

Continued from Page 4

56	HAWKER 4000
193	HAWKER 400XP
33	HAWKER 750
191	HAWKER 800A
34	HAWKER 800B
352	HAWKER 800XP
35	HAWKER 800XPI
80	HAWKER 850XP
148	HAWKER 900XP
7	JET COMMANDER 1121
4	JET COMMANDER 1121B
1	JETSTAR 6
6	JETSTAR 731
12	JETSTAR II
10	LEARJET 23
17	LEARJET 24
2	LEARJET 24A
14	LEARJET 24B
39	LEARJET 24D
10	LEARJET 24E
7	LEARJET 24F
16	LEARJET 25
39	LEARJET 25B
10	LEARJET 25C
100	LEARJET 25D
4	LEARJET 28
29	LEARJET 31
167	LEARJET 31A
33	LEARJET 35
380	LEARJET 35A
13	LEARJET 36
33	LEARJET 36A
29	LEARJET 40
194	LEARJET 45
174	LEARJET 45XR
99	LEARJET 55
4	LEARJET 55B
12	LEARJET 55C
261	LEARJET 60
478	PILATUS PC-12/45
111	PREMIER I
7	SABRELINER 40
19	SABRELINER 40A
2	SABRELINER 40EL
1	SABRELINER 40R
24	SABRELINER 60
1	SABRELINER 60AELXM
19	SABRELINER 60ELXM
3	SABRELINER 60EX
68	SABRELINER 65
15	SABRELINER 80
6	SABRELINER 80SC
75	WESTWIND 1
5	WESTWIND 1123
32	WESTWIND 1124
65	WESTWIND 2

## Turboprops - 10,774

### Chief Pilots & Owners

Count	Aircraft
7	ADAM A500
356	CARAVAN 208
1,202	CARAVAN 208B
2	CARAVAN II
32	CHEYENNE 400
132	CHEYENNE I
13	CHEYENNE IA
264	CHEYENNE II
58	CHEYENNE III

38	CHEYENNE IIIA
57	CHEYENNE IIXL
21	CHEYENNE IV
178	CONQUEST I
252	CONQUEST II
46	JETSTREAM 31
68	JETSTREAM 32
61	JETSTREAM 41
34	KING AIR 100
510	KING AIR 200
20	KING AIR 200C
19	KING AIR 200T
146	KING AIR 250
181	KING AIR 300
11	KING AIR 300LW
564	KING AIR 350
57	KING AIR 350C
286	KING AIR 350I
19	KING AIR 90
11	KING AIR A/B90
70	KING AIR A100
214	KING AIR A200
58	KING AIR A90
106	KING AIR A90-1
94	KING AIR B100
885	KING AIR B200
95	KING AIR B200C
8	KING AIR B200CT
95	KING AIR B200GT
4	KING AIR B200SE
22	KING AIR B200T
81	KING AIR B90
347	KING AIR C90
34	KING AIR C90-1
194	KING AIR C90A
358	KING AIR C90B
82	KING AIR C90GT
96	KING AIR C90GTI
125	KING AIR C90GTX
14	KING AIR C90SE
245	KING AIR E90
156	KING AIR F90
25	KING AIR F90-1
7	MERLIN 300
25	MERLIN IIB
21	MERLIN III
28	MERLIN IIIA
45	MERLIN IIIB
18	MERLIN IIIC
5	MERLIN IV
9	MERLIN IV-A
9	MERLIN IV-C
66	MITSUBISHI MARQUISE
1	MITSUBISHI MU-2D
26	MITSUBISHI MU-2F
18	MITSUBISHI MU-2J
33	MITSUBISHI MU-2K
11	MITSUBISHI MU-2L
18	MITSUBISHI MU-2M
18	MITSUBISHI MU-2N
25	MITSUBISHI MU-2P
39	MITSUBISHI SOLITAIRE
519	PILATUS PC-12 NG
149	PILATUS PC-12/47
483	PIPER MERIDIAN
3	ROCKWELL 680T TURBO
5	ROCKWELL 680V TURBO II
5	ROCKWELL 680W TURBO II
6	ROCKWELL 681 HAWK
101	SOCATA TBM-700A
70	SOCATA TBM-700B
293	SOCATA TBM-850

101	SOCATA TBM-900
5	STARSHIP 2000A
73	TURBO COMMANDER 1000
37	TURBO COMMANDER 690
141	TURBO COMMANDER 690A
144	TURBO COMMANDER 690B
83	TURBO COMMANDER 840
26	TURBO COMMANDER 900
55	TURBO COMMANDER 980

