

REACH THE PEOPLE WHO COUNT!

Focus on real advertising value for the best ROI today!

Reaching the most significant segment of wealthy individuals is determined by what they already possess. Only *STRATOS Magazine* delivers a highly coveted vertical market of jet owners and private aviation travelers in a concise and efficient manner.

For those of us who follow business trends, this is a challenging time no matter what luxury product or services we are marketing. With that said, it is more important now than ever to target the ideal marketplace.

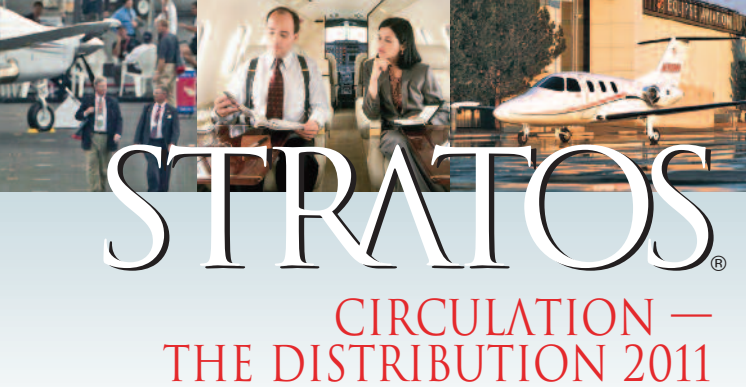
STRATOS is privileged to be invited to ride along in a place where only the uber-affluent venture — the cabins of today's luxurious private jets. It is here that the C-Level executives, entrepreneurs, athletes and celebrities take time to relax as they travel from private vacation destinations to business meetings surrounded in comfort. And it is in this environment that they spend time enjoying and reading STRATOS. This is truly your target audience — people who are indeed **an exclusive market** — as they continue their journeys!

Members of this privileged audience all buy products and services reflective of their lifestyle status. From airplanes to automobiles — luxury real estate to resorts and vacation properties — yachts to fishing boats — jewelry to fine clothing to financial services to business expansion — all are part of the purchases made by our elite STRATOS audience.

And the STRATOS distribution is the key to delivering your message in a cost effective manner through the national private aviation network and

through mailing direct to the owners and passengers at their homes or offices.





STRATOS Magazine's distribution is the key to delivering your message in a cost-effective manner.



STRATOS Magazine's three-prong distribution covers the private aviation market!

C-Level Executives & Owners — STRATOS successfully reaches individuals and C-level executives of companies who own a business jet as well as those executives, celebrities and athletes who own a fractional share of a jet from companies such as NetJets, FlexJet, Sentient, and others.

FBOs — Fixed base operations are general aviation terminals with passenger lounges that provide services to private aircraft ranging from jet fuel to full service concierge operations. STRATOS has developed a database of the "top 1200" FBOs based on strategic locations.

On-Board/Chief Pilots — A vital part of the STRATOS distribution plan, chief pilots are "captains of the ship." Copies of STRATOS are placed in the back of the planes by chief pilots for their owners and their passengers to enjoy reading. In addition, STRATOS has a database of key charter operators who put copies on board for their travelers.

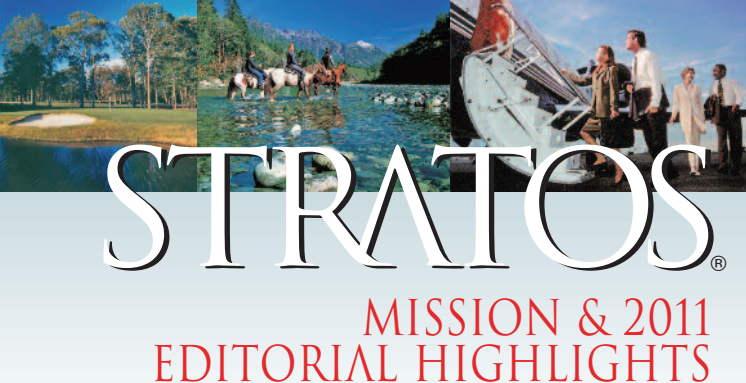
Cost Effective Rates — No Waste — This efficient distribution guarantees that your message reaches the

right audience at the lowest possible rate. No other magazine or media approach including direct mail will match our 50,129 plus copies delivered to America's private jets, mailed directly to their owners, C-level executives, chief pilots and the top 1200 fixed base operators who service America's jet fleet. Take the number of unique passengers each month on private aircraft into consideration and we become a cost effective medium for driving business to an affluent audience. **(48% of copies are taken off plane)**



TOTAL AVERAGE DISTRIBUTION PER ISSUE: 50,129

The average private jet makes 14.8 trips per month carrying 5.3 passengers. There are 1,098,000 unique passengers each month on turbo powered aircraft.



