



THE PREMIER SOURCE FOR PRIVATE JET TERMINAL ADVERTISING



MEDIA PORTFOLIO 2019



THE PREMIER SOURCE FOR PRIVATE JET TERMINAL ADVERTISING

ROARING THUNDER MEDIA

Roaring Thunder Media offers custom-tailored advertising and marketing programs that directly target an audience of the world's wealthiest consumers in private jet terminals across the United States. Advertising with RTM drives awareness effectively, efficiently and impactfully in an environment that is completely relevant to High Net Worth and Ultra High Net Worth individuals.

Engage an audience of the world's most elite customers with a custom-created program designed by Roaring Thunder Media.





THE PREMIER SOURCE FOR PRIVATE JET TERMINAL ADVERTISING

PRIVATE JET PASSENGER PROFILE

DEMOGRAPHICS

- 4.12 average passengers per private jet
- 63% male/37% female
- Average age: 41
- \$7,500 average cost one way - short range jet
- \$76,500 average cost one way - long range jet
- 49.7% of private jet owners are Americans
- 30% of current jet owners plan to buy another jet within 5 years





THE PREMIER SOURCE FOR PRIVATE JET TERMINAL ADVERTISING

PRIVATE JET PASSENGER PROFILE

FACTS AND FIGURES

- Business aviation supports over 1.1 million jobs
- 38% of business travel includes multiple destinations
- Business aviation generates \$219 billion per year in economic activity
- Business aircraft reach over 5,000 airports/commercial reach 500
- 95% of Fortune Magazine's "World's most admired companies" are private jet users
- 86% of Fortune Magazine's "100 Best Places Places to Work" are private jet users
- 98% of Business Week's "100 Best Brands" are private jet users





THE PREMIER SOURCE FOR PRIVATE JET TERMINAL ADVERTISING

SAMPLE MARKETS

Listed below is just a sampling of the premiere FBO locations that you will find throughout the RTM network. With presence in more than 150 highly-trafficked private jet terminals across the United States, we will be pleased to custom-create a proposal for you based on your markets of interest and the specific requirements of your brand.

ARIZONA

TUCSON

CALIFORNIA

BURBANK

LOS ANGELES

MONTEREY

ORANGE COUNTY

PALM SPRINGS

SANTA BARBARA

SAN JOSE

SANTA MONICA

VAN NUYS

COLORADO

ASPEN

DENVER

RIFLE

STEAMBOAT-HAYDEN

FLORIDA

BOCA RATON

FORT LAUDERDALE

JACKSONVILLE

OPA-LOCKA (MIAMI)

ORLANDO

TAMPA

WEST PALM BEACH

GEORGIA

ATLANTA-PEACHTREE

IDAHO

SUN VALLEY

ILLINOIS

CHICAGO

KENTUCKY

LOUISVILLE

MASSACHUSETTS

BOSTON-BEDFORD

NEVADA

LAS VEGAS

RENO

NEW JERSEY

TETERBORO

NEWYORK

JFK

LA GUARDIA

STEWART

OKLAHOMA

TULSA

PENNSYLVANIA

NE PHILADELPHIA

SOUTH CAROLINA

CHARLESTON

TENNESSEE

NASHVILLE

TEXAS

ADDISON

AUSTIN

DALLAS

HOUSTON (HOBBY)

HOUSTON (INTERCONTINENTAL)

SAN ANTONIO

UTAH

SALT LAKE CITY

WASHINGTON, D.C.

DULLES

BAHAMAS

NASSAU

PUERTO RICO

SAN JUAN



THE PREMIER SOURCE FOR PRIVATE JET TERMINAL ADVERTISING

TOP FBO LOCATIONS

At RTM we understand that the environment in which your advertising is viewed is just as important as the message.





