

TWIN & TURBINE

FOR THE PILOTS OF OWNER-FLOWN, CABIN-CLASS AIRCRAFT

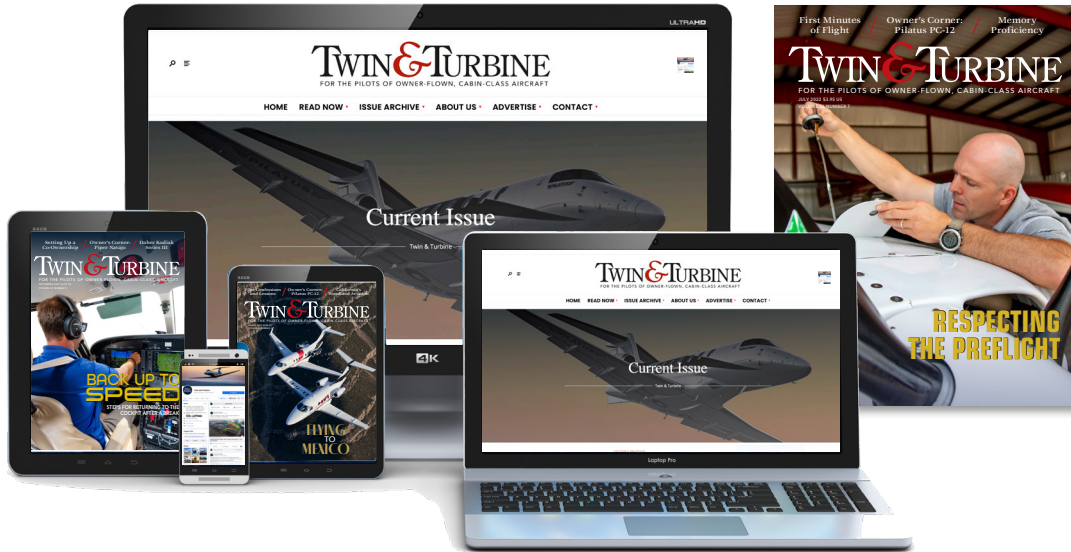


2024 Media Guide

Effective October 1, 2023

TWIN & TURBINE

Distributed free of charge to more than 55,000 aircraft owners around the world, *Twin & Turbine* (T&T) is the only aviation publication that speaks exclusively to the owner-pilots of – you guessed it – twin and turbine aircraft. Focusing in on such a specific niche allows T&T to deliver personalized and deeply relevant aviation journalism to this group, something we’ve been doing proudly for more than 20 years.



Each month our readers find valuable information and diverse perspectives regarding the operation of their aircraft, aviation market trends, latest industry developments and offerings – all provided by a writing team made up entirely of highly-qualified pilots and aviation professionals. Put simply, *Twin & Turbine* is true “pilot talk.”

Editorial Elements	Product Reviews Turbine & Piston Operations
	Safety & Training Market Trends Aircraft Upgrades
	Industry News Lifestyle Features

Total Print Issues 8,000+ United States	Count Region
	<ul style="list-style-type: none"> 999 East North Central 596 East South Central 488 Mid-Atlantic 697 Mountain States 251 New England 1238 Pacific States 1833 South Atlantic 683 West North Central 1494 West South Central

Total Digital Issues 55,000+ Worldwide	
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Put Your Message in the Hands of More Than 56,000 Customers

Twin & Turbine guarantees total market coverage of owners and chief pilots flying the high-performance pistons, turboprops and jets listed below.

