



AMAZING EXPERIENCES

Weekly CEO-Style Travel and Lifestyle E-Newsletter For Private Jet Owners

Celebrating 10 Years in 2024



PRIVATE JET CARD
COMPARISONS

Know before you buy

ABOUT DOUG GOLLAN

Doug Gollan is a leading expert on marketing to UHNWs. In addition to having co-authored *"The Sky's Limit: Marketing to the New Jet Set"* and *"Secrets of Selling to the Super Rich,"* he was co-founder of *Elite Traveler*, where he served as President and Editor from 2000 to 2014. Under his leadership the publication won over two dozen awards for excellence and reached \$15 million in annual sales.

In 2015, he launched Doug Gollan, LLC, which owns and operates *Private Jet Card Comparisons*, a user's guide to jet cards whose subscribers buy over \$250 million in private jet travel annually. He also publishes *DG Amazing Experiences*, a weekly e-newsletter for private jet owners. Additionally, he consults on UHNW marketing and media strategy.

Gollan is frequently quoted as an expert on private aviation and luxury travel, including by CNBC, Fox Business, *Conde Nast Traveler*, *Town & Country*, *The New York Times*, *The Wall Street Journal*, *USA Today*, *The Miami Herald*, *Dallas Morning News*, *Atlanta Journal-Constitution*, *Toronto Globe & Mail*, *South China Morning Post*, *Luxury Daily*, *Travel Weekly*, and others.

ABOUT

DG AMAZING EXPERIENCES

We are the **first and only** travel and luxury e-mail newsletter for private jet owners written in **"CEO-style"**

- Founded by luxury and travel media expert Doug Gollan
- An original list developed from over 500 sources
- Weekly (every Saturday – 52 x per year) DGAE reaches over 25,000 full and fractional private jet owners and C-level executives at companies that operate private jets
- **Open rate since inception (2015) is 20% +**