## Twin Piston - 6,961

### Owners

Count	Aircraft
39	BARON 56 TC
1,459	BARON 58
3	BARON 58 PA
351	BARON 58P
112	BARON 58TC
3	BARON A56TC
301	BARON G58
197	BEECH DUKE B60
176	CESSNA 340
531	CESSNA 340A
90	CESSNA 402B BUSINESS LINER
140	CESSNA 402C
29	CESSNA 404 TITAN
266	CESSNA 414
363	CESSNA 414A CHANCELLOR
49	CESSNA 421
41	CESSNA 421A
362	CESSNA 421B
610	CESSNA 421C
53	CESSNA T303
116	PIPER 601P AEROSTAR
25	PIPER 602P AEROSTAR
488	PIPER CHIEFTAIN
24	PIPER MOJAVE
835	PIPER NAVAJO
16	ROCKWELL 500 SHRIKE
27	ROCKWELL 500A SHRIKE

82	ROCKWELL 500B SHRIKE
47	ROCKWELL 500S SHRIKE
5	ROCKWELL 500U SHRIKE
16	ROCKWELL 520 COMMANDER
7	ROCKWELL 560 COMMANDER
15	ROCKWELL 560A COMMANDER
13	ROCKWELL 560E COMMANDER
8	ROCKWELL 560F COMMANDER
17	ROCKWELL 680 SUPER
7	ROCKWELL 680E
13	ROCKWELL 680F COMMANDER
17	ROCKWELL 680FL GRAND COMMANDER
8	ROCKWELL 680FLP GRAND LINER

## High Performance Move-Up Singles - 5,602

### Owners

Count	Aircraft
228	BEECH BONANZA
462	CESSNA 182
59	CESSNA 206
412	CESSNA P210N
21	CESSNA P210R
54	CESSNA T182
1	CESSNA T206
751	CIRRUS SR20
2,905	CIRRUS SR22
241	PIPER MALIBU
468	PIPER MIRAGE

## 38,967 TOTAL AIRCRAFT

# 100%

of the jet, turboprop, and pressurized twin owners & chief pilots in the United States, receive a printed copy of *Twin and Turbine Magazine*. And worldwide, owner/pilots receive the digital version - every month.

# TWIN & TURBINE

## **CONTACT**

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**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](http://www.twinandturbine.com)**



Effective September 1, 2017

2018 Advertising Rate Card

# TWIN & TURBINE®

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



PHOTO CREDIT: PAUL BOWEN PHOTOGRAPHY

This Rate Card is your guide to how and why advertising with *Twin & Turbine* is your best marketing decision for 2018

## QUESTIONS:

Where in the world is *Twin & Turbine* circulated?

Owners and chief pilots receive *Twin & Turbine* monthly, at no cost to them – what aircraft are they flying?

Print or Digital – which is better?

**HERE ARE THE ANSWERS...**

[www.twinandturbine.com](http://www.twinandturbine.com)

**12**  
Monthly  
Issues with  
**Jet Journal**  
in each edition!

# TWIN & TURBINE

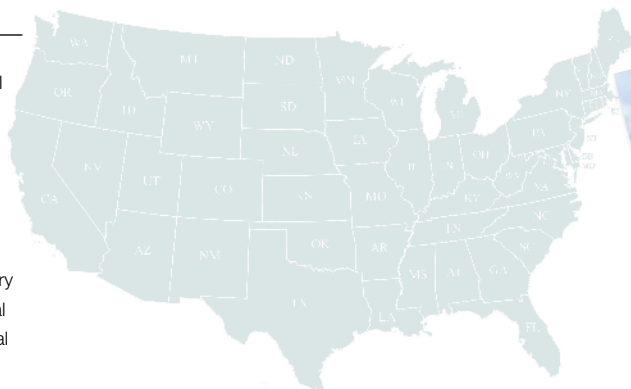
Twin & Turbine is written and edited by and for the knowledgeable, experienced owners of cabin-class aircraft. Our readers are the owners and operators of high-performance aircraft, used for both business and pleasure, and they are among the highest income groups in the world.

## Total Print Issues of Twin & Turbine 16,255

USA may receive both digital and print editions. Other countries receive only digital.

### Count Region

2005	East North Central
1026	East South Central
1028	Mid-Atlantic
1662	Mountain States
479	New England
2375	Pacific States
3352	South Atlantic
10	US Territories/ Possessions/Military
1441	West North Central
2876	West South Central
1	United Kingdom



## Total Digital Issues of Twin & Turbine 30,741 Worldwide

USA may receive both digital and print editions. Other countries receive only digital.