STRATOS[®]

MISSION & 2011 EDITORIAL HIGHLIGHTS

The goal of every issue of STRATOS is to inform, entertain, engage and delight its readers. Departments and feature stories reflect the passions, pursuits and affluent active lifestyle of our audience. Within our eclectic, yet focused, editorial mix are timely, informative features of particular appeal to the private aviation lifestyle: Information on exclusive jewelry, timepieces and elements of style; cutting-edge cuisine and fine wines and spirits; aviation news and reviews; wealth preservation and management; luxury real estate opportunities and private residence clubs; high-end adventure travel; sportboats and motor-yachts; collectible art and antiques; luxury automobiles; and our signature coverage of popular outdoor interests such as golf, hunting, angling and more. When readers step into an issue of STRATOS, they enter a world that speaks of rugged individualism, personal success and The Good Life.

INFORMATIVE CONTENT

STRATOS serves its affluent private aircraft audience with compelling departments and feature articles that provide valuable and entertaining information. Our editors deliver precise content that serves and respects the interests and time constraints of our readers. Every page of STRATOS speaks to ultra-wealthy individuals at the pinnacle of success, and serves as the ideal environment to showcase appropriate products and services. Here are a few editorial highlights for your consideration.

IN EVERY ISSUE OF STRATOS

Departments: Leading Edge (front of book)
Datebook (events) • Net Worth (financial)
Sky's the Limit (aviation) • On Time (watches)
Jewelry • Dining • From the Cellar • Style
High Tee (golf)
The Sporting Life (outdoor pursuits)
Suite Life (resort travel) • Interview
Prized Cargo (secondary interview/back of book)
Periodic Departments: Motoring • Yachting

FEBRUARY

- Bone Fishing in the Bahamas
- Members Only: Exclusive Health Clubs
- Interview: Starwood CEO Frits Van Paasschen

MARCH

- Sportfishing Boats
- Southern Arizona Golf
- Casting a Line in Costa Rica

APRIL

- Top Fly-In Dining Experiences
- Top Golf Schools
- Freshwater/Fly-fishing tackle

MAY

- Yachting in Alaska
- Not Roughing It: Luxury Camping
- Exclusive Hunt Clubs

JUNE/JULY

- Luxe Whitewater Rafting
- Mountaineering Schools
- Collectible Firearms

AUGUST

- Heli-hiking in British Columbia
- Landing Monster Stripers in Maine
- Top Seasonal Hunting Lodges

SEPTEMBER

- NBAA Preview
- World's Most Exclusive Watering Holes
- Vacation Properties for Outdoor Enthusiasts

OCTOBER

- Asian Sojourn: Exploring Laos and Vietnam
- Best New Hunting Rifles
- America's Top Seafood Restaurants

NOVEMBER/HOLIDAY

- Holiday Gift Guide
- Private Island Winter Getaways
- Tarpon Fishing in South Florida

DECEMBER

- Ski Fashions
- Golfing the Florida Swing
- Top Security Services

(Editorial topics and schedule subject to change)

Please route editorial inquiries to editor in chief
 Mark Nothaft at
mnothaft@stratosmag.com



Superior editorial content surrounds your advertising message in every issue of **STRATOS**. Our eclectic editorial mix utilizes the talents of top editorial contributors available in the luxury lifestyle category. Our editors, writers and photographers have contributed to such esteemed publications as *The New Yorker*, *Vanity Fair*, *National Geographic*, *Condé Nast Traveler*, *Food & Wine*, *Travel & Leisure*, *Golf Digest* and *Forbes*, and great newspapers such as *The New York Times*, *San Francisco Chronicle* and *The Wall Street Journal*.

MARK NOTHAFT, Editor in Chief

Mark is a veteran editor within the luxury genre having held top posts at *Tycoon*, *Ritz-Carlton Magazine*, *Nicklaus Magazine*, *Luxury Living*, and *Destination*. Mark previously served as editor at large at **STRATOS** before becoming editor-in-chief. He began his career at the large metro daily newspaper in Phoenix, *The Arizona Republic*, where he served as a writer and editor.