REACH UHNW PRIVATE JET USERS... DIGITAL, TARGETED, COST-EFFECTIVE, ACCOUNTABLE



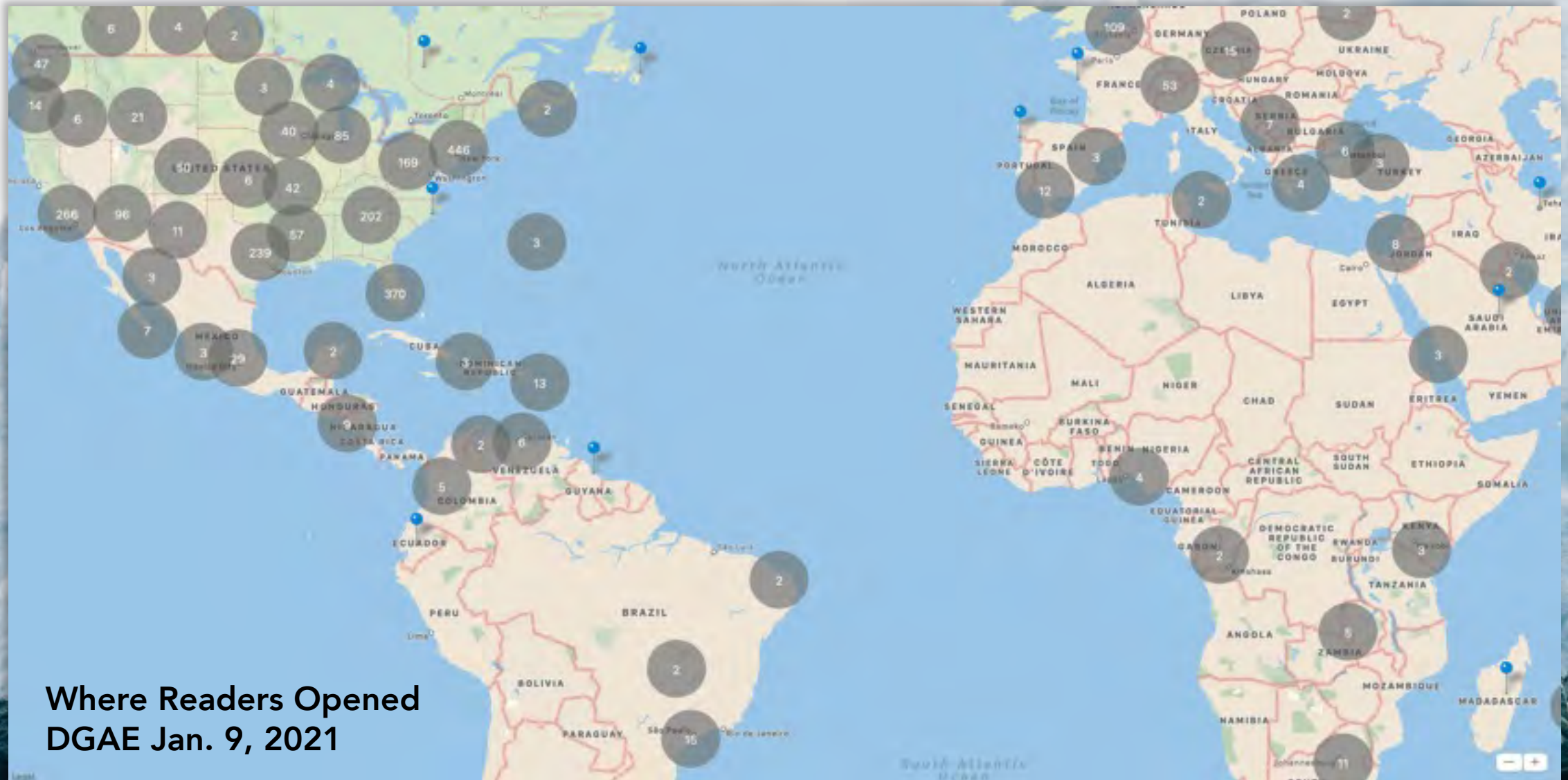
HIGH QUALITY EDITORIAL CONTENT THAT PRIVATE JET OWNERS LIKE

- CEO's check their smartphones 75+ times daily for email
- 85 percent of DGAE readership is on smartphones
- 89 percent of readers rate content as Excellent/Very Good
- 85 percent do not read any other travel/luxury magazines or e-newsletters
- Their primary readership is B2B titles in the industries where they own or manage companies – i.e. – tech, pharma, finance, distribution, manufacturing, franchising, etc. making DGAE is an impactful way to reach this hard-to-reach audience



WORLDWIDE REACH

REACHING HARD-TO-REACH UHNW_s WHEREVER THEY ARE



OUR SISTER WEBSITE

PRIVATE JET CARD COMPARISONS



PRIVATE JET CARD
COMPARISONS

Know before you buy

“Private Jet Card Comparisons is a modern-day online Kelley Blue Book for private jet cards” - Barron’s

- Jet cards are the fastest growing segment of private aviation ranging from \$25,000 to \$1 million+
- PJCC is *the only independent buyer’s guide to jet card programs* covering more than 250 programs and comparing them by 65+ variables for subscribers who pay \$250 per year for access
- PJCC draws over 40,000 unique visitors per month looking for insights on private aviation solutions
- Subscribers buy over \$500 million in private jet memberships annually!
- All *Private Jet Card Comparisons* subscribers receive the *DG Amazing Experiences* e-newsletter

Featured in:





FOUR SEASONS

Dear Doug,

I just wanted to let you know that we were able to track back a substantial amount of revenue to our collaboration with the DG Amazing Experiences newsletter. We really like your approach of sharing the reader list and clearly you have the right people who not only read it, but are engaged and respond.