### Count Country

23,787	United States	66	CZECH REPUBLIC	141	INDIA	2	MYANMAR	7	SLOVAK REPUBLIC
3	ALGERIA	2	DEM. REPUBLIC OF CONGO	24	INDONESIA	17	NAMIBIA	4	SLOVAKIA
12	ANGOLA	64	DENMARK	3	IRAN	4	NEPAL	9	SLOVENIA
3	ANTIGUA AND BARBUDA	1	DJIBOUTI	1	IRAQ	45	NETHERLANDS	303	SOUTH AFRICA
172	ARGENTINA	32	DOMINICAN REPUBLIC	38	IRELAND	1	NETHERLANDS ANTILLES	9	SOUTH KOREA
2	ARUBA	21	ECUADOR	6	ISLE OF MAN	4	NEW CALEDONIA	84	SPAIN
411	AUSTRALIA	6	EGYPT	37	ISRAEL	64	NEW ZEALAND	3	SRI LANKA
119	AUSTRIA	5	EL SALVADOR	109	ITALY	4	NICARAGUA	1	SUDAN
6	AZERBAIJAN	1	EQUATORIAL GUINEA	5	JAMAICA	3	NIGER	1	SURINAME
20	BAHAMAS	5	ESTONIA	72	JAPAN	32	NIGERIA	67	SWEDEN
2	BAHRAIN	6	ETHIOPIA	12	JORDAN	1	NORTHERN IRELAND	189	SWITZERLAND
2	BANGLADESH	3	FAROE ISLANDS	11	KAZAKHSTAN	30	NORWAY	16	TAIWAN
3	BARBADOS	2	FIJI	44	KENYA	2	OMAN	27	TANZANIA
50	BELGIUM	28	FINLAND	2	KIRIBATI	13	PAKISTAN	25	THAILAND
8	BELIZE	202	FRANCE	6	KUWAIT	52	PANAMA	2	TOGO
11	BERMUDA	2	FRENCH GUIANA	2	LAOS	8	PAPUA NEW GUINEA	2	TONGA
6	BOLIVIA	2	FRENCH POLYNESIA	2	LAOS	45	PARAGUAY	2	TRINIDAD AND TOBAGO
1	BOSNIA & HERZEGOVINA	4	GABON	6	LATVIA	16	PERU	2	TUNISIA
17	BOTSWANA	4	GAMBIA	13	LEBANON	38	PHILIPPINES	102	TURKEY
900	BRAZIL	4	GEORGIA	5	LIBYA	8	POLAND	3	TURKS AND CAICOS ISLANDS
1	BRUNEI DARUSSALAM	8	GERMANY	8	LIECHTENSTEIN	39	PORTUGAL	4	TUVALU
24	BULGARIA	347	GERMANY	1	LITHUANIA	28	PUERTO RICO	7	UGANDA
1	BURKINA FASO	3	GHANA	35	LUXEMBOURG	8	QATAR	4	UKRAINE
643	CANADA	37	GREECE	16	MADAGASCAR	16	ROMANIA	50	UNITED ARAB EMIRATES
5	CAYMAN ISLANDS	1	GREENLAND	26	MALAYSIA	2	RUSSIAN FEDERATION	302	UNITED KINGDOM
1	CHANNEL ISLANDS	3	GUADELOUPE	2	MALDIVES	1	SAINT KITTS AND NEVIS	9	UNITED REPUBLIC OF TANZANIA
91	CHILE	1	GUAM	2	MALI REPUBLIC	2	SAINT VINCENT-GRENADINES	9	URUGUAY
7	CHINA	58	GUATEMALA	12	MALTA	1	SAMOA	1	VANUATU
71	COLOMBIA	1	GUERNSEY	1	MARSHALL ISLANDS	2	SAN MARINO	206	VENEZUELA
2	CONGO	1	GUINEA	2	MARTINIQUE	47	SAUDI ARABIA	7	VIRGIN ISLANDS (BRITISH)
2	COOK ISLANDS	2	GUYANA	2	MAURITIUS	1	SCOTLAND	7	VIRGIN ISLANDS (U.S.)
18	COSTA RICA	2	HAITI	563	MEXICO	4	SENEGAL	1	WALES
4	COTE D'IVOIRE	2	HONDURAS	5	MONACO	9	SERBIA	17	ZAMBIA
12	CROATIA	37	HONG KONG	9	MONTENEGRO	2	SEYCHELLES ISLANDS	5	ZIMBABWE
7	CYPRUS	8	HUNGARY	8	MOROCCO	1	SIERRA LEONE		
		15	ICELAND	9	MOZAMBIQUE	41	SINGAPORE		

