



PUBLICATIONS

2022

MEDIA KIT





AJ
PUBLICATIONS

WHO WE ARE

AJ Publications is the Publisher of the Contrails Citation, Contrails Embraer, POPA and TBM Magazines. Our magazine is written and edited for the well-informed, experienced pilot.

Our readers are the owners and operators of these high-performance aircrafts, both in commercial useage 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.

WHAT MAKES US, US.

OUR NUMBERS AND WHERE THEY CAN TAKE YOU.

Align your brand with our content to reach and cultivate other like minded consumers around the world. AJ Publications aims to support you in connecting to our unique audience.

CONTENT PROFILE



READER PROFILE*

*READERSHIP AND DISTRIBUTION NUMBERS VARY. CONTACT US FOR DISTRIBUTION INFORMATION. READERSHIP PROFILE REPRESENTS READERSHIP ACROSS ALL AJ PUBLICATIONS PRODUCTS.

3500+



EXCLUSIVE, HIGH NET WORTH INDIVIDUALS



DEDICATED PILOT ASSOCIATION MEMBERS



EXPERIENCED OWNERS, PILOTS, AND OPERATORS



OWNER-PILOTS, BOTH FOR COMMERCIAL AND LEISURE

WHY ADVERTISE WITH US?

TOP 3 REASONS

1 TARGETED MARKETING

Get your ad in a magazine that goes directly into the hands of owner/pilots who are also dedicated association members.

2 RELEVANT AND PROFESSIONAL EDITORIAL

Place an ad beside editorial content that is well-researched, well-received and has a finger on the pulse of aviation.

3 HIGH VALUE AD FOR READERS*

While general interest magazines flag, hobbyist and enthusiast magazines like our publications are in high demand among serious aviators.

(*NEW YORK TIMES, "LOYAL SUBSCRIBERS KEEP HOBBY MAGAZINES AFLOAT." CHRISTINE HAUGHNEY. DEC. 27, 2013. WEB)

CONTACT US

THIERRY POUILLE
PUBLISHER

PHONE: +1 (561) 452-1225
Thierry@AJPublications.com

KRISTIN O'MALLEY
ADVERTISING MANAGER

PHONE: +1 (561) 841-1551 EXT 7
kristin@AJPublications.com

RICK VACHON
ADVERTISING SALES

PHONE: +1 (508) 237-2631
Rick@AJPublications.com

RACHEL FRIEDMAN, PHD
EDITOR-IN-CHIEF

PHONE: +1 (484) 794-8818
Rachel@AJPublications.com



TBM		
ISSUE	AD CLOSING	PUBLICATION DATE
FALL 2021	AUGUST 11, 2021	SEPTEMBER 15, 2021
WINTER 2022	NOVEMBER 10, 2021	DECEMBER 22, 2021
SPRING 2022	FEBRUARY 09, 2022	MARCH 16, 2022
SUMMER 2022	MAY 4, 2022	JUNE 15, 2022
FALL 2022	AUGUST 10, 2022	SEPTEMBER 14, 2022

CONTRAILS EMBRAER		
ISSUE	AD CLOSING	PUBLICATION DATE
FALL 2021	SEPTEMBER 1, 2021	OCTOBER 6, 2021
WINTER 2022	DECEMBER 1, 2021	JANUARY 12, 2022
SPRING 2022	MARCH 2, 2022	APRIL 6, 2022
SUMMER 2022	MAY 25, 2022	JULY 6, 2022
FALL 2022	AUGUST 31, 2022	OCTOBER 5, 2022

CONTRAILS CITATION		
ISSUE	AD CLOSING	PUBLICATION DATE
FALL 2021	SEPTEMBER 22, 2021	NOVEMBER 3, 2021
WINTER 2022	DECEMBER 15, 2021	FEBRUARY 2, 2022
SPRING 2022	MARCH 23, 2022	MAY 4, 2022
SUMMER 2022	JUNE 22, 2022	AUGUST 3, 2022
FALL 2022	SEPTEMBER 21, 2022	NOVEMBER 2, 2022

POPA		
ISSUE	AD CLOSING	PUBLICATION DATE
FALL 2021	OCTOBER 20, 2021	DECEMBER 1, 2021
WINTER 2022	JANUARY 12, 2022	FEBRUARY 23, 2022
SPRING 2022	APRIL 13, 2022	MAY 25, 2022
SUMMER 2022	JULY 22, 2022	AUGUST 24, 2022
FALL 2022	OCTOBER 19, 2022	NOVEMBER 30, 2022

