

TWIN & TURBINE

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

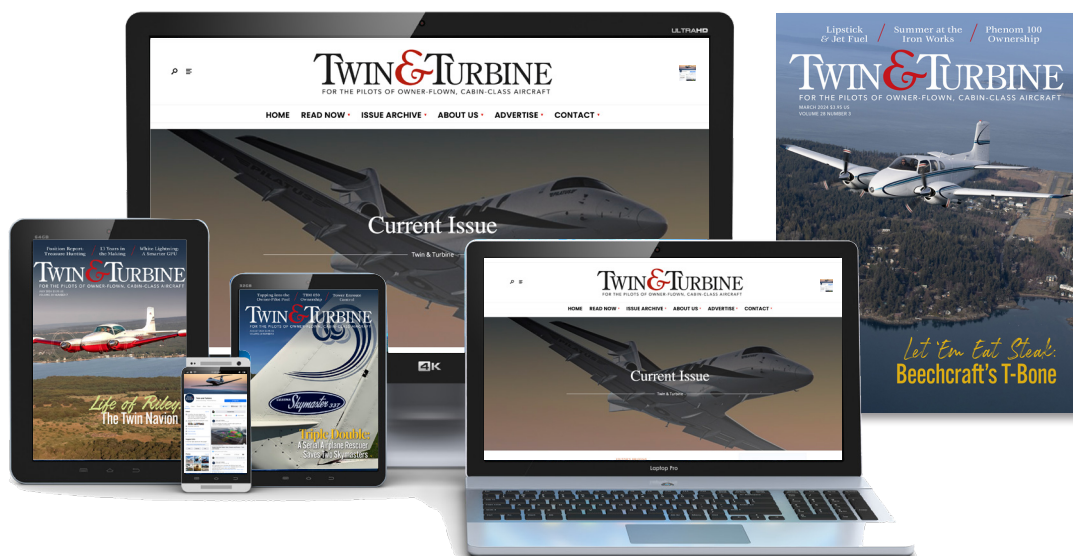


2025 Media Guide

Effective October 1, 2024

TWIN & TURBINE

Distributed free of charge to more than 59,000 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

937 East North Central
557 East South Central
457 Mid-Atlantic
1093 Mountain States
249 New England
1127 Pacific States
1911 South Atlantic
2 US Territories/Possessions/Military
719 West North Central
1371 West South Central

Total Digital Issues
59,000+ Worldwide



Put Your Message in the Hands of More Than 59,000 Customers

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

JETS - 22,822

CHIEF PILOTS & OWNERS

COUNT	AIRCRAFT
8	ASTRA 1125
5	ASTRA 1125
38	ASTRA 1125SP
60	ASTRA 1125SPX
23	BEECHJET 400
268	BEECHJET 400A
247	BOEING BBJ
512	CHALLENGER 300
324	CHALLENGER 350
71	CHALLENGER 3500
27	CHALLENGER 600
20	CHALLENGER 601-1A
104	CHALLENGER 601-3A
49	CHALLENGER 601-3R
347	CHALLENGER 604
276	CHALLENGER 605
81	CHALLENGER 650
8	CHALLENGER 800
59	CHALLENGER 850
5	CHALLENGER 870
587	CIRRUS VISION SF50
132	CITATION 500
372	CITATION 525
341	CITATION BRAVO
203	CITATION CJ1
111	CITATION CJ1+
263	CITATION CJ2
258	CITATION CJ2+
494	CITATION CJ3
289	CITATION CJ3+
493	CITATION CJ4
197	CITATION ENCORE
88	CITATION ENCORE+
406	CITATION EXCEL
14	CITATION I
277	CITATION I/SP
445	CITATION II
51	CITATION II/SP
165	CITATION III
189	CITATION LATITUDE
64	CITATION LONGITUDE
405	CITATION M2
532	CITATION MUSTANG
144	CITATION S/II
364	CITATION SOVEREIGN
120	CITATION SOVEREIGN+
314	CITATION ULTRA
289	CITATION V
26	CITATION VI
136	CITATION VII
314	CITATION X
39	CITATION X+
325	CITATION XLS
358	CITATION XLS+
24	DORNIER ENVOY 3
30	ECLIPSE 550
309	ECLIPSE EA500
17	EMBRAER LEGACY 450
85	EMBRAER LEGACY 500
121	EMBRAER LEGACY 600
68	EMBRAER LEGACY 650
21	EMBRAER LINEAGE
398	EMBRAER PHENOM 100
628	EMBRAER PHENOM 300
148	EMBRAER PRAETOR
52	FALCON 10
26	FALCON 100
12	FALCON 200
268	FALCON 2000
5	FALCON 2000DX
23	FALCON 2000EX
165	FALCON 2000LX
162	FALCON 2000LXS
25	FALCON 20C
15	FALCON 20C-5
17	FALCON 20D
1	FALCON 20D-5
11	FALCON 20E
46	FALCON 20F
73	FALCON 20F-5