PATRICK PATERNIE, Automotive Editor

In 2005, Patrick drove a new \$350,000 Mercedes Benz Maybach through the wildly popular wine growing regions of South Africa for **STRATOS**, and recently completed a drive along California's Highway 1 in the all-new Bentley Azure. In addition to **STRATOS** features, Patrick has also contributed to *Car & Driver*, *Road & Track*, and *USA Today*, among others.

ARTURO WEISS, Aviation Editor

A licensed commercial pilot, Arturo is an experienced bilingual aviation journalist who has written for a variety of domestic and international trade publications. While flying is his passion, Arturo also enjoys his television work, including his role as Associate Producer and host of SportPilot TV — an aviation-themed television program broadcast via cable and satellite TV.

MARC MYERS, Financial Editor

Hedge funds or offshore? That is the question. You've earned your money, now you want to protect it. Marc Myers has written about the personal finances of high net worth individuals for many years, contributing to respected publications, such as *The Wall Street Journal*, *Worth*, *Forbes* and *Newsweek*.

LINDA HAYES, Food Editor

Whether savoring delicate cheese samples in Parma or rubbing elbows with the elite celebrity chefs in Aspen or Kapalua, Linda is at the center of the culinary world. She travels the globe finding the latest and greatest for **STRATOS**. Linda contributes to a number of publications, including *Sunset*, *Hemispheres*, *SKI*, *Cuisine*, and *Spa*, among others.

DAVID SHEDLOSKI, Golf Editor

David has played golf since age 11, and he's been writing about golf since 1986. In addition to **STRATOS**, David contributes to *Golf World Magazine* and golf's leading Internet site, PGATour.com. He is also the author of "Golden Twilight: Jack Nicklaus in His Final Championship Season."

DAVE SCROPPO, Outdoor Editor

As the former executive editor of *Sports Afield*, Dave has hunted elk in Manitoba and cast a line for bonefish in the 10,000 Islands area of Florida. Dave brings these pursuits, and many others, to life in every issue of **STRATOS**.

DAVID TYDA, Real Estate Editor

Chicago-native David Tyda has been involved in glossy magazines since graduating from Arizona State University, having held editing posts at *Ritz-Carlton Magazine* and *Las Vegas Magazine*. Tyda currently serves as the editor of *Desert Living Magazine*. In his free time, he travels the world looking for the hottest real estate markets and reports back to **STRATOS** about his findings.

JO-AN HOLSTEIN, Style Editor

Jo-an loves shoes and handbags and resort wear. . .and she's made a career writing about these elements of style and fashion. In addition to writing for daily newspapers, Jo-an has held various posts with *Trump Style*, *Luxury Living*, *Ritz-Carlton Magazine* and Gannett News Service.

MARY ANN BENDEL, Special Features Editor

Bendel's work as a journalist includes covering Greenpeace activities in Antarctica, orphans in Romania and the aftermath of Chernobyl. Engaging interviews are her specialty, having interviewed legends the likes of Dalai Lama, Benjamin Netanyahu, Senator John Glenn and Jacques-Yves Cousteau. Among the personalities she has interviewed for **STRATOS** and other publications are Oprah Winfrey, Steve Wynn, and Lee Iacocca.

KIM KAVIN, Yachting Editor

Kim has immersed herself in the yachting lifestyle for many years and contributes to a number of influential publications including *Yachting*, *Power and Motoryacht*, *Offshore*, *Robb Report* and *Seacraft Interiors*.

JUDY KENNINGER, Vacation/Residence Clubs Editor

Judy has her finger on the pulse of the vacation industry, attending industry conferences, interviewing leading developers, and visiting top resorts. A veteran journalist, Judy contributes to *Developments*, *Vacation Industry Review* and *Gourmet News*, and edits *Resort + Recreation Magazine*.

JAIMEE ROSE, Watches and Jewelry Editor

When fashionista Jaimee Rose is not scouting for the latest lovelies at JKC, Couture and other jewelry and style shows, you can spot her shopping, from Paris to Beverly Hills. She has also written for *The Los Angeles Times*, *The Arizona Republic* and *The Baltimore Sun*. She covers jewelry, watches and luxury travel for **STRATOS**.