Mark Simon, Director of Marketing
Four Seasons Resort Maui



NORTHROP & JOHNSON

“The target market of consumers who buy and charter superyachts is narrow and hard-to-reach. We’ve been advertising with *DG Amazing Experiences* for over four years because it reaches that audience cost-effectively without the clutter of multiple competitors. It’s a highly-focused and effective medium and I recommend it for companies targeting the UHNW segment.”

Daniel Wade, Managing Director
Northrop & Johnson



NETJETS®

"Private Jet Card Comparisons drives a continued flow of qualified prospects for NetJets. The content really speaks to the private aviation user and prospect who is engaged in the buying process."

- Patrick Gallagher, President, NetJets





ELEGANT
MEXICO

"We started advertising with DG Amazing Experiences in 2018 for our villas which rent for \$4,000 to \$20,000 per night, and have seen excellent results with a significant ROI. Your readership is amazing in terms of quality"

- Sean Emmerton, CEO, Elegant Mexico





Good morning Doug!

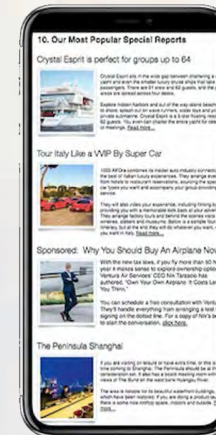
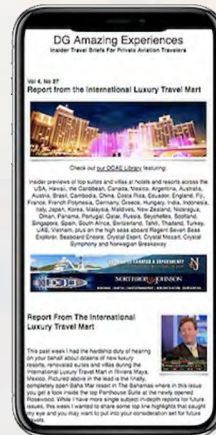
We've decided to purchase a new CJ4 from Textron and we would like for your aviation attorney to look the Purchase Agreement over before we sign.

PJCC subscriber

Hi Doug,

I am the CEO of Sprint and enjoy getting your newsletter. We love traveling around the world. We are privileged to have our own plane and now just bought a 150 ft yacht. Have a quick one for you? How can I get the best boat itineraries? Any idea

Marcelo Claure, CEO, Sprint



I really enjoy your newsletters. It's a great combination of travel information and private aviation news. It's right to the point, well-written and no fluff. I've given it to my team to show them how to write newsletters that appeal to CEOs!

CEO, Fortune 500 Company

READERS SPEAK

Our weekly e-newsletter delivers to over 25,000 full and fractional private jet owners and C-level executives whose companies operate private jets.

"Great ideas on new places to go"

Clifford Clark

Founder/Chairman, Discovery Point Learning Centers

"Very informative, in-depth discussion. I enjoy your reports very much!"

James Rane

Chairman, Great Southern Wood Preserving

Net Worth = \$610 million; richest person in Alabama

"Great information on hotels, particularly the 5-star type hotels I stay in."

Colin Campbell

COO, National Hockey League (NHL)

"Great information on what's available in the luxury travel market (and) discussion of security."

Richard Anderl

COO/General Counsel, Mutual of Omaha

"Great job on providing information about access by private jets, runway length, FBO, etc."

Gregg Williams

Chairman, CEO & President, Williams International Corp. (Military Defense)

Privately held – \$500 million+ in annual revenues

RESEARCH AND RESULTS

CASE STUDY – ULYSSE NARDIN

(BANNER ADVERTISING)

- The campaign ran for 15 weeks and generated 562,900 total impressions for a \$26 CPM
- The campaign generated over 220 link clicks
- A flash survey to readers who clicked links generated 50% response rate

Results:

- All respondents recalled the campaign and 90% of respondents said they were now considering Ulysse Nardin



"I enjoy your newsletter. I was not familiar with the Ulysse Nardin brand that your newsletter introduced. I now know enough to have it in my consideration set for a high quality timepiece."
- CFO, Mutual of Omaha

"I do like their watches...I do not have a UN now...but am more familiar. I may consider in the future."
- Founder of Fortune 500 company

"I do enjoy watches and am not looking more at Ulysse Nardin"
- Managing Partner, Troutman Sanders

