

TWIN & TURBINE[®]

FOR THE PILOTS OF OWNER-FLOWN, CABIN-CLASS AIRCRAFT

www.twinandturbine.com

A MAGAZINE
FOR THE
PILOTS OF
OWNER-FLOWN,
CABIN-CLASS
AIRCRAFT

Effective September 1, 2011

2012

Advertising Rate Card



TWIN & TURBINE

A MAGAZINE FOR THE PILOTS
OF OWNER-FLOWN, CABIN-CLASS AIRCRAFT

Twin & Turbine is written and edited by and for the knowledgeable, experienced owner of cabin-class aircraft. Our readers are the owners and operators of high-performance aircraft, used for both business and pleasure, and they are among the *highest income groups* in the world.

100%
**of the Jet and Turbo Prop
owners in Canada and
the United States**

Dimensions

Unit	In inches, width x height
Front Cover Spread	15 ¹ / ₄ " x 10 ³ / ₄ " (add 1 ¹ / ₈ " bleed around 3 sides only)
Full Page Bleed	8 ³ / ₈ " x 11"
Full Page	8 ¹ / ₈ " x 10 ³ / ₄ " (7"x10" live area)
2/3 Page	4 ⁵ / ₈ " x 9 ⁷ / ₈ "
1/2 Page H	7" x 4 ⁷ / ₈ "
1/2 Page V	3 ⁷ / ₁₆ " x 9 ⁷ / ₈ "
1/2 Page Island	4 ⁵ / ₈ " x 7 ³ / ₈ "
1/3 Page H	4 ⁵ / ₈ " x 4 ⁷ / ₈ "
1/3 Page V	2 ¹ / ₄ " x 9 ⁷ / ₈ "
1/4 Page	3 ⁷ / ₁₆ " x 4 ⁷ / ₈ "
1/6 Page H	4 ⁵ / ₈ " x 2 ³ / ₈ "
1/6 Page V	2 ¹ / ₄ " x 4 ⁷ / ₈ "

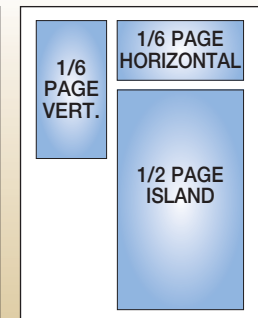
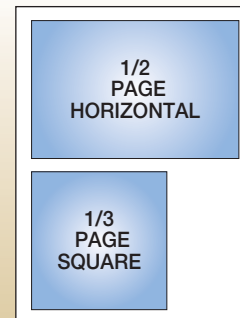
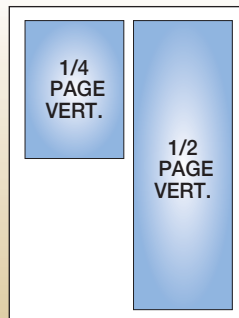
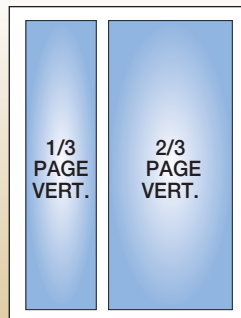
Issue & Closing Dates

ISSUE	SPACE & COPY DEADLINE	CONTRACT CANCELLATIONS
January	Dec 1	Nov 1
February	Jan 1	Dec 1
March	Feb 1	Jan 1
April	Mar 1	Feb 1
May	April 1	Mar 1
June	May 1	April 1
July (Pre-Oshkosh Special)	June 1	May 1
August	July 1	June 1
September	August 1	July 1
October (Pre-NBAA Special)	Sept 1	Aug 1
November	Oct 1	Sept 1
December	Nov 1	Oct 1

Your ad message stays with owners because *Twin & Turbine* stays with the owners – and provides you, at a cost competitive rate, with the market you care about reaching.