► Demographics

Median Age	48.3
Male	96.4%
Chairmen, CEOs or Presidents	69.1%
Entrepreneurs and Owners of Their Own Business.....	32.7%

► Affluent Readers

Average Annual Household Income	\$816,000
Median Net Worth	\$17,500,000

► Readership

Read Issues in Home or Office	56.1%
Read STRATOS on Aircraft.....	42.9%

► Average Time Spent Reading Each Issue

1 - 2 Hours.....	23.6%
30 Minutes - 1 Hour.....	52.8%

► Extraordinary Private Plane Ownership

Own Turboprop or Jet for Business or Private Use	58.5%
Lease Plane(s) for Business Use.....	21.3%
Fractional Share Ownership in Jet Powered Aircraft.....	24.4%
Charter Aircraft for Business Use.....	60.5%

► World Class Travelers

1-3 International Trips.....	72.8%
4-6 International Trips.....	16.1%
6 or More Trips.....	1.6%

► Extraordinary Property Affluence

Own 2 or More Residences	81.8%
Own 2 Residences	34.1%
Own 3 Residences.....	36.4%
Own 4 Residences	4.5%

Own 5 or More Residences	6.8%
Plan to Purchase Property in the Next 12 Months	30.2%
Average Value of Primary Residence.....	\$976,276

► Elite Sportsman Activities

Golf	86.0%
Fishing / Hunting.....	83.0%
Memberships in 2 or more Private Clubs.....	62.0%
Boat Owners	60.2%

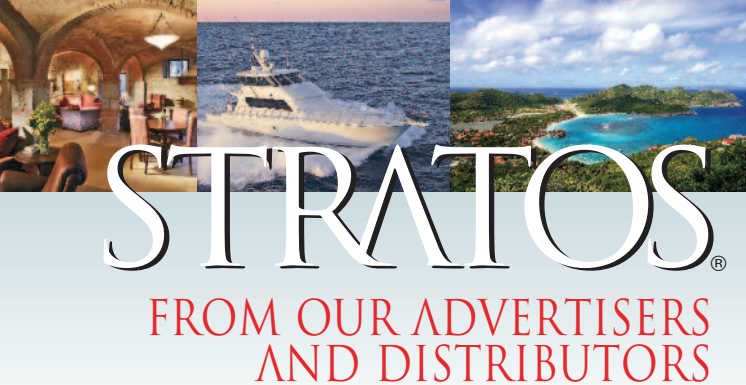
► Luxury Automobile Ownership*

SUV Owners.....	84.4%
Mercedes	42.3%
BMW	35.7%
Porsche	17.9%
Cadillac.....	15.5%
Lincoln.....	8.3%
Other.....	32.1%

► Purchasing Power Intend to Buy in the Next 12 Months:

Luxury Automobile	69.4%
Financial Services	42.5%
Jewelry / Fine Watches.....	46.8%
Turbo Prop / Jet.....	31.6%
Luxury Real Estate	30.2%
Boat or Yacht.....	17.9%
Furs / Bespoke Clothing	13.3%

* Adds to more than 100% because of multiple ownership
Source: STRATOS magazine reader survey



"I want to take a moment and let you know how well STRATOS has worked for our on-demand jet charter business. We have experienced an increase in leads and sales from our ads over the last 4 years. The magazine is very well done and complements our world-class customer service and attention to every detail."

Steve Dority
VP Marketing and Sales
Hop-A-Jet Worldwide Jet Charter, Inc., Ft. Lauderdale, FL

"Thank you, our passengers enjoy these copies (of STRATOS Magazine)."

Jeff Sharp
Executive Director, Caesars Aviation, Las Vegas, NV

"Just wanted to tell you how absolutely FABULOUS the January issue looks with the belly band and 8-page insert we developed for St. Johns County. As you know, I take a lot of personal pride in this, since I did a little research myself and determined that STRATOS was absolutely the best vehicle to reach that hard-to-find c-level executive and get inside the private jet market. And just look how it turned out! This was a SUPER RESULT for the SUPER BOWL! We will be back."

Lee Goddard
The Meridian Group, St. Augustine, FL

"STRATOS Magazine has continued to be a great lead source for wealthy real estate buyers/sellers for FULLER WESTERN REAL ESTATE. We have enjoyed a great relationship for the past 5 years and will continue to advertise with STRATOS"

Steve Fuller
President/CEO, Fuller Western Real Estate

"We have found that 95% of our aviation business comes from existing clients. We use STRATOS to reach 100% of those 95! STRATOS has been a great lead source for NetJets-Executive Jet Management. We know the readers can choose from us (EJM), NetJets or Marquis Jets. You have these buyers. We plan on continuing our relationship!"