"Always nice to see watches I wasn't familiar with showcased."
- C-Suite at Blackstone

RESEARCH AND RESULTS

CASE STUDY – JETSUITE

(BANNER ADVERTISING)



- The campaign ran for 13 weeks and generated 618,184 total impressions for a \$21 CPM

Results:

- A post campaign survey was sent to 2,000 readers who opened at least one newsletter during the campaign and 190 surveys were completed
- 74% said they were interested in buying jet cards or on-demand charter solutions
- 40% said they recalled the JetSuite ads in the *DG Amazing Experiences* newsletters
- 56% of readers who recalled the JetSuite ads weren't previously familiar with the operator

RESEARCH AND RESULTS

CASE STUDY – THE BRANDO

(SPECIAL REPORT)

4,215 readers

Prior to receiving a DGAE Special Report on The Brando, a resort in French Polynesia, only **19 percent** of readers were aware of the property despite extensive coverage in all major luxury and travel media.



After reading the DGAE Special Report on The Brando:

- **89 percent** of recipients recalled receiving the DGAE Special Report
- **79 percent** said they are more likely to visit
- **12 percent** said they are likely to visit in the next 12 months
- **8 percent** said they were interested in a full takeover of the resort, which starts at \$350,000
- 2 requests for full takeovers were received from an African Head of State and a Middle East UHNW

RATE CARD NO. 10 - VALID UNTIL DEC. 2024

ADVERTISING IN WEEKLY DGAE NEWSLETTER

- **Banners** (Four stacked 560 x 60 pixels OR Two 560 x120 pixels per issue)
- **Lead Sponsored Spotlight** (Image 560 x 300 pixels + 50 words and link to your website)
- **Most Popular Section Spotlight** (146 x 178 pixels + 50 words and link to your website)

Frequency	13x	26x	52x
Lead Banner	\$2,500	\$2,200	\$2,000
Interior Banner	\$1,900	\$1,700	\$1,500
Spotlights – Lead/ Most Popular Section	\$3,000/ \$1,500	\$2,750/ \$1,250	\$2,500/ \$1,000

