Readers spend more than **221%** on average for art-work and collectibles than the affluent population
- Readers spend more than **226%** on average for fashion & accessories than the affluent population
- Readers spend more than **169%** on average for wine & spirits than the affluent population
- Readers spend **77%** more on average for new luxury vehicles than the affluent population
- Readers spend more than **106%** on average for fine dining than the affluent population
- Readers spend **102%** more on average for real estate than the affluent population
- Readers spend more than **342%** on average for homes than the affluent population \$224,000

Sources: Federal Reserve | Wealth Engine | IPSOS 2022 Doublebase Affluent Survey



# The Solution

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



- DEMOGRAPHICS
- Median Age: 43
  - Male: 68%
  - Female: 32%
  - Average HHI\* \$864,982
  - Average Net Worth \$3,550,491
  - C-Suite Position\* 32%
  - Readers-per-copy 5.3



# 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

# 37 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 BIRMINGHAM**  
**BHM**-Birmingham-Shuttlesworth IAP

---

**MILLION AIR BOZEMAN**  
**BZN**-Bozeman Yellowstone IAP

---

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

---

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

---

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

---

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

---

**MILLION AIR EL PASO**  
**ELP**- El Paso

---

**MILLION AIR FLORIDA KEYS**  
**MTH**-Marathon IAP

---

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

---

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

---

**MILLION AIR HONOLULU**  
**PHJR**-John Rodgers

---

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

---

**MILLION AIR JACKSONVILLE**  
**VQQ**-Cecile Spaceport

---

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

---

**MILLION AIR LAKE POWELL**  
**PGA**-Page Municipal Airport

---

**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 ST. GEORGE**  
**SGU**-St. George Regional Airport

---

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

---

**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



#### **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.

#### **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**

<i>Microsoft Windows Media</i>	WMV
<i>MPG Family</i>	MPG, MPG1, MPG2, MPG4
<i>H.264/AVC</i>	H-264 MOV
<i>Flash Media</i>	Flash FLV
<i>MPEG layer</i>	MPEG1, MPEG2, MPEG3

### **STATIC**

JPEG Images	jpg
GIF Images	gif
BITMAP Images	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