Peter Landesman
Executive Jet Management - Net Jets
Berkshire Hathaway Co.

"My client list is a who's who of Fortune 500 executives. With STRATOS, I have a Magazine that delivers those buyers and more. STRATOS helped us get inside the private jets and expand our business."

Ben & Andrea Foster
Fosters Fine Art, Landers, WY

FROM OUR READERS...

"Just a note to tell you again I am sure enjoying the magazine. The August issue was filled with interesting articles, and, needless to say, I have ordered a new Citation XLS (like the one pictured on page 32 of your August issue). Hopefully, I will continue to qualify to receive your great magazine."

Eddie Smith
Grady White Boats, Greenville, NC

"STRATOS is a fabulous magazine — I'm extremely impressed. I find it much more interesting than The Robb Report and superiorly done."

Joanie Pabst
Owner, Pabst Farms, Oconomowoc, WI

"I recently read one of your magazines on one of our corporate aircraft... I thoroughly enjoyed it. I would give it an A+ any time."

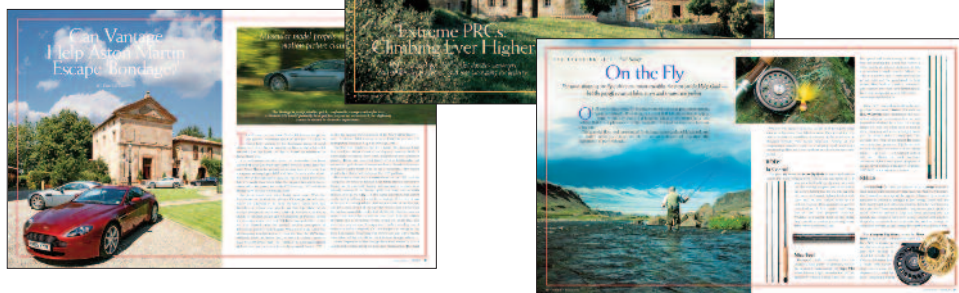
Hugh Sanderson
Sanderson Farms, Inc., Hattiesburg, MS

"The passengers aboard our Gulfstream IV keep taking copies of your magazine with them when they get off the plane. Please send 40 or 50 more copies of each issue so we can always keep them on hand."

Teddy Forstman
CEO — Forstman, Little & Company, Waterloo, Ontario

We Love STRATOS. I pilot for executives, and they always ask me for the most recent STRATOS. Every time we fly, we see STRATOS in the private airports. My execs love to hunt, fly fish, and play golf — STRATOS always has a new place for us to go. So keep the issues and the special Landings Getaways coming. We love the Getaway directories."

David Hall
Pinnacle, NC





FOLLOW THE READER...

STRATOS has been a pioneer in the luxury readership market, with it's proprietary "Follow the Reader" circulation. Most luxury buyers are transient, thus the frustration of luxury media buyers. Where and when are the readers in the market, and for how long? With STRATOS, we have you covered. We follow the reader from business to pleasure trips, always maintaining the contact with the buyer. No more waste on local, regional and newspaper shelflife buys!

Issue	Ad Closing Date	Ad Materials Due
March 2011 Release Date: February 24, 2011	Feb. 11, 2011	Feb. 16, 2011
April/May 2011 Release Date: March 30, 2011	March 14, 2011	March 18, 2011
June /July 2011 Release Date: May 23, 2011	April 29, 2011	May 4, 2011
August 2011 Release Date: July 12, 2011	June 17, 2011	June 21, 2011
September 2011 NBAA Preview Release Date: August 15, 2011	July 18, 2011	July 22, 2011
October 2011 Release Date: September 15, 2011	Aug. 18, 2011	Aug. 25, 2011
November/Holiday 2011 Release Date: October 14, 2011	Sep.23, 2011	Sep.26, 2011
December/January 2012 Release Date: November 23, 2011	Oct. 24, 2011	Oct. 26, 2011

Display Advertising Rates

Full Page.....	\$9,995
2/3 Page.....	\$7,795
1/2 Page.....	\$6,595
1/3 Page.....	\$4,095
1/4 Page.....	\$2,895
Cover 2.....	\$12,595
Cover 3.....	\$11,450
Cover 4.....	\$13,995

Frequency Discounts

3x - 8x.....	5%
9x - 12x.....	15%

Inserts, bind-in cards, belly bands, gatefolds, Post-It™ notes, tipping-in inserts, upon request. Call 334.386.3828 for ftp upload instructions or email: acapouano@stratosmag.com.