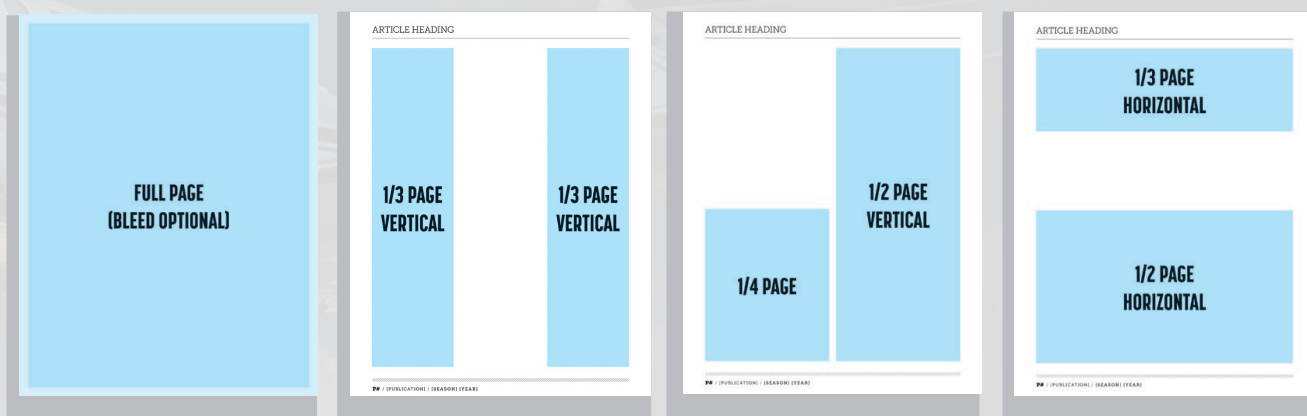
FOR TBM, EMBRAER, POPA				
AD SIZE	4 COLOR		B&W	
	1X RATE	4X RATE	1X RATE	4X RATE
INSIDE FRONT	-	\$2,250	-	-
INSIDE BACK	-	\$2,150	-	-
REAR COVER	-	\$2,350	-	-
2 PAGE SPREAD	\$2,995	\$2,795	-	-
FULL PAGE	\$1,995	\$1,895	-	-
1/2 PAGE (V OR H)	\$1,600	\$1,450	-	-
1/3 PAGE (V OR H)	\$895	\$795	-	-
1/4 PAGE	\$695	\$595	-	\$395

FOR CITATION				
AD SIZE	4 COLOR		B&W	
	1X RATE	4X RATE	1X RATE	4X RATE
INSIDE FRONT	-	\$2,610	-	-
INSIDE BACK	-	\$2,475	-	-
REAR COVER	-	\$2,675	-	-
2 PAGE SPREAD	\$3,575	\$3,250	-	-
FULL PAGE	\$2,450	\$2,205	-	-
1/2 PAGE (V OR H)	\$1,800	\$1,620	-	-
1/3 PAGE (V OR H)	\$895	\$800	-	-
1/4 PAGE	\$750	\$675	-	\$395

*Ad rates are shown as net price. Guaranteed ad placement on request.

AD SPECIFICATIONS

AD SIZE (INCHES)	ACTUAL AD SIZE (W X H)	BLEED SIZE	LIVE AREA
REAR COVER	8.5" X 11" (BLEEDING) 8" X 10.5" (NON-BLEEDING)	8.75" X 11.25" N/A	8" X 10.5" N/A
FULL PAGE	8.5" X 11" (BLEEDING) 8" X 10.5" (NON-BLEEDING)	8.75" X 11.25" N/A	8" X 10.5" N/A
2 PAGE SPREAD/CENTERFOLD	17" X 11" (BLEEDING) 16.5" X 10.5" (NON-BLEEDING)	17.25" X 11.25" N/A	16.5" X 10.5" N/A
2/3 PAGE	4.78" X 9"	N/A	N/A
1/2 PAGE VERTICAL	3.53" X 9"	N/A	N/A
1/2 PAGE HORIZONTAL	7.25" X 4.375"	N/A	N/A
1/3 PAGE VERTICAL	2.3" X 9"	N/A	N/A
1/3 PAGE HORIZONTAL	7.25" X 2.375"	N/A	N/A
1/4 PAGE	3.53" X 4.375"	N/A	N/A



PRINTING Sheet fed (SWOP), Saddle Stitch Publication, trim size 8.5" x 11"

ARTWORK SPECIFICATIONS To assure the best quality reproduction, all digital files must be submitted to meet the following specifications: High-resolution PDF with fonts embedded, TIFF, EPS, or JPG files. EPS files must have all fonts converted to outlines. Minimum resolution: 300 dots per inch (DPI).

COLORS The color space must be CMYK or Grayscale. No RGB, LAB, or embedded color profiles (such as ICC profiles). No files with PMS colors will be accepted without prior notification. Otherwise, all PMS colors MUST be converted to CMYK Maximum ink density; 300 total.

FONTS All fonts must be embedded (True Type fonts can not be used for Printing.) Minimum size knockout type is 8 point.

SAFETY & LIVE AREA All of our publications are FULL BLEED. There is no additional charge for full bleed ads. Keep live matter 1/4" from edges.

GUTTER SAFETY 3/16" on each side (total 3/8"). Note: Perfect alignment of type or design across the gutter of two facing pages cannot be guaranteed.

MODIFICATION OF ARTWORK BY AJ PUBLICATIONS If your ad is not designed to the proper dimensions, color space, resolution, or otherwise, AJ Publications LLC reserves the right to modify your artwork to the nearest compatible specifications. We will do so at our own discretion and without further notice

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.

AGREEMENT



Thank You