Over 29,000 aircraft are owned
by Twin & Turbine readers

Jets: 8,846
Turbo Props: 10,520
Twin Piston: 7,213
**High Performance
Move Up Singles: 2,697**



Ad Sizes — trim size 8¹/₈" x 10³/₄"

Twin & Turbine 2012 Advertising Rates

Covers:	1x	6x	12x
Cover 1 (front cover spread)	\$17,590	\$16,180	\$14,990
Cover 2 (inside front)	\$ 5,840	\$ 5,181	\$ 4,630
Cover 3 (inside back)	\$ 5,840	\$ 5,181	\$ 4,630
Cover 4 (outside back)	\$ 6,604	\$ 5,840	\$ 5,292
Four Color	1x	6x	12x
Full Page	\$ 4,840	\$ 4,365	\$ 3,960
2/3 Page	\$ 3,528	\$ 3,197	\$ 2,922
1/2 Page	\$ 2,756	\$ 2,535	\$ 2,315
1/3 Page	\$ 2,028	\$ 1,852	\$ 1,722
1/4 Page	\$ 1,621	\$ 1,488	\$ 1,400
1/6 Page	\$ 1,212	\$ 1,146	\$ 1,075
Black & White	1x	6x	12x
Full Page	\$ 4,299	\$ 3,858	\$ 3,417
2/3 Page	\$ 2,976	\$ 2,756	\$ 2,425
1/2 Page	\$ 2,293	\$ 2,050	\$ 1,846
1/3 Page	\$ 1,510	\$ 1,356	\$ 1,295
1/4 Page	\$ 1,128	\$ 1,000	\$ 904
1/6 Page	\$ 739	\$ 651	\$ 584
Other	1x	6x	12x
Insert <small>(Plus additional mechanical cost of insertion, if necessary, Sample required.)</small>	\$ 4,343	\$ 3,858	\$ 3,473
Polybag Outsert <small>(Plus applicable postage. Sample required to estimate additional postage cost.)</small>	\$ 4,630	\$ 4,167	\$ 3,748

Contract and Copy Regulations

Rates Shown are for digital ads submitted as specified.
Any art correction will be charged to advertisers at cost.

Discounts & Commissions

Terms: Net 30. 15% commission on space to recognized agencies for camera-ready copy if invoices are paid within 30 days. Commissions and discounts are forfeited on past-due accounts.

Advertising Agreement

All advertising orders accepted by Village Press are subject to the terms and provisions of the current rate card.

It is agreed between the parties to this contract that a cancellation will be accepted once the publisher has received written notice from the advertiser prior to the appropriate closing date; and that cancellation on the part of the advertiser shall forfeit his right to contract rate; the rate to be adjusted on past and subsequent insertions will conform with the actual space used at the rate specified.

The publisher reserves the right to reject any advertising, or to request alteration in content prior to publication. Advertisements are accepted and published upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. The agency and/or advertiser will indemnify and hold harmless from and against all loss or expense resulting from claims or suits based upon contents or subject matter, including, without limitations, claims or suits for libel, violation of rights of privacy, plagiarism, and copyright infringement. The publisher shall have the right to hold advertiser and/or its agent jointly and



severally liable for such monies as are due and payable to publisher for advertising that advertiser or its agent ordered and that was published.

Orders accepted at rates shown in this rate schedule are for not more than three issues in advance of the last issue closed; subsequent issues will be billed at rates prevailing.

If change of copy is not received by the closing date, copy run in previous issue will be inserted.

Authority and License to use (1) the names, portraits and/or pictures of living persons; (2) any copyrighted material; and (3) any testimonials contained in any advertisement submitted by or on behalf of an advertiser are the responsibility of the advertiser and its agency if there be one. As

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part of the consideration and to induce *Twin & Turbine* Magazine to publish such advertisement, the advertiser and its agency, if there be one, each agrees to indemnify and save harmless *Twin & Turbine*, publisher of *Twin & Turbine* Magazine, against all loss, liability, damage and expense of whatsoever nature arising out of the copying, printing, or publishing of such advertisement.

Cancellations cannot be accepted after closing dates.

“Advertisement” will be placed with copy if, in the publisher’s opinion, advertising copy resembles editorial material. Content of all advertising is subject to the approval of the publisher.

Advertising Rates may be adjusted without notice if circulation increases or publication costs require. Contract advertisers, under such circumstances, will have the right to adjust their contracts. Payment must accompany insertion order until credit is established and must be received before closing date. All invoices are payable in U.S. funds.

All advertisement orders set and not used will be charged for composition.

The publisher’s liability for any error will not exceed the cost of the space occupied by the error.