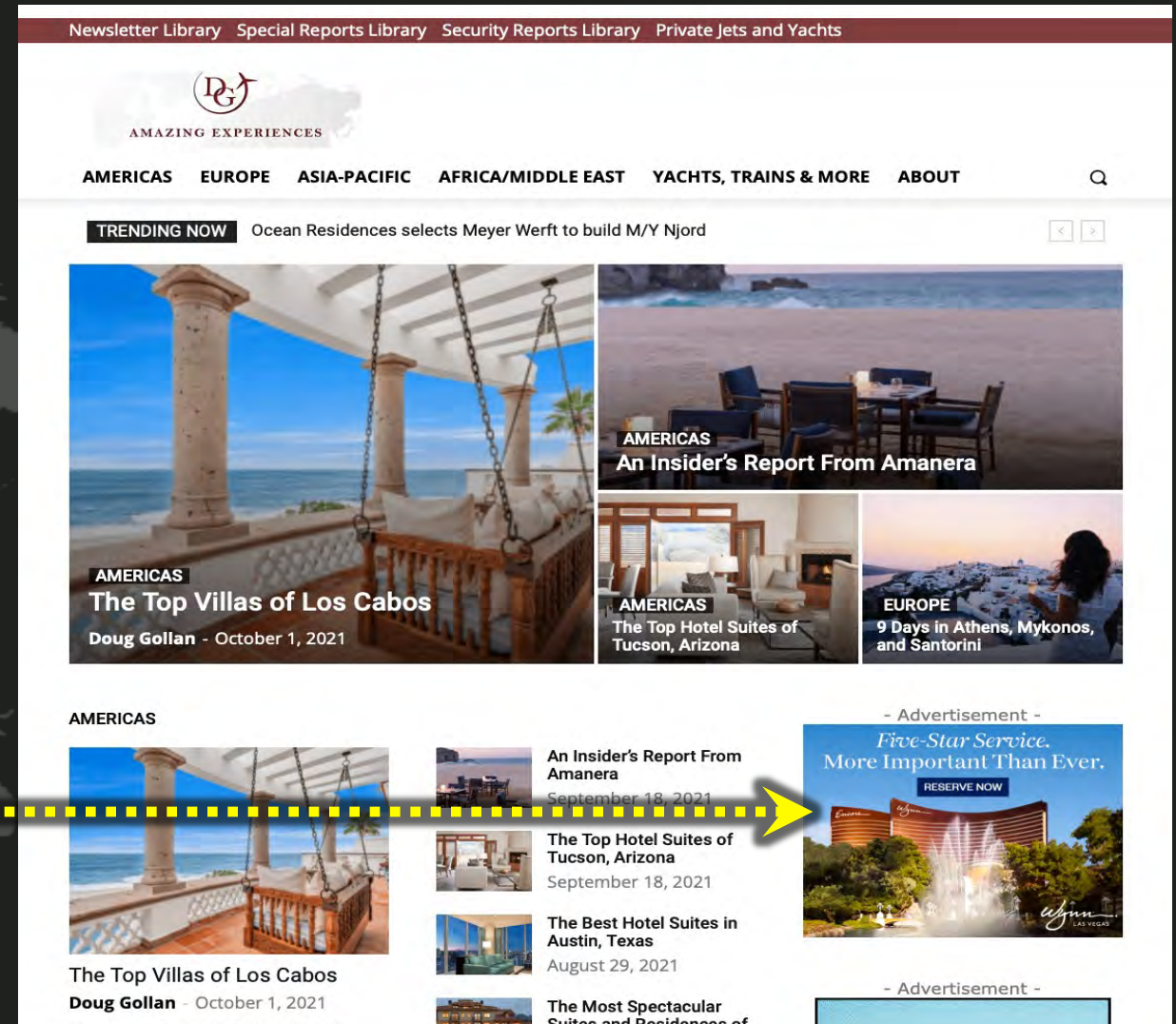


RATE CARD NO. 10- VALID UNTIL DEC. 2024

DGAmazingExperiences.com Website

Included in your Banner Ad program

- Ad Placement (300 x 250) on every page right hand column with image and link to your website
- Accountability – You receive a detailed readership report enabling you to track leads, purchases, and ROI



RATE CARD NO. 10- VALID UNTIL DEC. 2024

SPONSORED CONTENT IN DGAE NEWSLETTER

Special Reports

- Subject Line of Newsletter generating 100% awareness to to all recipients (25,000 +)
- Headline of that week's issue
- Main Story – 1,500 to 2,500 words of co-developed content
- UPGRADE: Your most recent Special Report will run in the Most Popular Special Reports section for 13 weeks (\$18,000 value) when you add a 13-week banner ad program for \$24,700.