178	FALCON 50
5	FALCON 50-4
8	FALCON 50-40
120	FALCON 50EX
286	FALCON 7X
72	FALCON 8X
177	FALCON 900
30	FALCON 900C
20	FALCON 900DX
358	FALCON 900EX
107	FALCON 900LX
25	GULFSTREAM G100
132	GULFSTREAM G150
241	GULFSTREAM G200
315	GULFSTREAM G280
13	GULFSTREAM G300
11	GULFSTREAM G350
335	GULFSTREAM G450
143	GULFSTREAM G500
643	GULFSTREAM G550
491	GULFSTREAM G650
12	GULFSTREAM G-I
16	GULFSTREAM G-II
13	GULFSTREAM G-IIB
83	GULFSTREAM G-III
172	GULFSTREAM G-IV
316	GULFSTREAM G-IVSP
201	GULFSTREAM G-V
144	GULFSTREAMG 600
27	HAWKER 1000A
5	HAWKER 1000B
6	HAWKER 125-1A
2	HAWKER 125-1AS
2	HAWKER 125-600A
49	HAWKER 125-700B
65	HAWKER 4000
215	HAWKER 400XP
54	HAWKER 750
136	HAWKER 800A
16	HAWKER 800B
394	HAWKER 800XP
45	HAWKER 800XPI
98	HAWKER 850XP
173	HAWKER 900XP
236	HONDA JET
2	LEARJET 23
30	LEARJET 24
61	LEARJET 25
2	LEARJET 28
603	LEARJET 31
23	LEARJET 35
54	LEARJET 36
140	LEARJET 40
470	LEARJET 45
94	LEARJET 55
401	LEARJET 60
18	LEARJET 70
153	LEARJET 75
302	PREMIER I
7	SABRELINER 40A
2	SABRELINER 40EL
2	SABRELINER 40R
5	SABRELINER 60
9	SABRELINER 60ELXM
46	SABRELINER 65
11	SABRELINER 80
1	SABRELINER 80SC
1	SUKHOI SBJ
3	SYBER JET SJ30
54	WESTWIND 1
14	WESTWIND 1124
45	WESTWIND 2