Data August 2017

# Good Deal: Print Only

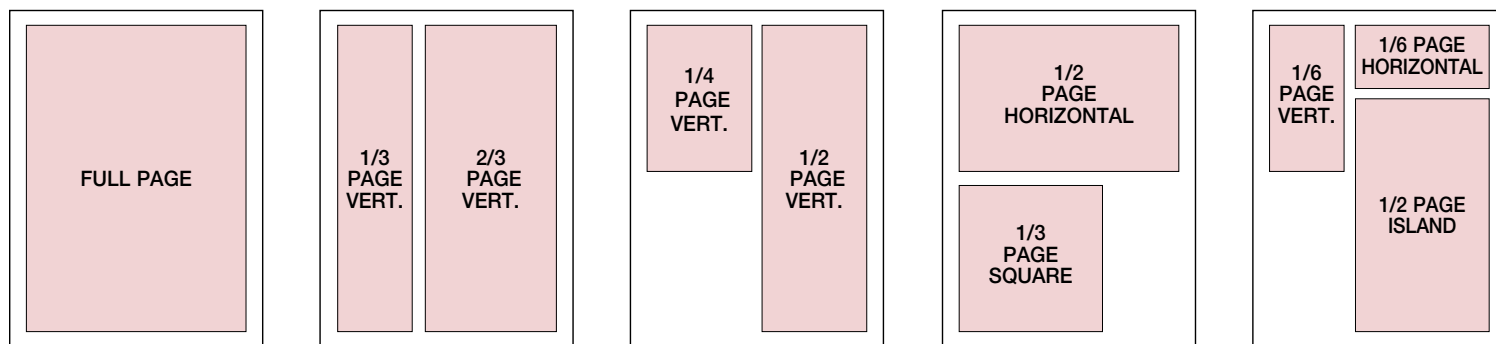
## Print Dimensions

Unit	In inches width x height
Front Cover Spread <i>(add 1/8" bleed around 3 sides only)</i>	15 1/4" x 10 3/4"
Spread <i>(Live Area 14" x 10")</i>	16 1/4" x 10 3/4"
Full Page Bleed	8 3/8" x 11"
Full Page <i>(7" x 10" live area)</i>	8 1/8" x 10 3/4"
2/3 Page	4 5/8" x 9 7/8"
1/2 Page Horizontal	7" x 4 7/8"
1/2 Page Vertical	3 7/16" x 9 7/8"
1/2 Page Island	4 5/8" x 7 3/8"
1/3 Page Square	4 5/8" x 4 7/8"
1/3 Page Vertical	2 1/4" x 9 7/8"
1/4 Page Vertical	3 7/16" x 4 7/8"
1/6 Page Horizontal	4 5/8" x 2 3/8"
1/6 Page V	2 1/4" x 4 7/8"

## Twin & Turbine 2018 Print 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
Spread	\$ 8,712	\$ 7,857	\$ 7,128
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 <i>(Plus additional mechanical cost of insertion, if necessary, Sample required.)</i>	\$ 4,343	\$ 3,858	\$ 3,473
Polybag Outsert <i>(Plus applicable postage. Sample required to estimate additional postage cost.)</i>	\$ 4,630	\$ 4,167	\$ 3,748

Twin & Turbine Trim Size 8 1/8" x 10 3/4"



## Total Market Coverage – Owners and Chief Pilots of over 38,000

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

### Jets – 15,630

#### Chief Pilots & Owners

#### Count Aircraft

61	AIRBUS ACJ319
27	ASTRA 1125
30	ASTRA 1125SP
53	ASTRA 1125SPX
42	BEECHJET 400
244	BEECHJET 400A
126	BOEING BBJ
373	CHALLENGER 300

53	CHALLENGER 600
41	CHALLENGER 601-1A
112	CHALLENGER 601-3A
52	CHALLENGER 601-3R
295	CHALLENGER 604
9	CHALLENGER 800
183	CITATION 500
298	CITATION 525
269	CITATION BRAVO
155	CITATION CJ1
84	CITATION CJ1+
206	CITATION CJ2
169	CITATION CJ2+

360	CITATION CJ3
63	CITATION CJ3+
222	CITATION CJ4
146	CITATION ENCORE
46	CITATION ENCORE+
299	CITATION EXCEL
19	CITATION I
249	CITATION I/SP
463	CITATION II
60	CITATION II/SP
163	CITATION III
44	CITATION LATITUDE
140	CITATION M2

