



**P1**

*Media Kit 2018*

*Quick reader* FACTS

**\$ 7 1 2 , 3 0 7**

*Average income per annum*



**39%**

*Own/part own or charter a business jet*

**52%**

*Own a property portfolio over \$1M*

**39%**

*Of our readers are business aircraft pilots*

**56%**

*Retain the services of a private bank*

**61%**

*Own a luxury auto and/or sports car*

**68%**

*Collect luxury, high value watches*

**26%**

*Own, use, looking to buy a Helicopter*

**17%**

*Are looking to buy a luxury yacht*

# *The P1* EXPERIENCE

P1 offers unrivalled global reach to HNWI and UHNWI's with accomplished and award winning editorial content via multi-platform delivery.



*Instagram and email campaigns*



*PRINT - DIGITAL - TABLET - MOBILE - SOCIAL MEDIA - EMAIL*

# P1 *a n* INTRODUCTION

**P1** was launched in 2007 to appeal to the buyers, suppliers and flyers of business aircraft. Since then we have constantly adapted the formats we publish to suit demand – keeping pace with the ever-changing consumption of digital media, globally.

We now offer six publishing platforms accessed by a single media buy, making it easier for advertisers to reach our 53,000+ audience.

New for 2018 is our link to P1 readers via Instagram. We have matched 8000+ of our readership who are using Instagram and each month they will be delivered media on behalf of our advertisers straight into their feed.

This is in addition to the print, tablet app, phone app, website and regular email campaigns to our database of 28,000 subscribers.

We believe that having access to six platforms via one buy enables advertisers to connect with our audience in multiple ways – giving them more opportunities than ever before, and in a format that our readers prefer.

**P1 - Fresh Air For Business Aviation**

## *One Buy, SIX PLATFORMS*

Unique to P1 is our one buy, six platform approach. Your advertising appears across all six platforms as long as the media buy is 4 or more months over the course of a year.



### Print

The smell, the tactile feel, just the sheer majesty of print is something we look forward to seeing every month. Having started in print in 2007 we admit that 11 years on it's still the format that we enjoy the most. So do many of our readers.

We go direct through the letterboxes to owners, pilots and operators of business aircraft giving our advertisers a unique route to put their brands in front of decision makers and UHNW and HNW readers.

P1 is the only dedicated business aviation title that can deliver your advertising on a monthly basis.

Editorially, P1 provides readers with aircraft flight tests, features, insight and news along with some of the finer things in life.



### Email

Our database of 28,000 plus is targeted twice a month with an email containing the latest news and features from the magazine, plus breaking industry news.

We regularly see open rates above 26%. Your advertising appears within the email.



### Instagram

New for 2018 is our Instagram Match campaign which delivers your advert through to 8000 of our readers who are using Instagram. This enables your marketing to reach a social media platform comprising an engaged and relevant business aviation audience.



### Tablet Edition

Since 2011, P1 has been available on the tablet with a format that is designed to work for this channel. It is designed differently from the print edition and has become one of the most successful tablet edition magazines in the world, as well as winning industry awards and plaudits.

For an audience that is by definition mobile, our tablet edition helps us to go wherever our readers are traveling, downloaded to their devices each month. It provides an audience of 8100 on average per month.



### Mobile Edition

Our dedicated mobile phone app launched in spring 2017 and it draws directly from our website, providing content in an easy-to-read format that is constantly updated.



### Website

P1's website provides an eclectic mix of content to an average of 17,830 unique visits per month.

Here readers will find breaking news as well as access to our features archive and unparalleled flight test. P1 prides itself on its professional film production – all accessible via the website.

# *T h e P 1 R A T E S*

One buy goes across all six platforms but for the sake of ease we base it on the print buy.  
If specific campaigns are required please call to discuss or email [sam@p1digitalmedia.com](mailto:sam@p1digitalmedia.com)

<b>Position</b>	<b>10+ Insertions</b>	<b>5-9 Insertions</b>	<b>1-4 Insertions</b>
Inside Front Cover	£5200 - \$7000	£5900 - \$7900	£6700 - \$9050
Inside Front Cover Double Page Spread	£7800 - \$10,500	£8700 - \$11,700	£9300 - \$12,500
Outside Back Cover	£5800 - \$7900	£6800 - \$9100	£7500 - \$10,100
Inside Back Cover	£4700 - \$6350	£5050 - \$6850	£5900 - \$8000
Full Page	£4250 - \$5800	£4850 - \$6500	£5450 - \$7400
Double Page Spread	£6600 - \$8900	£7500 - \$10,100	£8450 - \$11,400

*P R I N T - D I G I T A L - T A B L E T - M O B I L E*

*Fresh Air For Business Aviation*