



AJ PUBLICATIONS



MEDIAKIT

2025

IMPORTANT DATES



TBM		
ISSUE	AD CLOSING	PUBLICATION DATE
Fall 2024	August 7, 2024	September 11, 2024
Winter 2025	November 6, 2024	December 18, 2024
Spring 2025	February 5, 2025	March 12, 2025
Summer 2025	April 30, 2025	June 11, 2025
Fall 2025	August 6, 2025	September 10, 2025

CONTRAILS EMBRAER		
ISSUE	AD CLOSING	PUBLICATION DATE
Fall 2024	August 28, 2024	October 2, 2024
Winter 2025	November 27, 2024	January 8, 2025
Spring 2025	February 26, 2025	April 2, 2025
Summer 2025	May 21, 2025	July 2, 2025
Fall 2025	August 27, 2025	October 1, 2025

CONTRAILS CITATION		
ISSUE	AD CLOSING	PUBLICATION DATE
Fall 2024	September 18, 2024	October 30, 2024
Winter 2025	December 11, 2024	January 29, 2025
Spring 2025	March 19, 2025	April 30, 2025
Summer 2025	June 18, 2025	July 30, 2025
Fall 2025	September 17, 2025	October 29, 2025

POPA		
ISSUE	AD CLOSING	PUBLICATION DATE
Fall 2024	October 16, 2024	November 27, 2024
Winter 2025	January 8, 2025	February 19, 2025
Spring 2025	April 9, 2025	May 21, 2025
Summer 2025	July 16, 2025	August 20, 2025
Fall 2025	October 15, 2025	November 26, 2025

RATES

TBM, PILATUS, EMBRAER				
AD SIZE	COLOR		BLACK & WHITE	
	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	\$2,295	\$1,995	•	•
1/2 PAGE (V/H)	\$1,795	\$1,550	•	•
1/3 PAGE (V/H)	•	\$895	•	•
1/4 PAGE	•	\$695	•	\$575

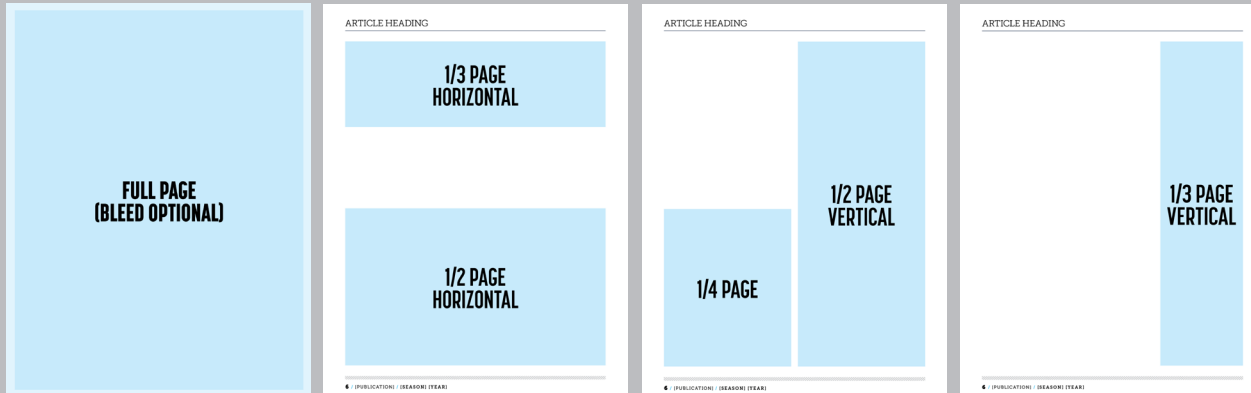
CITATION				
AD SIZE	COLOR		BLACK & WHITE	
	1X RATE	4X RATE	1X RATE	4X RATE
INSIDE FRONT	•	\$2,610**	•	•
INSIDE BACK	•	\$2,475**	•	•
REAR COVER	•	\$2,675**	•	•
2 PAGE SPREAD	\$3,575	\$3,250	•	•
FULL PAGE	\$2,450	\$2,205	•	•
1/2 PAGE (V/H)	\$1,800	\$1,620	•	•
1/3 PAGE (V/H)	•	\$895	•	•
1/4 PAGE	•	\$695	•	\$575

*Ad rates are shown as net price. Guaranteed ad placement on request.
 **Premium cover spots require 8X insertions.

Each publication printed quarterly. Publication dates are approximate. Maximum four complimentary copies per client. Additional copies pricing upon request.

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.



DESIGN NOTES

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:

LIVE AREA Keep live matter at least 1/4" from the top and bottom edges, and 3/8" from the left and right edges. (**Spread ads:** maintain 3/8" from either side of the gutter; 3/4" total). For more details about live area dimensions, reference the table above.

BLEED
 Full page, cover, and spread ads may opt for full bleed. There is no ad-

ditional charge for full bleed designs. Artwork must extend at least 1/4" beyond the trim line - for more specifications, refer to the table above.

MARGINS Ads which are not intended to bleed should include explicit white space indicating the desired margin. Margin must be large enough such that all content is within the live area specified in 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.

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.



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.

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)

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