Mechanical Requirements:

Printing: Sheet fed Offset **Trim Size:** 8-1/8" x 10-3/4"

Binding: Saddle wire **Column Width:** 2-1/4"

Ad Prep Service: Your ad can be prepared for publication by *Twin & Turbine* Magazine. The charge will be assessed on the first insertion of the ad. Agency discount does not apply on first insertion.

Ads submitted in digital format must meet the Village Press Production guidelines. Please call if you have any questions regarding your file set-up, or go to www.villagepress.com/support for ad submission guidelines.

Bleeds: No extra charge on full pages. Trim size 8-1/8" × 10-3/4". Keep live matter 1/4" from edges.

Preparation: If *Twin & Turbine* Magazine production department considers a digital ad to be incorrectly set up by the advertiser, the advertiser may correct and resubmit the ad OR the advertiser may request *Twin & Turbine* Magazine to alter the ad to meet specifications at an additional charge to be quoted. Please call if you have any questions regarding your file setup.

Miscellaneous:

Direct mail services: Additional information on request.

Special Positions: Every effort will be made to comply with advertiser requests but special positions cannot be guaranteed. Contact Ad Director about possible premium placement rates.

Reprint Service: For more information please contact:

Nancy Whitten, Reprint Sales Representative,

Email: nancy@villagepress.com

Phone: 1-800-773-7798

Shipping & Mailing Address Contact:

John Shoemaker, Advertising Director

Email: johns@villagepress.com

Village Press, Inc., 2779 Aero Park Dr.,

P.O. Box 968, Traverse City, MI 49685-0968

Phone: (231) 946-3712 or 1-800-773-7798

FAX: (231) 946-9588

www.twinandturbine.com

TWIN & TURBINE

A MAGAZINE FOR THE PILOTS OF OWNER-FLOWN, CABIN-CLASS AIRCRAFT

- 100% of the business/owner-flown market
- Includes the light and mid-range jet owners and chief pilots – as well as the owner/pilots of all turboprops, selected twin pistons, and high performance singles
- Updated every month for guaranteed market penetration



100%
TOTAL MARKET COVERAGE

TWIN & TURBINE – your source for total market coverage.



We put your marketing message in the right hands – those who make the buying decisions – at a fraction of the cost you may be used to paying.

Twin & Turbine's monthly call on the **owner/ operators and chief pilots of over 29,000 aircraft** is the missing link between new business and you.

Here's our expanded list – the market we know you want to reach:

