



2024 MEDIA

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Jetzign™

JetCabin Freshbook was first launched in the fall of 2018 as an all digital, managed platform for bringing Designers, Completion Centers and Specifiers the very freshest new roll-outs and innovation from the global CABIN SUPPLIER community. Our goal, then and now, hasn't changed. Today, the top design studios around the world, as well as all major completion centers and OEMs, all recognize both our brand and our value as a tool for staying on top of their game and bringing the very latest to their projects. Our slogan: *"Work Smart...Stay Fresh."*



FRESHBOOK Magazine is simply the next step in our evolution. Now with a wide audience across the globe, we are positioned as the only 'business to business' all on-line publication focused solely on the Interior Cabin Supplier Community. In our first year, many asked *"why hasn't someone done this before?"* Well we're now entering our fourth year and over the last two years, several posed a different question... *"Why don't you present your content in magazine form - supported with feature articles, departments, design trends etc.?"* Well, we thought it was a great suggestion and now, at the start of 2022 and our reputation firmly at hand, the timing couldn't be better!

Freshbook Magazine launched its inaugural issue on March 1st, 2022 with five feature articles, our new monthly video feature *Jetzign*, (wherein we showcase a major designer's look at the future of cabin design trends) - and a host of other departments - all focused on interiors, be it *Bizjet, VVIP, Rotorwing or SFC Commercial*. And of course that's all on top of what started it all - our PRIME directory of Cabin Suppliers - worldwide; and our Supplier Index. In short, we just upped our game and added more value for the centers, designers and specifiers that ultimately purchase your goods. We are so proud to stand on this new precipice and can't wait for you to join us!

Circulation & Analytics

FRESHBOOK Magazine is distributed digitally (via direct email) to more than **12,000 "vetted" subscribers** around the world. Why vetted? Because we are an industry only publication, meaning only those individuals and companies directly involved in the INTERIORS sector of aviation. For this reason all our subscribers are vetted as well as all other recipients. We are circulated to THREE groups and three groups only, with the following breakdown.

- Design Studios 12%** *Every recognized studio in the world, including both independents and major design departments within completion centers and OEMs*
- Completion Centers 9%** *All established / recognized centers in the world serving the bizjet, VVIP, first class Commercial or VIP Helicopter markets.*
- Interior Cabin Suppliers 68%** *We represent and have as subscribers / followers more than 600 cabin supplier companies - worldwide, in 44 categories.*
- Private, Charter & Fleet Operators 11%** *This is our fastest growing segment of subscribers. As of this publishing, both large and smaller operators are discovering JCFM and the number is climbing.*

For all of you on LinkedIn, you already know we heavily support our advertisers every MON, WED & FRI with independent campaigns to our audiences there - which includes an initial **4400 direct followers** and distribution to 17 more interior related LinkedIn groups, with an additional reach of more than 70,000 interior company principals and key employees.

Our average open rate for first mailing of a new issue is **41%**. Click thru rates for articles (depending on subject) range from **8-13%** on initial mailing. We routinely launch multiple subsequent mailings of new issues across both our subscriber base and LinkedIn followers. Both rates diminish on subsequent mailings but site visit data shows a high reopen rate among our vetted subscribers - and a significant capture of non first-time visitors on subsequent mailings. We maintain an average 91% delivery rate and 94% of our subscribers open on desktop vs. mobile.

Display Ad Size Options



JetCabin
FRESHBOOK
Magazine
Issue 9 July 2023

JetCabin
SUPPLIERS SUBSCRIBE More

HALF-WIDTH STANDARD
Our least expensive. Great place to start

\$7,500 per year
(see details on rate page)

1/3 WIDTH VERTICAL
More space / vertical presentation

\$9,500 per year
(see details on rate page)

2/3 WIDTH HORIZONTAL
This and the half-width square below are our most popular options, with high visibility and great value.

Both options are sold at the same rate

\$12,000 per year
(see details on rate page)

1/2 WIDTH SQUARE
Sold at the same rate as 2/3 Width Horizontal above

\$12,000 per year
(see details on rate page)

MOBILE & TABLET VISIBILITY

All the available size options shown here and below, represent how your ad will format on **DESKTOP or LAPTOP.**

Other breakpoints such as **TABLET & MOBILE** will naturally display differently in order to be responsive across those devices.

Some options such as vertical or square ads will naturally display very prominently on mobile because of the vertically formatted screen - whereas horizontal ads will appear smaller in their original state.