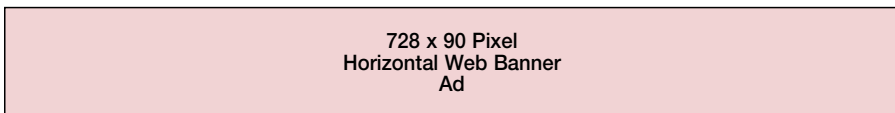
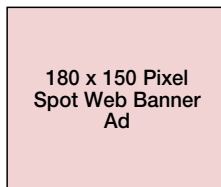
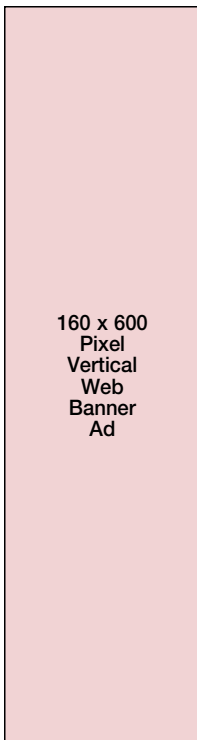
377	CITATION MUSTANG
126	CITATION S/II
256	CITATION SOVEREIGN
61	CITATION SOVEREIGN+
238	CITATION ULTRA
238	CITATION V
29	CITATION VI
94	CITATION VII
254	CITATION X
24	CITATION X+
210	CITATION XLS
205	CITATION XLS+
1	DIAMOND I

## Best Deal: Print & Web Page

**+** \$200 for 160 x 600 pixels  
Vertical Web Banner Ad

**+** \$150 for 728 x 90 pixels  
Horizontal Web Banner Ad

**+** \$70 for 180 x 150 pixels  
Spot Web Banner Ad



## Web Page Only

### Twin & Turbine 2018 Web Page Advertising Rates Per Month

\$800 for 160 x 600 pixels  
Vertical Web Banner Ad

\$600 for 728 x 90 pixels  
Horizontal Web Banner Ad

\$200 for 180 x 150 pixels  
Spot Web Banner Ad

**“USER FRIENDLY”** annual contract – stop anytime and you still keep your deep discount – just let us know, in writing, prior to any issue’s cancellation closing date – listed below.

### Print and Digital Issue Closing Dates

ISSUE	CONTRACT CANCELLATIONS	SPACE & COPY DEADLINE	ISSUE	CONTRACT CANCELLATIONS	SPACE & COPY DEADLINE	ISSUE	CONTRACT CANCELLATIONS	SPACE & COPY DEADLINE
January	November 1	December 1	May	March 1	April 1	September	July 1	August 1
February	December 1	January 1	June	April 1	May 1	October	August 1	September 1
March	January 1	February 1	July	May 1	June 1	November	September 1	October 1
April	February 1	March 1	August	June 1	July 1	December	October 1	November 1

## BLAST YOUR MESSAGE

We can customize the send out to your specifications – 15¢ per email, plus \$250 setup.

## Aircraft

be used to paying.

46 DIAMOND IA	68 FALCON 20C	103 FALCON 900EX	169 GULFSTREAM G-IV
3 DORNIER ENVOY 3	16 FALCON 20C-5	180 GLOBAL 5000	282 GULFSTREAM G-IVSP
230 ECLIPSE EA500	24 FALCON 20D	128 GLOBAL EXPRESS	172 GULFSTREAM G-V
41 EMBRAER LEGACY 500	2 FALCON 20D-5	19 GULFSTREAM G-100	36 HAWKER 1000A
133 EMBRAER LEGACY 600	30 FALCON 20E	207 GULFSTREAM G-200	10 HAWKER 125-1A
60 EMBRAER LEGACY 650	9 FALCON 20E-5	9 GULFSTREAM G-300	5 HAWKER 125-1AS
235 EMBRAER PHENOM 100	71 FALCON 20F	21 GULFSTREAM G-400	6 HAWKER 125-3A/RA
239 EMBRAER PHENOM 300	68 FALCON 20F-5	285 GULFSTREAM G-450	11 HAWKER 125-400A
84 FALCON 10	206 FALCON 50	9 GULFSTREAM G-500	22 HAWKER 125-400AS
22 FALCON 100	7 FALCON 50-40	462 GULFSTREAM G-550	12 HAWKER 125-400B
21 FALCON 200	92 FALCON 50EX	70 GULFSTREAM G-II	12 HAWKER 125-600A
174 FALCON 2000	150 FALCON 900	24 GULFSTREAM G-IIIB	6 HAWKER 125-600AS
21 FALCON 2000EX	23 FALCON 900C	140 GULFSTREAM G-III	107 HAWKER 125-700A

Continued on Page 5