TURBOPROPS - 17,007

CHIEF PILOTS & OWNERS

COUNT	AIRCRAFT
209	AVANTI
1	AVRO RJ70
523	CARAVAN 208
2377	CARAVAN 208B
36	CHEYENNE 400
140	CHEYENNE I
20	CHEYENNE IA

214	CHEYENNE II
52	CHEYENNE III
40	CHEYENNE IIIA
61	CHEYENNE IIXL
1	CHEYENNE IV
240	CONQUEST I
300	CONQUEST II
78	DAHER TBM-700A
103	DAHER TBM-700B
113	DAHER TBM-700C
378	DAHER TBM-850
133	DAHER TBM-900
74	DAHER TBM-910
104	DAHER TBM-930
144	DAHER TBM-940
103	DAHER TBM-960
173	DE HAVILLAND DHC
66	EPIC E1000
1	FOKKER 70
40	JETSTREAM 31
99	JETSTREAM 32
57	JETSTREAM 41
37	KING AIR 100
481	KING AIR 200
21	KING AIR 200C
9	KING AIR 200T
273	KING AIR 250
70	KING AIR 260
193	KING AIR 300
10	KING AIR 300LW
707	KING AIR 350
99	KING AIR 350C
35	KING AIR 350ER
414	KING AIR 350I
8	KING AIR 350IER
84	KING AIR 360
7	KING AIR 90
4	KING AIR A/B90
72	KING AIR A100
154	KING AIR A200
33	KING AIR A90
89	KING AIR A90-1
101	KING AIR B100
1189	KING AIR B200
125	KING AIR B200C
122	KING AIR B200GT
6	KING AIR B200SE
8	KING AIR B200T
45	KING AIR B90
318	KING AIR C90
36	KING AIR C90-1
211	KING AIR C90A
398	KING AIR C90B
77	KING AIR C90GT
121	KING AIR C90GTI
185	KING AIR C90GTX
17	KING AIR C90SE
254	KING AIR E90
177	KING AIR F90
28	KING AIR F90-1
6	MERLIN 300
14	MERLIN IIB
5	MERLIN III
28	MERLIN IIIA
44	MERLIN IIIB
16	MERLIN IIIC
4	MERLIN IV
11	MERLIN IV-A
35	MERLIN IV-C
89	MITSUBISHI MARQUISE
15	MITSUBISHI MU-2F
10	MITSUBISHI MU-2J
30	MITSUBISHI MU-2K
10	MITSUBISHI MU-2L
17	MITSUBISHI MU-2M
25	MITSUBISHI MU-2N
25	MITSUBISHI MU-2P
49	MITSUBISHI SOLITAIRE
70	NEXTANT 400XT
1	NEXTANT G90XT
1201	PILATUS PC-12 NG
882	PILATUS PC-12/45
218	PILATUS PC-12/47
291	PIPER JETPROP
95	PIPER M500

291	PIPER M600
8	PIPER M700 FURY
5	PIPER MALIBU
593	PIPER MERIDIAN
314	QUEST KODIAK 100
9	QUEST KODIAK 900
12	ROCKWELL COMMANDER
6	STARSHIP 2000A
57	TURBO COMMANDER 1000
21	TURBO COMMANDER 690
133	TURBO COMMANDER 690A
135	TURBO COMMANDER 690B
82	TURBO COMMANDER 840
28	TURBO COMMANDER 900
24	TURBO COMMANDER 980

TWIN PISTON - 10,110

OWNERS

COUNT	AIRCRAFT
37	BARON 56TC
137	BARON 56TC
2789	BARON 58
661	BARON 58P
186	BARON 58TC
3	BARON A56TC
654	BARON G58
104	CESSNA 310
165	CESSNA 340
552	CESSNA 340A
50	CESSNA 402B
118	CESSNA 402C
27	CESSNA 404
461	CESSNA 414
684	CESSNA 414A
63	CESSNA 421
38	CESSNA 421A
473	CESSNA 421B
1083	CESSNA 421C
58	CESSNA T303
111	DIAMOND D42
17	DIAMOND IA
187	DUKE B60
80	PIPER 600 AEROSTAR
3	PIPER 600A AEROSTAR
45	PIPER 601 AEROSTAR
4	PIPER 601B AEROSTAR
200	PIPER 601P AEROSTAR
24	PIPER 602P AEROSTAR
415	PIPER CHIEFTAIN
26	PIPER MOJAVE
299	PIPER NAVAJO
254	PIPER SENECA
73	ROCKWELL COMMANDER
166	ROCKWELL SHRIKE

HIGH PERFORMANCE MOVE-UP SINGLES - 9,649

OWNERS

COUNT	AIRCRAFT
393	BEECH BONANZA
446	CESSNA 182
55	CESSNA 206
424	CESSNA P210N
22	CESSNA P210R
58	CESSNA T182
1318	CIRRUS SR20
3806	CIRRUS SR22
2274	CIRRUS SR22T
121	MOONEY ACCLAIM
39	MOONEY ACCLAIM ULTRA
405	MOONEY OVATION
12	MOONEY OVATION ULTRA
107	PIPER MATRIX
164	PIPER MIRAGE
12	MOONEY OVATION ULTRA
263	PIPER MALIBU
199	PIPER MATRIX
565	PIPER MIRAGE