HOWEVER, we utilize techniques to compensate for this ensuring that whatever ad size you purchase will display prominently across all breakpoints and devices

Display Ad Size Options

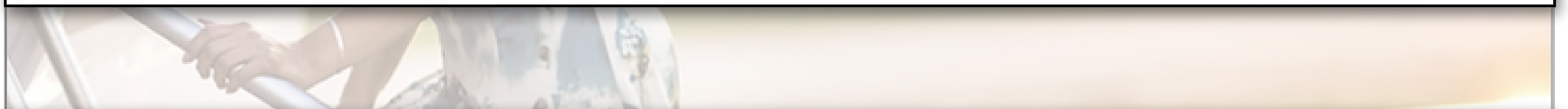


FULL WIDTH STRIP

full-width exposure. Placement can be negotiated

\$14,000 per year

(see details on rate page)



FULL WIDTH MAX

Our largest and most high-profile ad. Great for larger companies wishing to show off new product lines. Content can be changed out each issue if so desired.

\$16,500 per year

(see details on rate page)

Additional Rate & Pay Options Below



Advertisement Rates **PRIME**

All JCF advertising space is sold on an ANNUAL basis. That is to say, all purchased ads run for a full year (ALL SIX ISSUES). Unlike other online publications, our entire magazine (except for editorial sub-pages) is viewable by simply scrolling - vs a page-flip format. This ensures uniform readability across all content (never requiring zoom or scale adjustment to read text or view content). Therefore, regardless of position, your ad is always viewable right on the main page. All paid ads are arranged and interspersed around major Feature Articles, providing maximum exposure. Special Positioning can be accommodated pending availability.

Here's what's included with ALL ad purchases, regardless of ad size:

- Your PRIMARY main page display ad
- A SECONDARY advertisers page with additional text, imagery, weblink, sales contact, video
- Monthly email & LinkedIn promotions touting your latest products / news
- A second display ad in our SUPPLIER listing section (one category of your choice)

NEW RATES (Effective Jan 1, 2024)

All rates below cover one full year - all six issues

Display Ad Size Options

Up front Option (best value)

Spread over SIX equal bi-monthly payments

STANDARD HALF-WIDTH (Horizontal)	\$7,500.	\$8,200.
ONE-THIRD WIDTH (Vertical)	\$9,500.	\$10,300.
TWO-THIRDS WIDTH (Horizontal)	\$12,000.	\$13,100.
HALF-WIDTH (SQUARE)	\$12,000.	\$13,100.
FULL-WIDTH STRIP (Horizontal)	\$14,000.	\$15,200.
FULL-WIDTH MAX (Horizontal)	\$16,500.	\$17,900.

— same rate - either option

TWO great payment options:

- Pay upfront (best value) and save 9% off the bi-monthly pay option.
- Need to manage cash flow? Spread your payments over the full year (SIX equal bi-monthly payments).

Ad Specs - Mechanical Details

STANDARD HALF-WIDTH DISPLAY AD

Submit (2800 px X 1300 px) final art in either JPG, PNG or PDF format

Resolution: minimum 72 d.p.i. (preferably 150 d.p.i.)

Note: Specs for larger ads will be supplied at purchase.

All Magazine Display Ads include live links to your website or product information page

PRIME 'CATEGORY' DISPLAY ADS

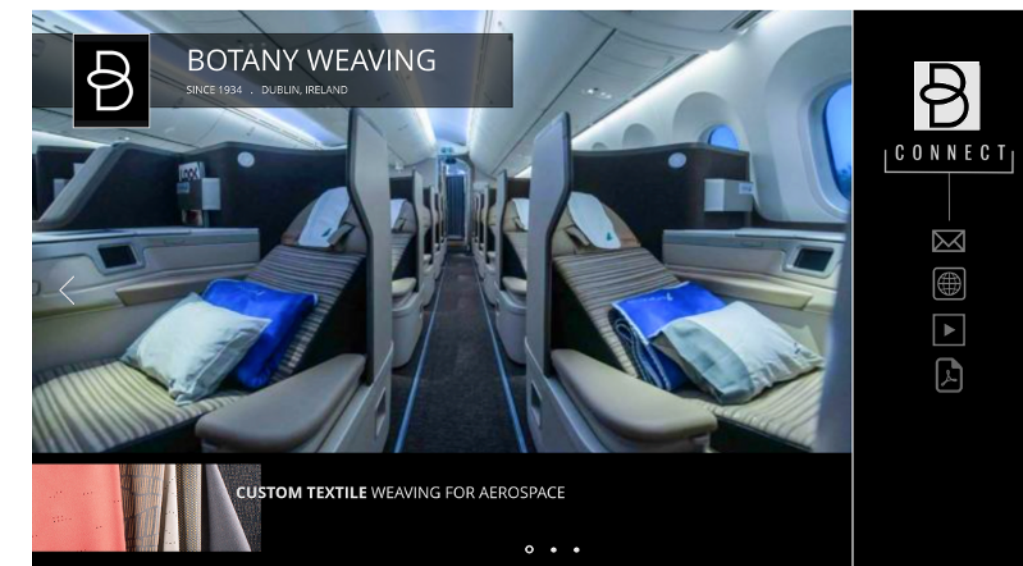
Submit (1843 px X 1224 px) final art in either JPG, PNG or PDF format

Resolution: minimum 72 d.p.i. (preferably 150 d.p.i.)