JETS - 22,379

CHIEF PILOTS & OWNERS

COUNT	AIRCRAFT
8	ASTRA 1125
41	ASTRA 1125SP
59	ASTRA 1125SPX
21	BEECHJET 400
266	BEECHJET 400A
250	BOEING BBJ
513	CHALLENGER 300
317	CHALLENGER 350
29	CHALLENGER 3500
29	CHALLENGER 600
25	CHALLENGER 601-1A
108	CHALLENGER 601-3A
52	CHALLENGER 601-3R
351	CHALLENGER 604
283	CHALLENGER 605
78	CHALLENGER 650
3	CHALLENGER 800
53	CHALLENGER 850
5	CHALLENGER 870
504	CIRRUS VISION SF50
130	CITATION 500
375	CITATION 525
345	CITATION BRAVO
207	CITATION CJ1
107	CITATION CJ1+
255	CITATION CJ2
245	CITATION CJ2+
489	CITATION CJ3
267	CITATION CJ3+
464	CITATION CJ4
192	CITATION ENCORE
85	CITATION ENCORE+
405	CITATION EXCEL
13	CITATION I
277	CITATION I/SP
436	CITATION II
50	CITATION II/SP
164	CITATION III
173	CITATION LATITUDE
58	CITATION LONGITUDE
376	CITATION M2
510	CITATION MUSTANG
142	CITATION S/II
366	CITATION SOVEREIGN
118	CITATION SOVEREIGN+
315	CITATION ULTRA
289	CITATION V
27	CITATION VI
135	CITATION VII
324	CITATION X
39	CITATION X+
314	CITATION XLS
358	CITATION XLS+
17	DORNIER ENVOY 3
33	ECLIPSE 550
317	ECLIPSE EA500
20	EMBRAER LEGACY 450
83	EMBRAER LEGACY 500
113	EMBRAER LEGACY 600
72	EMBRAER LEGACY 650
16	EMBRAER LINEAGE
379	EMBRAER PHENOM 100
580	EMBRAER PHENOM 300
113	EMBRAER PRAETOR
57	FALCON 10
21	FALCON 100
15	FALCON 200
272	FALCON 2000
5	FALCON 2000DX
23	FALCON 2000EX
162	FALCON 2000LX
148	FALCON 2000LXS
25	FALCON 20C
15	FALCON 20C-5
17	FALCON 20D
1	FALCON 20D-5
11	FALCON 20E
48	FALCON 20F

75	FALCON 20F-5
182	FALCON 50
5	FALCON 50-4
8	FALCON 50-40
115	FALCON 50EX
282	FALCON 7X
70	FALCON 8X
173	FALCON 900
28	FALCON 900C
21	FALCON 900DX
351	FALCON 900EX
99	FALCON 900LX
22	GULFSTREAM G100
130	GULFSTREAM G150
238	GULFSTREAM G200
305	GULFSTREAM G280
13	GULFSTREAM G300
11	GULFSTREAM G350
324	GULFSTREAM G450
131	GULFSTREAM G500
641	GULFSTREAM G550
465	GULFSTREAM G650
16	GULFSTREAM G-I
15	GULFSTREAM G-II
12	GULFSTREAM G-IIB
87	GULFSTREAM G-III
175	GULFSTREAM G-IV
319	GULFSTREAM G-IVSP
202	GULFSTREAM G-V
113	GULFSTREAMG 600
32	HAWKER 1000A
5	HAWKER 1000B
7	HAWKER 125-1A
2	HAWKER 125-1AS
1	HAWKER 125-600A
55	HAWKER 125-700B
66	HAWKER 4000
216	HAWKER 400XP
53	HAWKER 750
142	HAWKER 800A
16	HAWKER 800B
408	HAWKER 800XP
44	HAWKER 800XPI
100	HAWKER 850XP
176	HAWKER 900XP
213	HONDA JET
4	LEARJET 23
44	LEARJET 24
64	LEARJET 25
3	LEARJET 28
614	LEARJET 31
22	LEARJET 35
56	LEARJET 36
140	LEARJET 40
470	LEARJET 45
102	LEARJET 55
418	LEARJET 60
17	LEARJET 70
158	LEARJET 75
294	PREMIER I
6	SABRELINER 40A
2	SABRELINER 40EL
2	SABRELINER 40R
5	SABRELINER 60
9	SABRELINER 60ELXM
48	SABRELINER 65
11	SABRELINER 80
1	SABRELINER 80SC
1	SUKHOI SBJ
3	SYBER JET SJ30
52	WESTWIND 1
14	WESTWIND 1124
47	WESTWIND 2