JETS

CHIEF PILOTS & OWNERS

Aircraft Count

6 AIRBUS A319CJ	52 FALCON 10	1 HAWKER 125-3A	2 LEARJET 25G
10 ASTRA 1125	6 FALCON 100	1 HAWKER 125-3A/RA	6 LEARJET 28
14 ASTRA 1125SP	8 FALCON 200	1 HAWKER 125-3A/RAS	28 LEARJET 31
23 ASTRA 1125SPX	69 FALCON 2000	1 HAWKER 125-3AS	209 LEARJET 31A
14 BEECHJET 400	5 FALCON 2000EX	3 HAWKER 125-400A	14 LEARJET 35
87 BEECHJET 400A	35 FALCON 20C	39 HAWKER 125-400AS	147 LEARJET 35A
12 BOEING BBJ	6 FALCON 20C-5	1 HAWKER 125-400BS	8 LEARJET 36
222 CITATION 500	14 FALCON 20D	11 HAWKER 125-600A	12 LEARJET 36A
351 CITATION 525	3 FALCON 20D-5	11 HAWKER 125-600AS	6 LEARJET 40
281 CITATION BRAVO	3 FALCON 20E	157 HAWKER 125-700A	76 LEARJET 45
167 CITATION CJ1	4 FALCON 20E-5	2 HAWKER 125-700B	176 LEARJET 45XR
79 CITATION CJ1+	7 FALCON 20F	45 HAWKER 4000	39 LEARJET 55
197 CITATION CJ2	32 FALCON 20F-5	155 HAWKER 400XP	2 LEARJET 55B
129 CITATION CJ2+	79 FALCON 50	20 HAWKER 750	6 LEARJET 55C
302 CITATION CJ3	3 FALCON 50-40	263 HAWKER 800A	85 LEARJET 60
198 CITATION ENCORE	49 FALCON 50EX	6 HAWKER 800B	120 PHENOM 100
307 CITATION EXCEL	44 FALCON 900	328 HAWKER 800XP	28 PHENOM 300
4 CITATION I	5 FALCON 900B	14 HAWKER 800XPI	135 PREMIER I
313 CITATION I/SP	7 FALCON 900C	80 HAWKER 850XP	17 SABRELINER 40
543 CITATION II	40 FALCON 900EX	117 HAWKER 900XP	6 SABRELINER 40A
58 CITATION II/SP	15 GLOBAL 5000	8 JET COMMANDER 1121	2 SABRELINER 40EL
201 CITATION III	42 GLOBAL EXPRESS	5 JET COMMANDER 1121B	1 SABRELINER 40R
271 CITATION MUSTANG	13 GULFSTREAM G-100	13 JETSTAR 731	2 SABRELINER 50
168 CITATION S/II	45 GULFSTREAM G-200	1 JETSTAR 8	12 SABRELINER 60
65 CITATION SOVEREIGN	3 GULFSTREAM G-300	20 JETSTAR II	1 SABRELINER 60A
77 CITATION ULTRA	8 GULFSTREAM G-400	44 JETSTREAM 31	1 SABRELINER 60AELXM
111 CITATION V	50 GULFSTREAM G-450	19 JETSTREAM 32	4 SABRELINER 60ELXM
6 CITATION VI	4 GULFSTREAM G-500	6 JETSTREAM 41	2 SABRELINER 60EX
37 CITATION VII	52 GULFSTREAM G-550	16 LEARJET 23	1 SABRELINER 60SC
85 CITATION X	44 GULFSTREAM G-II	35 LEARJET 24	1 SABRELINER 60SCEX
179 CITATION XLS	12 GULFSTREAM G-IIIB	6 LEARJET 24A	38 SABRELINER 65
3 DIAMOND I	53 GULFSTREAM G-III	22 LEARJET 24B	2 SABRELINER 75
76 DIAMOND IA	62 GULFSTREAM G-IV	63 LEARJET 24D	7 SABRELINER 80
30 DORNIER ENVOY 3	76 GULFSTREAM G-IVSP	18 LEARJET 24E	2 SABRELINER 80SC
43 EMBRAER LEGACY 600	60 GULFSTREAM G-V	9 LEARJET 24F	128 WESTWIND 1
	40 HAWKER 1000A	38 LEARJET 25	5 WESTWIND 1123
	1 HAWKER 1000B	65 LEARJET 25B	60 WESTWIND 1124
	8 HAWKER 125-1A	7 LEARJET 25C	98 WESTWIND 2
	5 HAWKER 125-1AS	121 LEARJET 25D	

TURBOPROPS

CHIEF PILOTS & OWNERS

Aircraft Count

68 BEECH KING AIR 100
577 BEECH KING AIR 200
13 BEECH KING AIR 200C
12 BEECH KING AIR 200T
238 BEECH KING AIR 300
3 BEECH KING AIR 300LW
164 BEECH KING AIR 350
1 BEECH KING AIR 350C
21 BEECH KING AIR 90
9 BEECH KING AIR A/B90
137 BEECH KING AIR A100
223 BEECH KING AIR A200
69 BEECH KING AIR A90
226 BEECH KING AIR A90-1
164 BEECH KING AIR B100
929 BEECH KING AIR B200
76 BEECH KING AIR B200C
79 BEECH KING AIR B200GT
2 BEECH KING AIR B200SE
2 BEECH KING AIR B200T
82 BEECH KING AIR B90
368 BEECH KING AIR C90
37 BEECH KING AIR C90-1
178 BEECH KING AIR C90A
363 BEECH KING AIR C90B
9 BEECH KING AIR C90SE
315 BEECH KING AIR E90
158 BEECH KING AIR F90
22 BEECH KING AIR F90-1
280 CARAVAN 208
1,150 CARAVAN 208B
151 CESSNA 425 CORSAIR/CONQUEST
169 CESSNA 441 CONQUEST II
2 CESSNA REIMS F406
CARAVAN II