Print

Print + Web Page

Twin & Turbine 2025 Print Advertising Rates

Covers:	1x	6x	12x
Cover 1 (front cover spread)	\$20,352	\$18,730	\$ 17,353
Cover 2 (inside front)	\$ 6,760	\$ 5,997	\$ 5,360
Cover 3 (inside back)	\$ 6,760	\$ 5,997	\$ 5,360
Cover 4 (outside back)	\$ 7,645	\$ 6,760	\$ 6,127
Four Color	1x	6x	12x
Spread	\$10,085	\$ 9,095	\$ 8,251
Full Page	\$ 5,603	\$ 5,026	\$ 4,584
2/3 Page	\$ 4,083	\$ 3,701	\$ 3,382
1/2 Page	\$ 3,191	\$ 2,935	\$ 2,680
1/3 Page	\$ 2,347	\$ 1,722	\$ 1,993
1/4 Page	\$ 1,876	\$ 1,722	\$ 1,620
1/6 Page	\$ 1,403	\$ 1,326	\$ 1,244
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 2025 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

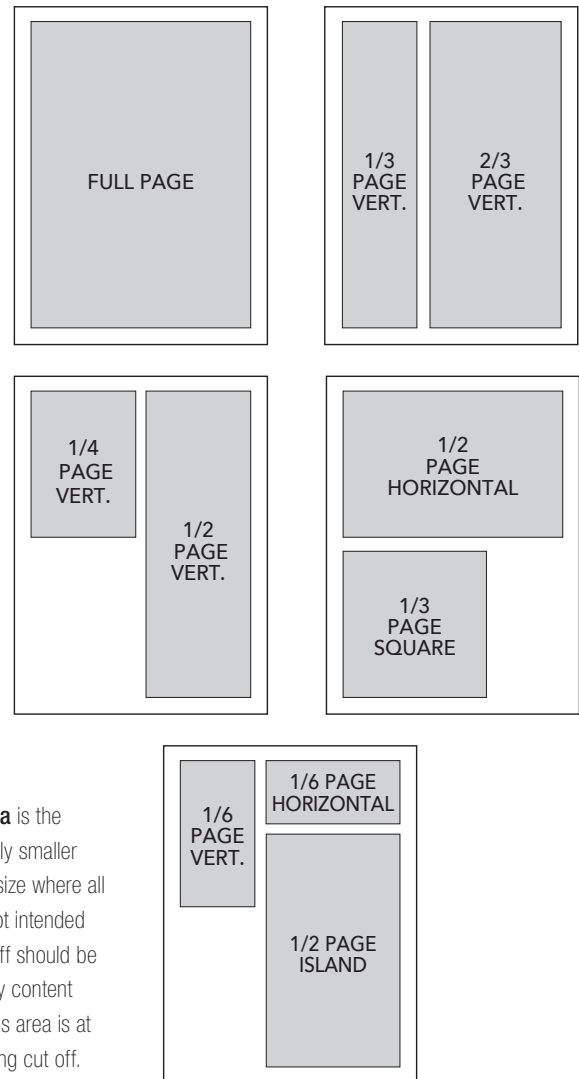
728 x 90 Pixel
Horizontal Web Banner Ad

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 (add 1/8" bleed around 3 sides only)	15.25" x 10.75"
Spread without bleed (live area* should fall within 15.75" x 10.25")	16.25" x 10.75"
Spread with bleed (trim size is 16.25" x 10.75" and live area* should fall within 15.75" x 10.25")	16.50" x 11"
Full Page without bleed (live area* should fall within 7.625" 10.25")	8.125" x 10.75"
Full Page with bleed (trim size is 8.125" x 10.75" and live area* should fall within 7.625" 10.25")	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 | **\$3,500** for full list and set up, targeted lists upon request

Brochures | Sales Sheets | Material fulfillment services also available

TWIN & TURBINE

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