THE PREMIER SOURCE FOR PRIVATE JET TERMINAL ADVERTISING

MEDIA OFFERINGS

- Static backlit duratrans
- Interior large format banners and wraps
- Exterior large format banners and wraps
- Branded in-FBO product displays
- Event and cross-marketing participation/sponsorships
- Sampling programs
- Onboard gift bag and product/collateral placement
- In-FBO collateral distribution
- Complete FBO “take over” (domination) programs





THE PREMIER SOURCE FOR PRIVATE JET TERMINAL ADVERTISING

MEDIA FORMAT DIGITAL NETWORK



OPA-LOCKA (MIAMI)



TETERBORO, NJ



LAS VEGAS, NV



THE PREMIER SOURCE FOR PRIVATE JET TERMINAL ADVERTISING

MEDIA FORMAT

INTERIOR SIGNAGE

MONTEREY, CA



PALM BEACH, FL



ATLANTA, GA



THE PREMIER SOURCE FOR PRIVATE JET TERMINAL ADVERTISING

MEDIA FORMAT HAND-PAINTED TARMAC SIGNAGE



34TH STREET HELIPORT, NEW YORK



SOUTHAMPTON HELIPORT, NEW YORK



THE PREMIER SOURCE FOR PRIVATE JET TERMINAL ADVERTISING

MEDIA FORMAT

PRODUCT PLACEMENT, COLLATERAL DISTRIBUTION AND EXTERIOR SIGNAGE





THE PREMIER SOURCE FOR PRIVATE JET TERMINAL ADVERTISING

EVENT MARKETING 2019 - 2020

Herewith is a listing of the events that are extremely well attended by private jet travelers as well as UHNW individuals worldwide.



THE PREMIER SOURCE FOR PRIVATE JET TERMINAL ADVERTISING

2019 EVENTS

JULY 2019

Allen & Co
Wimbledon
Blenheim EquiSports Series

Sun Valley, ID
Wimbledon, England
Del Mar, CA

AUGUST 2019

Concours d' Elegance
US Open Tennis
Hamptons Classic
Blenheim EquiSports Series

Pebble Beach, CA
New York, NY
Bridgehampton, NY
Del Mar, CA

SEPTEMBER 2019

Monaco Yacht Show
London Fashion Week
Milan Fashion Week
Paris Fashion Week
Blenheim EquiSports Series

Monaco
London, England
Milan, Italy
Paris, France
Del Mar, CA

OCTOBER 2019

Formula 1
Fort Lauderdale Boat Show
PA National Horse Show

Austin, TX
Fort Lauderdale, FL
Harrisburg, PA

NOVEMBER 2019

The Breeders Cup
ATL Fall Classic Horse Show
The Country Music Awards
Hero World Challenge Golf

Louisville, KY
Atlanta, GA
Nashville, TN
Nassau, Bahamas

DECEMBER 2019

Hero World Challenge
Art Basel Miami

Albany, Bahamas
Miami, FL



THE PREMIER SOURCE FOR PRIVATE JET TERMINAL ADVERTISING

2020 EVENTS

JANUARY 2020

Golden Globe Awards
College Football Nationals
Sundance Film Festival
The Grammy Awards
Naples Winter Wine Festival
World Economic Forum

Los Angeles, CA
San Jose, CA
Park City, UT
New York, NY
Naples, FL
Davos, Switzerland

FEBRUARY 2020

Super Bowl
AT&T Pebble Beach ProAm
Miami Intl Boat Show
Daytona 500
Palm Beach Masters

Miami, FL
Pebble Beach, CA
Miami, FL
Daytona, FL
Wellington, FL

MARCH 2020

The Academy Awards
Palm Beach Boat Show
MIPIM
Miami Open Tennis
Miami Intl Beach Polo

Los Angeles, CA
West Palm Beach, FL
Cannes, France
Miami, FL
Miami, FL

APRIL 2020

NCAA Final Four
The Masters
Equestrian World Cup
Coachella Music Festival
Tribeca Film Festival
Kentucky Equestrian 3-Day

Atlanta, GA
Augusta, GA
Las Vegas, NV
Palm Springs, CA
New York, NY
Lexington, KY

MAY 2020

Kentucky Derby
Berkshire Hathaway Conf
Cannes Film Festival
Indianapolis 500
French Open Tennis
PGA Championship

Louisville, KY
Omaha, NE
Cannes, France
Indianapolis, IN
Paris, FR
San Francisco, CA

JUNE 2020

NBA Finals
Aspen Food & Wine
US Open Golf

TBD
Aspen, CO
Mamaroneck, NY



THE PREMIER SOURCE FOR PRIVATE JET TERMINAL ADVERTISING

**ROARING THUNDER MEDIA, LLC
1120 BLOOMFIELD AVENUE, SUITE 100
WEST CALDWELL, NEW JERSEY 07006**

**JAMES KERWIN
PRESIDENT
JKERWIN@ROARINGTHUNDERMEDIA.COM
PHONE: 973.722.2222**