35 CHEYENNE 400
182 CHEYENNE I
16 CHEYENNE IA
280 CHEYENNE II
62 CHEYENNE III
38 CHEYENNE IIIA
65 CHEYENNE IIXL
252 CONQUEST I
315 CONQUEST II
2 MERLIN IIA
35 MERLIN IIB
17 MERLIN III
26 MERLIN IIIA
53 MERLIN IIIB
18 MERLIN IIIC
8 MERLIN IV
14 MERLIN IV-A
19 MERLIN IV-C
114 MITSUBISHI MARQUISE
4 MITSUBISHI MU-2B
2 MITSUBISHI MU-2D
35 MITSUBISHI MU-2F
5 MITSUBISHI MU-2G
48 MITSUBISHI MU-2J
43 MITSUBISHI MU-2K
23 MITSUBISHI MU-2L
22 MITSUBISHI MU-2M
34 MITSUBISHI MU-2N
40 MITSUBISHI MU-2P
57 MITSUBISHI SOLITAIRE
713 PILATUS PC-12
16 PIPER 700P AEROSTAR
450 PIPER MERIDIAN
19 PIPER PA 42720 T CHEYENNE III
116 PIPER PA31T500 CHEYENNE I
167 PIPER PA31T620 CHEYENNE II
19 PIPER PA421000 400LS
CHEYENNE IV

11 ROCKWELL 680T TURBO
14 ROCKWELL 680V TURBO II
14 ROCKWELL 680W TURBO II
11 ROCKWELL 681 HAWK
97 SOCATA TBM-700A
96 SOCATA TBM-700B
2 SOCATA TBM-700C1
114 SOCATA TBM-700C2
8 STARSHIP 2000A
57 TURBO COMMANDER 1000
26 TURBO COMMANDER 690
149 TURBO COMMANDER 690A
138 TURBO COMMANDER 690B
71 TURBO COMMANDER 840
19 TURBO COMMANDER 900
32 TURBO COMMANDER 980

TWIN PISTON

OWNERS

Aircraft Count

18 ADAM A500
1,840 BARON 58
524 BARON 58P
157 BARON 58TC
140 BARON G58
4 BEECH BARON 56 ATC
47 BEECH BARON 56 TC
2 BEECH BARON 58 PA
210 BEECH DUKE B60
192 CESSNA 340
547 CESSNA 340A
171 CESSNA 402B BUSINESS LINER
101 CESSNA 402C
92 CESSNA 404 TITAN
303 CESSNA 414
380 CESSNA 414A CHANCELLOR
97 CESSNA 421
78 CESSNA 421A

553 CESSNA 421B
824 CESSNA 421C
125 PIPER 601P AEROSTAR
30 PIPER 602P AEROSTAR
194 PIPER PA31325 CR NAVAJO
26 PIPER PA31P350 MOJAVE
33 ROCKWELL 500 SHRIKE
34 ROCKWELL 500A SHRIKE
79 ROCKWELL 500B SHRIKE
54 ROCKWELL 500S SHRIKE
9 ROCKWELL 500U SHRIKE
47 ROCKWELL 520 COMMANDER
23 ROCKWELL 560 COMMANDER
28 ROCKWELL 560A COMMANDER
31 ROCKWELL 560E COMMANDER
18 ROCKWELL 560F COMMANDER
76 ROCKWELL 680 SUPER
32 ROCKWELL 680E
40 ROCKWELL 680F COMMANDER
42 ROCKWELL 680FL GRAND
COMMANDER
12 ROCKWELL 680FLP
GRAND LINER

HIGH PERFORMANCE Move-Up Singles

OWNERS

Aircraft Count

132 BEECH BONANZA
15 CESSNA 182
3 CESSNA 206
429 CESSNA P210N
25 CESSNA P210R
1,486 CESSNA SR22
54 CESSNA T182
211 PIPER PA46310P MALIBU
342 PIPER PA46350P
MALIBU MIRAGE

29,424 TOTAL AIRCRAFT

100%
TOTAL MARKET COVERAGE



100%
TOTAL MARKET COVERAGE

Jet and TurboProp Owners & Chief Pilots

- Print and digital versions to North America
- Global digital distribution

Our Readership = Your Market

Every month our circulation data base is updated so that the current owner or chief pilot receives *Twin & Turbine*.

Decision makers read *Twin & Turbine* —
Do they receive your advertising message?

They do if your ad is in Twin & Turbine.



TWIN & TURBINE®

John Shoemaker, Advertising Director

2779 Aero Park Drive • P.O. Box 968 • Traverse City, MI 49685-0968

(800) 773-7798 • (231) 946-3712 • Fax: (231) 946-9588

E-mail: johns@villagepress.com • www.twinandturbine.com