

MEDIA KIT

2026



AJ PUBLICATIONS

IMPORTANT DATES



TBM		
ISSUE	AD CLOSING	PUBLICATION DATE
Fall 2025	August 6, 2025	September 10, 2025
Winter 2026	November 5, 2025	December 17, 2025
Spring 2026	February 4, 2026	March 11, 2026
Summer 2026	April 29, 2026	June 10, 2026
Fall 2026	August 5, 2026	September 9, 2026



CONTRAILS PHENOM		
ISSUE	AD CLOSING	PUBLICATION DATE
Fall 2025	August 27, 2025	October 1, 2025
Winter 2026	November 26, 2025	January 9, 2026
Spring 2026	February 25, 2026	April 1, 2026
Summer 2026	May 20, 2026	July 1, 2026
Fall 2026	August 26, 2026	September 30, 2026



CONTRAILS CITATION		
ISSUE	AD CLOSING	PUBLICATION DATE
Fall 2025	September 17, 2025	October 29, 2025
Winter 2026	December 10, 2025	January 28, 2026
Spring 2026	March 18, 2026	April 29, 2026
Summer 2026	June 17, 2026	July 29, 2026
Fall 2026	September 16, 2026	October 28, 2026



POPA		
ISSUE	AD CLOSING	PUBLICATION DATE
Fall 2025	October 15, 2025	November 26, 2025
Winter 2026	January 7, 2026	February 18, 2026
Spring 2026	April 8, 2026	May 20, 2026
Summer 2026	July 15, 2026	August 19, 2026
Fall 2026	October 14, 2026	November 25, 2026

PRICING

AD SIZE	1X RATE	4X RATE
INSIDE FRONT	•	\$2,450*
INSIDE BACK	•	\$2,350*
REAR COVER	•	\$2,550*
2 PAGE SPREAD	\$3,105	\$2,995
FULL PAGE	\$2,395	\$2,205
1/2 PAGE (V/H)	\$1,895	\$1,750
1/3 PAGE (V/H)	•	\$950
1/4 PAGE	•	\$800

*Premium cover spots require 8X insertions.

AGREEMENT

Cancellation of a contract will only be accepted upon receipt of a written notice from the advertiser prior to the appropriate closing date.

The publisher reserves the right to reject any advertisement. Advertisers and its agency indemnify, defend and hold harmless the publisher, AJ Publications LLC, from any suits, claims, loss or expense based upon contents or subject matter, including, without limitations, claims or suits for libel, violation of rights of privacy, plagiarism, and copyright infringement, arising from the publication of an advertisement. The publisher shall have the right to hold advertiser and/or its agent jointly the severally liable for such money as is due and payable to publisher for advertising that advertiser or its agent ordered and that was published.

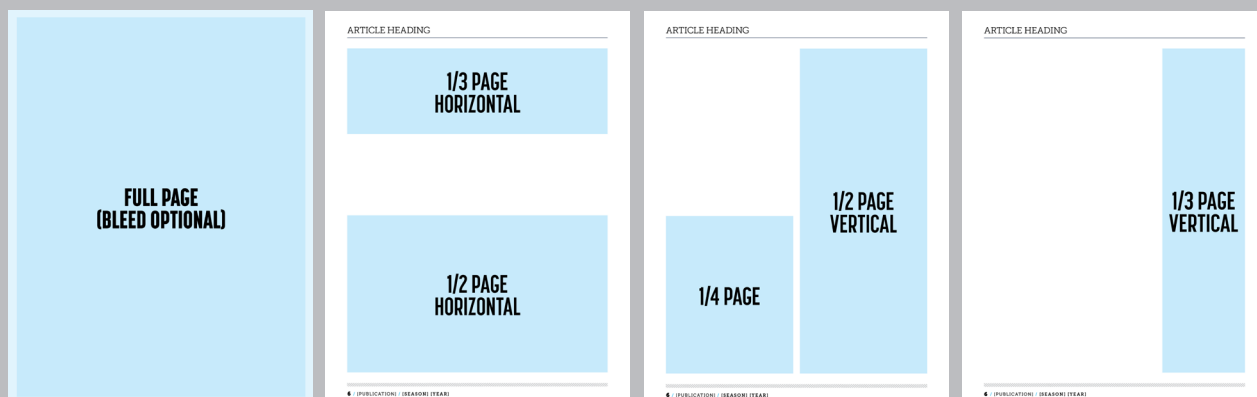
If copy changes are not provided prior to the closing date, ad copy from the previous issue will be inserted.