TURBOPROPS - 16,319

CHIEF PILOTS & OWNERS

COUNT	AIRCRAFT
210	AVANTI
1	AVRO RJ70
483	CARAVAN 208
2275	CARAVAN 208B
37	CHEYENNE 400

140	CHEYENNE I
21	CHEYENNE IA
218	CHEYENNE II
49	CHEYENNE III
39	CHEYENNE IIIA
58	CHEYENNE IIXL
238	CONQUEST I
292	CONQUEST II
77	DAHER TBM-700A
96	DAHER TBM-700B
113	DAHER TBM-700C
383	DAHER TBM-850
134	DAHER TBM-900
70	DAHER TBM-910
102	DAHER TBM-930
138	DAHER TBM-940
66	DAHER TBM-960
165	DE HAVILLAND DHC
49	EPIC E1000
1	FOKKER 70
37	JETSTREAM 31
70	JETSTREAM 32
64	JETSTREAM 41
32	KING AIR 100
474	KING AIR 200
21	KING AIR 200C
8	KING AIR 200T
261	KING AIR 250
46	KING AIR 260
190	KING AIR 300
10	KING AIR 300LW
695	KING AIR 350
91	KING AIR 350C
35	KING AIR 350ER
397	KING AIR 350I
6	KING AIR 350IER
73	KING AIR 360
7	KING AIR 90
7	KING AIR A/B90
65	KING AIR A100
155	KING AIR A200
32	KING AIR A90
89	KING AIR A90-1
93	KING AIR B100
1154	KING AIR B200
118	KING AIR B200C
121	KING AIR B200GT
6	KING AIR B200SE
8	KING AIR B200T
46	KING AIR B90
306	KING AIR C90
40	KING AIR C90-1
193	KING AIR C90A
402	KING AIR C90B
78	KING AIR C90GT
112	KING AIR C90GTI
165	KING AIR C90GTX
18	KING AIR C90SE
257	KING AIR E90
172	KING AIR F90
29	KING AIR F90-1
5	MERLIN 300
14	MERLIN IIB
5	MERLIN III
27	MERLIN IIIA
45	MERLIN IIIB
14	MERLIN IIIC
4	MERLIN IV
11	MERLIN IV-A
34	MERLIN IV-C
91	MITSUBISHI MARQUISE
16	MITSUBISHI MU-2F
1	MITSUBISHI MU-2G
11	MITSUBISHI MU-2J
28	MITSUBISHI MU-2K
10	MITSUBISHI MU-2L
18	MITSUBISHI MU-2M
23	MITSUBISHI MU-2N
25	MITSUBISHI MU-2P
46	MITSUBISHI SOLITAIRE
70	NEXTANT 400XT
1	NEXTANT G90XT
1081	PILATUS PC-12 NG

836	PILATUS PC-12/45
216	PILATUS PC-12/47
300	PIPER JETPROP
91	PIPER M500
263	PIPER M600
601	PIPER MERIDIAN
292	QUEST KODIAK 100
3	QUEST KODIAK 900
15	ROCKWELL COMMANDER
6	STARSHIP 2000A
54	TURBO COMMANDER 1000
21	TURBO COMMANDER 690
134	TURBO COMMANDER 690A
136	TURBO COMMANDER 690B
80	TURBO COMMANDER 840
27	TURBO COMMANDER 900
26	TURBO COMMANDER 980

TWIN PISTON - 7,649

OWNERS

COUNT	AIRCRAFT
37	BARON 56TC
1677	BARON 58
428	BARON 58P
119	BARON 58TC
3	BARON A56TC
355	BARON G58
108	CESSNA 310
167	CESSNA 340
552	CESSNA 340A
50	CESSNA 402B
124	CESSNA 402C
27	CESSNA 404
317	CESSNA 414
452	CESSNA 414A
42	CESSNA 421
28	CESSNA 421A
309	CESSNA 421B
707	CESSNA 421C
59	CESSNA T303
112	DIAMOND D42
20	DIAMOND IA
186	DUKE B60
80	PIPER 600 AEROSTAR
3	PIPER 600A AEROSTAR
45	PIPER 601 AEROSTAR
4	PIPER 601B AEROSTAR
201	PIPER 601P AEROSTAR
24	PIPER 602P AEROSTAR
589	PIPER CHIEFTAIN
26	PIPER MOJAVE
301	PIPER NAVAJO
255	PIPER SENECA
74	ROCKWELL COMMANDER
168	ROCKWELL SHRIKE