Terms and Conditions

- Ads at gross rate card are fully commissionable (15% of gross billing) provided materials are submitted in proper digital format. Rates subject to change.
- Add 10% to rates for special position. Island ads are considered special position.
- Advertising contracts subject to the applicable laws of the State of Alabama.
- The number of insertions in one issue and within separate issues within a calendar year determines frequency discounts. Smaller ads do not contribute to the frequency discounts earned by larger units. Smaller ads, however, do earn discounts with larger units.
- Less than full-units do not contribute toward frequency discounts of full circulation ads.
- Ad position is at the discretion of the publisher.

- Cancellations and changes are not accepted after closing dates.
- Publisher is not responsible for errors in key number and/or codes.
- Fractional units to be surrounded by editorial completely are subject to additional charges.
- All advertisements are published with the understanding that the advertiser and/or agency is authorized to publish the entire contents and subject(s) in the ad.
- Publisher reserves the right to reject any advertising material upon receipt.
- Proofs: Advertisers MUST submit a contract level printed proof. The publisher and printer will not accept responsibility for accuracy without a proof. If a proof is not provided, one will be created by the publisher or printer and \$45 will be billed to the advertiser.



Ad Sizes and Formats

Size	Format	Width	Height
2-Page Spread	Bleed	17.25 inches	11.125 inches
2-Page Spread	Trim Size	17 inches	10.875 inches
2-Page Spread	Live Area	16.25 inches	10 inches
Full Page	Bleed	8.75 inches	11.125 inches
Full Page	Trim Size	8.5 inches	10.875 inches
Full Page	Live Area	7.625 inches	10 inches
Billboard Spread	Bleed	17.25 inches	5.125 inches
Billboard Spread	Live Area	16.25 inches	4.5 inches
2/3 Page	Vertical	5 inches	10 inches
1/2 Page	Vertical	3.75 inches	10 inches
1/2 Page	Horizontal	7.625 inches	4.875 inches
1/3 Page	Vertical	2.375 inches	10 inches
1/3 Page	Square	5 inches	4.875 inches
1/4 Page	Vertical	3.75 inches	4.875 inches

Mechanical Requirements for Advertising

- **All ad materials must be submitted in digital format.**
- **Preferred Format:** Adobe Acrobat (PDF) PDF files created for print. PDFs should be saved as version 1.4. PDFs should be created by postscripting then distilling to create reliable files. This is an industry standard. Use the Press Optimized job option in Acrobat Distiller. Transparency must be flattened and fonts and graphics must be embedded in the PDFs for high resolution printing.
- **Acceptable Formats:** QuarkXpress (up to 8.1.6) for Macintosh with associated support files including graphics, photos and fonts (Postscript and screen versions). Files should conform to SWOP guidelines, and area density should not exceed 300%. Also, Macintosh format applications including: Adobe Photoshop (up to CS5), Adobe Illustrator (up to CS5), Adobe InDesign (up to CS5), TIFF, EPS or JPEG files at a minimum 300 dpi resolution are acceptable.
- **Fonts:** All native application files must be submitted with screen and Postscript printer fonts used in those files. Type 1 Postscript fonts are preferred. Photoshop and Illustrator files may have their fonts converted to outlines. Black type on white backgrounds should be 100% black only.
- **Photographs/Illustrations:** TIFF or EPS images are preferred. All photographic images must be 300 pixels per inch at the actual size used in the layout in CMYK format. No internet images (Resolutions are too low for printing purposes). DO NOT send images as RGB. Convert all RGB images to CMYK or Grayscale before placing them into a page application. RGB images should be converted to CMYK mode in the original graphic program to ensure a good color conversion. Duotones created using Pantone Matching System colors must be converted to CMYK. Any special match color in your illustrations, or page layout, MUST be converted to CMYK.
- **Media:** High resolution (300 dpi minimum) PDFs may be furnished via email or uploaded to the STRATOS ftp site.
Call 334-386-3834 for upload instructions.
- **Proofs:** Advertisers MUST submit a contract level printed proof regardless of delivery method. The publisher and printer will not accept responsibility for accuracy when no contract proof is provided. If no client proof is provided, one will be created by the publisher or printer and charged to the advertiser.