Net Investment per report = \$10,750

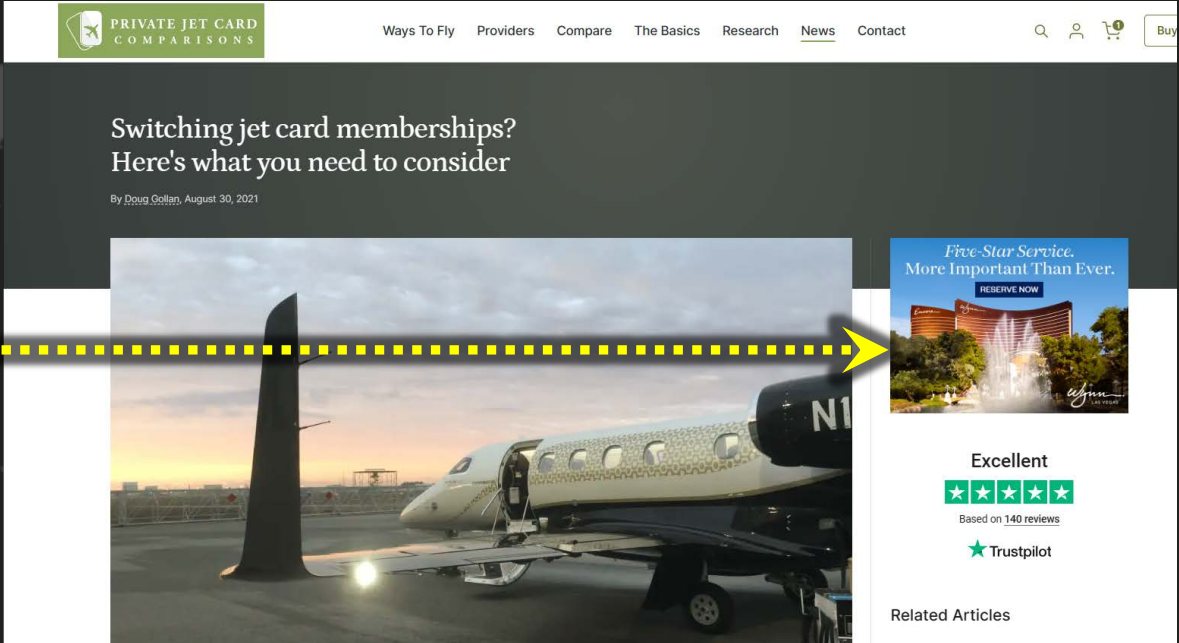


RATE CARD NO. 10- VALID UNTIL DEC. 2024

PRIVATE JET CARD COMPARISONS

Reach the purest private jet user market online

- Over 1,000,000 page views from private aviation interested users (Source: Google Analytics – Jan. through Nov. 2022)
- Ad Placement (300 x 250) on every page* above Private Aviation News with image and link to your website
* home page excluded (less than 5% of traffic)
- Limited to 5 Advertisers
- \$2,000 per week



The screenshot shows the website's navigation bar with links: Ways To Fly, Providers, Compare, The Basics, Research, News, and Contact. The main content area features an article titled "Switching jet card memberships? Here's what you need to consider" by Doug Gellary, dated August 30, 2021. Below the article is a large image of a private jet on a tarmac. To the right of the jet is a 300x250 advertisement for a service. The ad includes the text "Five-Star Service. More Important Than Ever." with a "RESERVE NOW" button, a "Trustpilot" logo, and a rating of "Excellent" based on 140 reviews, represented by five stars. Below the ad is a "Related Articles" section.

Investment = \$104,000 annually

RATE CARD NO. 10 VALID UNTIL DEC. 2024

PRIVATE JET CARD COMPARISONS

Direct Access to the Pinnacle of Private Jet Travelers

- Ad Placement (560 x 300)
 - Ad is inserted into the body section of article pages



The screenshot shows the website's header with navigation links: Ways To Fly, Providers, Compare, The Basics, Research, News, Contact. A search icon, user profile icon, and shopping cart icon are also present. A 'Buy 2023 Guide' button is in the top right.

The main content area features a large advertisement for Wynn Las Vegas with the text: "Five-Star Service. More Important Than Ever." and a "RESERVE NOW" button. Below the ad, there is a paragraph of text: "Don't use the hourly rates companies publish on their websites or marketing brochures to figure out how much you will end up paying for your flights. Consider them merely one element in a somewhat complex math equation." followed by a sub-heading: "Private Jet Card Comparisons".