HIGH PERFORMANCE

MOVE-UP SINGLES -

10,002

OWNERS

COUNT	AIRCRAFT
393	BEECH BONANZA
441	CESSNA 182
55	CESSNA 206
428	CESSNA P210N
22	CESSNA P210R
58	CESSNA T182
1220	CIRRUS SR20
3733	CIRRUS SR22
2048	CIRRUS SR22T
121	MOONEY ACCLAIM
37	MOONEY ACCLAIM ULTRA
407	MOONEY OVATION
12	MOONEY OVATION ULTRA
263	PIPER MALIBU
199	PIPER MATRIX
565	PIPER MIRAGE

Print

Print + Web Page

Twin & Turbine 2024 Print Advertising Rates

Covers:	1x	6x	12x
Cover 1 (front cover spread)	\$ 19,383	\$17,838	\$ 16,527
Cover 2 (inside front)	\$ 6,438	\$ 5,712	\$ 5,105
Cover 3 (inside back)	\$ 6,438	\$ 5,712	\$ 5,105
Cover 4 (outside back)	\$ 7,281	\$ 6,438	\$ 5,835
Four Color	1x	6x	12x
Spread	\$ 9,605	\$ 8,662	\$ 7,858
Full Page	\$ 5,336	\$ 4,812	\$ 4,366
2/3 Page	\$ 3,889	\$ 3,525	\$ 3,221
1/2 Page	\$ 3,039	\$ 2,795	\$ 2,552
1/3 Page	\$ 2,235	\$ 1,640	\$ 1,898
1/4 Page	\$ 1,787	\$ 1,640	\$ 1,543
1/6 Page	\$ 1,336	\$ 1,263	\$ 1,185
Other	1x	6x	12x
Insert	\$ 4,560	\$ 4,051	\$ 3,647
<i>(Plus additional mechanical cost of insertion, if necessary, Sample required.)</i>			
Polybag Outsert	\$ 4,862	\$ 4,375	\$ 3,935
<i>(Plus applicable postage. Sample required to estimate additional postage cost.)</i>			