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 part of the consideration and to induce AJ Publications LLC to publish such advertisement, the advertiser and its agency, if there be one, each agrees to indemnify and hold harmless AJ Publications LLC, against all loss, liability, damage and expense of whatsoever nature arising out of the copying, printing, or publishing of such advertisement.

DESIGN SPECIFICATIONS

AD TYPE	ART SIZE - INCHES (W X H)	TRIM SIZE	LIVE AREA	GUTTER WIDTH
REAR COVER	8.75" x 11.25" **	8.5" x 11"	7.75" x 10.5"	N/A
FULL PAGE	8.75" x 11.25" **	8.5" x 11"	7.75" x 10.5"	N/A
2 PAGE SPREAD	17.25" x 11.25" **	17" x 11"	16.25" x 10.5"	0.75"
1/2 PAGE VERTICAL	3.5" x 9"	N/A	N/A	N/A
1/2 PAGE HORIZONTAL	7.25" x 4.4"	N/A	N/A	N/A
1/3 PAGE VERTICAL	2.25" x 9"	N/A	N/A	N/A
1/3 PAGE HORIZONTAL	7.25" x 2.875"	N/A	N/A	N/A
1/4 PAGE	3.5" x 4.4"	N/A	N/A	N/A

**DIMENSIONS APPLY FOR BLEED AND NON-BLEED DESIGNS - REFERENCE DESIGN NOTES BELOW FOR FURTHER GUIDANCE.



FILE SPECIFICATIONS To ensure the best quality and highest accuracy reproduction, all files must meet the following specifications:

Format: JPEG
Colorspace: 8-bit CMYK
Resolution: 300 X 300 DPI (minimum)
Ink Density: 300% (maximum)

PRINTER'S MARKS Artwork should not include any printer's marks (e.g. crop marks, color bars, registration markers, etc.)

PUBLICATION TYPE Sheet fed (SWOP), perfect bound publication, trim size: 8.5" x 11"

FULL PAGE, COVER, & SPREAD ADS ONLY

- In addition to the general requirements to the left, take note of the following:
- BLEED** Full page, cover, and spread ads may opt for full bleed. There is no additional charge for full bleed designs. Artwork must extend the full art dimensions specified above.
- NON-BLEED** Ads which are not intended to bleed should be designed to the full art size listed above and include explicit white space indicating the desired margin. All live matter in non-bleeding designs must be within the live area specified above.

SPREAD ADS In addition to bleed guidelines, spread ads should maintain 3/8" from either side of the gutter; 3/4" total). For more details about live area dimensions, reference the table above.

AJ Publications LLC reserves the right to modify advertisement artwork that does not meet the proper file format, dimensions, color space, resolution, or otherwise, to the nearest compatible specifications. We will do so at our own discretion and without further notice. AJ Publications cannot guarantee accurate reproduction of artwork that does not meet the above requirements.

WHO WE ARE

AJ Publications is the publisher of the Contrails Citation, Contrails Phenom, POPA, and TBM magazines. Our magazines are written and edited for the well-informed and experienced pilot. Our readers are the owners and operators of these high-performance aircraft, both in commercial usage and leisurely, representing the most dynamic group of pilots. AJ Publications' magazines fly with our readers, and will allow your ad to reach, at a cost competitive rate, the market you desire.

OUR CONTENT

- 25%** Safety/Training/Weather
- 20%** Pilot/Owner & Airplane-Specific Interest stories
- 20%** Travel & Destinations/Entertainment
- 15%** Maintenance/Repair/Avionics/Upgrades
- 15%** Industry News/Products/Market Analysis
- 5%** Medical/Health/Insurance

OUR READERS

3500+ Readers* | High Net Worth | Experienced | Dedicated

Our readership is made up of over 3500 dedicated, high net worth owner/operators, many of which are motivated association members - ensuring that your ad makes it directly into the hands of your target audience. Our ads appear beside relevant and interesting editorial content written by experts in the field of aviation, meaning your ad space will carry high value amongst the serious aviators who seek out our content.

*Readership and distribution numbers vary. Contact us for distribution information. Readership profile represents readership across all AJ Publications products.



AJ PUBLICATIONS

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"The top five most trusted advertising formats are all traditional, with customers trusting most print advertising (82%) ... to make purchasing decisions." - Harvard Business Review