Below the text, there are several paragraphs of content, including: "Over 40 providers offer fixed one-way rates and guaranteed availability in the Continental U.S. (Others offer dynamic pricing, which means they quote on a trip-by-trip basis similar to on-demand charter). The fixed-rate service area for programs extends to the Caribbean, Mexico, Canada, Hawaii, Europe, and beyond." and "That's important. It means you don't have to pay the cost of repositioning the aircraft before or after your flight, something that is factored into on-demand charter quotes." and "To get your contracted rate, virtually all cards give you a non-peak booking window from as little as 72 hours to a svelt six hours before departure. That can really come in handy when you need or want to go someplace on short notice. It's also about as close to Uber as you can get when it comes to flying."

The right sidebar contains a list of articles: "Everything you need to know about Wheels Up 2.0", "Hopes out as AeroVanti CEO replaced by Todd Britton-Harr", "Private Jet Flight Activity Analysis - 2023 - Week 41", "Supply chain, labor issues still hampering private jet industry", "JSX adds seasonal Morristown to Miami, Boca Raton shared flights", and "Read Latest Aviation News ->". Below this is a "Popular Aviation Resources" section with links: "Private Jet Online Flight Time Calculator", "Jet Card Comparisons By Company", "List of Fractional Ownership Providers", "Compare Aircraft by Range", "Compare Aircraft by Size", "Private Jet Fuel Cost Per Hour", and "Frequently Asked Questions about Jet Cards".

RATE CARD NO. 10- VALID UNTIL DEC. 2024

PRIVATE JET CARD COMPARISONS

Your Brand in the Hands of High-Net-Worth Flyers

- Ad Placement (980 x 120)
 - Wide display ad for full page layouts

The screenshot shows the website's navigation bar with links: Ways To Fly, Providers, Compare, The Basics, Research, News, Contact. A search icon, user profile icon, and shopping cart icon are also present, along with a 'Buy 2023 Guide' button.

On-Demand
A curated list of leading brokers
Chartering flight-by-flight on-demand enables you to specify exactly what you want, from aircraft vintage to configuration, at market rates. In this case, expertise matters. We've culled 1000s of on-demand brokers to create this targeted list.
[Learn More](#)

Jet Sharing
By-the-seat and shared costs
Jet Sharing enables you to split the cost of your private jet charter or by single seats on scheduled flights operating from private terminals. Jet sharing saves money and enables you to bypass crowded airport terminals and TSA lines. Our Jet Sharing Guide gives you of who offers these services, what routes you can fly, and how much it costs.

AMAZING EXPERIENCES
Check-in for the Pinnacle of Top Hotel Suites and Luxury Travel Experiences

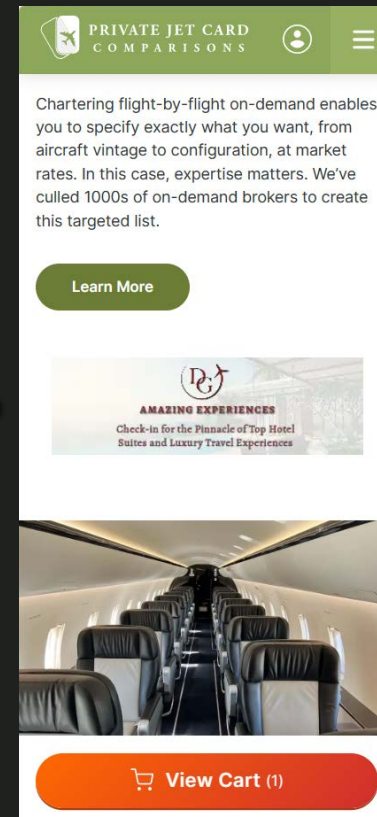
Investment = \$52,000 annually

RATE CARD NO. 10- VALID UNTIL DEC. 2024

PRIVATE JET CARD COMPARISONS

Your Brand in the Hands of High-Net-Worth Flyers

- Ad Placement (320 x 100)
 - Mobile wide display ad for full page layouts





AMAZING EXPERIENCES

Weekly CEO-Style Travel and Lifestyle E-Newsletter For Private Jet Owners



PRIVATE JET CARD
COMPARISONS

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FOR FURTHER INFORMATION:

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