+ \$200 for 160 x 600 pixels
Vertical Web Banner Ad

+ \$200 for 728 x 90 pixels
Horizontal Web Banner Ad

+ \$100 for 250 x 250 pixels
Square Web Banner Ad

Web Page

Twin & Turbine 2023 Web Page Advertising Rates Per Month

\$800 for 160 x 600 pixels
Vertical Web Banner Ad

\$800 for 728 x 90 pixels
Horizontal Web Banner Ad

\$250 for 250 x 250 pixels
Square Web Banner Ad

160 x 600
Pixel
Vertical
Web
Banner Ad

250 x 250 Pixel
Spot Web
Banner Ad

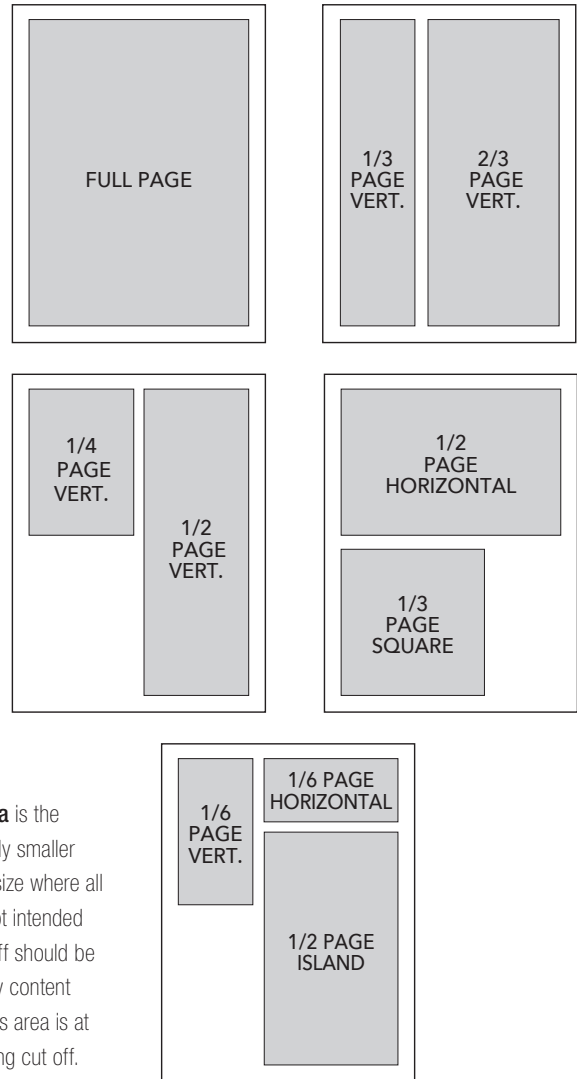
728 x 90 Pixel
Horizontal Web Banner Ad

Digital Ad Requirements **PREFERRED DIGITAL AD SUBMISSION:** RGB color, 72 dpi.; .jpg or .png format for static banners, .gif files for animated banners. No sound or flashing allowed. Ad design available.

Print Dimensions

Unit	In inches width x height
Front Cover Spread <small>(add 1/8" bleed around 3 sides only)</small>	15.25" x 10.75"
Spread without bleed <small>(live area* should fall within 15.75" x 10.25")</small>	16.25" x 10.75"
Spread with bleed <small>(trim size is 16.25" x 10.75" and live area* should fall within 15.75" x 10.25")</small>	16.50" x 11"
Full Page without bleed <small>(live area* should fall within 7.625" 10.25")</small>	8.125" x 10.75"
Full Page with bleed <small>(trim size is 8.125" x 10.75" and live area* should fall within 7.625" 10.25")</small>	8.375" x 11
2/3 Page	4.625" x 9.875"
1/2 Page Horizontal	7" x 4.875"
1/2 Page Vertical	3.438" x 9.875"
1/2 Page Island	4.625" x 7.375"
1/3 Page Square	4.625" x 4.875"
1/3 Page Vertical	2.250" x 9.875"
1/4 Page Vertical	3.438" x 4.875"
1/6 Page Horizontal	4.625" x 2.375"
1/6 Page Vertical	2.250" x 4.875"

Twin & Turbine Magazine Trim Size is 8.125" x 10.75"



*Live area is the area slightly smaller than trim size where all content not intended to bleed off should be within. Any content outside this area is at risk of being cut off.

Print Ad Requirements **PREFERRED DIGITAL AD SUBMISSION:** Press quality PDF. If you're not sure how to make a press quality PDF, please go to www.VPDemandCreation.com/support and download our PDF job options.
SUBMIT YOUR AD: Our email will accept files up to 25 MB. To submit files larger than 25 MB, please use OneDrive, Dropbox or WeTransfer file transfer methods. **OTHER SUBMISSION METHODS:** We accept composite JPG, TIF, or EPS files with the color mode CMYK at 300 dpi for color ads or color mode Grayscale for black and white ads. **DIMENSIONS:** All ads must be configured to fit the ad sizes as indicated on the rate card. Be sure to create documents in the proper trim size. Include bleed on full-page bleed ads.

Print and Digital Issue Closing Dates

ISSUE	CONTRACT CANCELLATIONS	SPACE/CLOSE	COPY/CLOSE	ISSUE	CONTRACT CANCELLATIONS	SPACE/CLOSE	COPY/CLOSE	ISSUE	CONTRACT CANCELLATIONS	SPACE/CLOSE	COPY/CLOSE
January	November 1	December 7	December 12	May	March 1	April 7	April 12	September	July 1	August 7	August 12
February	December 1	January 7	January 12	June	April 1	May 7	May 12	October	August 1	September 7	September 12
March	January 1	February 7	February 12	July	May 1	June 7	June 12	November	September 1	October 7	October 12
April	February 1	March 7	March 12	August	June 1	July 7	July 12	December	October 1	November 7	November 12

BLAST YOUR MESSAGE

Showcase your business, product or service through our creative services:
 Email blast | \$5,500 for full list and set up, targeted lists upon request
 Brochures | Sales Sheets | Material fulfillment services also available

TWIN & TURBINE

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