Note: The R.H.S. black border containing your links & logo will be added by our graphics group.



Magazine Display Ad



PRIME Interactive Category Listing Ad

SPECIAL NOTE: Freshbook maintains a clean uncluttered aesthetic. Please ask your graphics group to maintain this simple aesthetic when constructing your ads.

2024 Publication Schedule

JCF is a bi-monthly (6 issues per year) all digital publication. Please see our publication calendar below.



JANUARY 2024

Publish Date: **JAN 8th** / Copy deadline - **DEC 11th**

This issue will be focused on the 2024 Dubai Air Show

MARCH 2024

Publish Date: **MAR 1st** / Copy deadline - **FEB 14th**

This issue will debut the full global Designer Roster as a dedicated section

MAY 2024

Publish Date: **MAY 2nd** / Copy deadline - **APR 8th**

This issue's editorial is not yet planned

JULY 2024

Publish Date: **JUL 3rd** / Copy deadline - **JUN 10th**

This is our EBACE show issue covering upcoming events and new rollouts to be on the lookout for at the show. Also AIX in Hamburg.

SEPTEMBER 2024

Publish Date: **SEP 5th** / Copy deadline - **AUG 16th**

This is our NBAA/BACE issue, covering the spin-up and all show events.

NOVEMBER 2024

Publish Date: **NOV 3rd** / Copy deadline - **OCT 14th**

This issue is not yet planned. Please check back for updated content



Note: Our feature article program is subject to change throughout the year according to emerging innovations / new product releases etc. Please contact your Freshbook sales rep for updates prior to upcoming issues.

Jetzign™

Jetzign™ is FRESHBOOKS NEWEST DEPARTMENT FEATURING THE WORLD'S TOP DESIGNERS AS THEY GIVE US A GLIMPSE INTO THE NEAR-TERM FUTURE OF CABIN DESIGN - IN RICH VIDEO ANIMATION FORMAT. WHY IS THAT IMPORTANT TO YOU AS AN ADVERTISER? WELL FIRST AND FOREMOST, THEY ARE THE ONES THAT OFTEN SPECIFY YOUR GOODS ONTO THEIR PROJECTS. AND SECONDLY BECAUSE DESIGNERS SET THE TRENDS AND SPAWN NEW INNOVATION. WE HAVE MADE JETZIGN A PARAMOUNT PART OF OUR ONGOING MISSION IN ORDER TO MAINTAIN CLOSE BONDS WITH THE WORLD'S TOP STUDIOS. IT INFORMS ALL OF US ON WHAT'S COMING AND THEREFORE WHAT NEW DIRECTIONS TO CONSIDER IN DEVELOPING NEW PRODUCTS TO MEET FUTURE DEMANDS.

Publisher:

Richard W. Roseman

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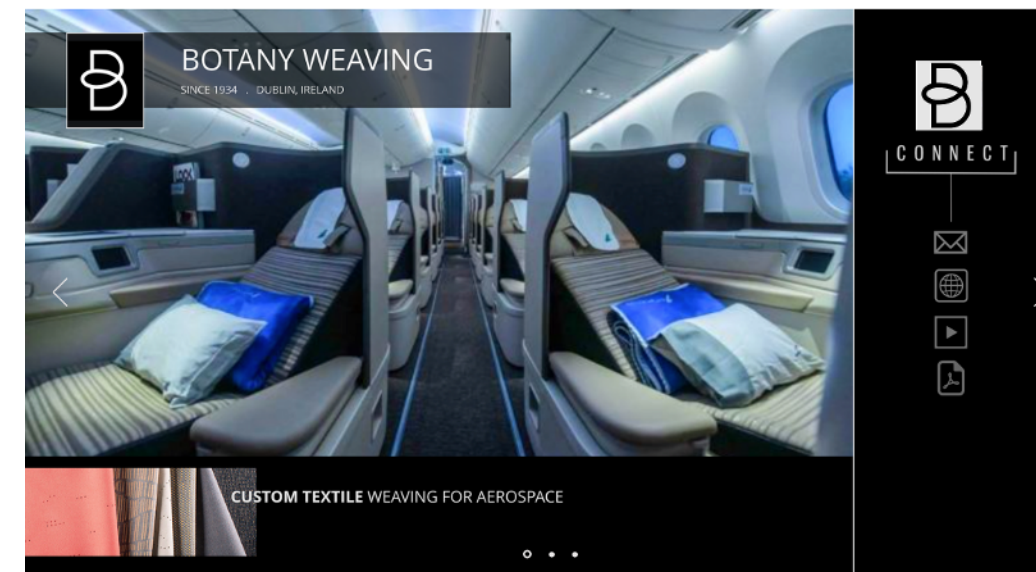
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JetCabin
FRESHBOOK Magazine



VISIBILITY