

PRIVATE JET CARD COMPARISONS

Know before you buy...

DG AMAZING EXPERIENCES

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

2027 MEDIA KIT

Celebrating over 10 Years of Luxury Travel

MEET Doug Gollan



Doug Gollan is a leading expert on marketing to UHNWs. In addition to co-authoring “The Sky’s Limit: Marketing to the New Jet Set” and “Secrets of Selling to the Super Rich,” he was the 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 buyer’s guide to jet cards whose subscribers buy over $1 billion 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
- Opt-in subscribers
- 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

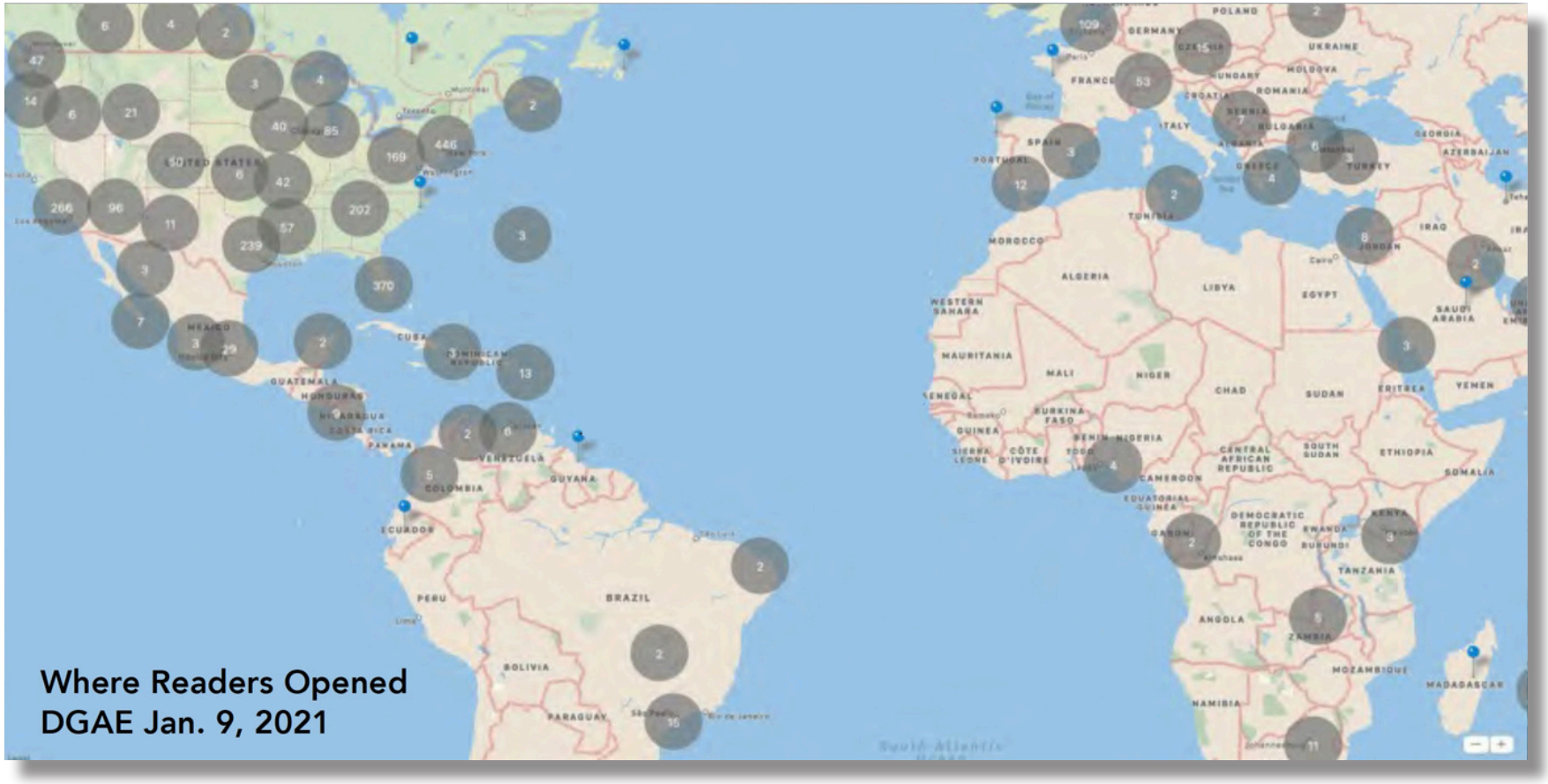
thatprivatejetowners like...



- 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 UHNWs wherever they are.



Top Lifestyle Passions

- Travel 89%
- Fine Dining 47%
- Sports & Outdoors 40%
- Health & Wellness 39%
- Real Estate 38%
- Yachts & Boating 37%
- Wines & Spirit 37%
- Luxury Automobiles 31%
- Watches & Jewelry 25%

OurSister Website

PRIVATEJET CARD COMPARISONS

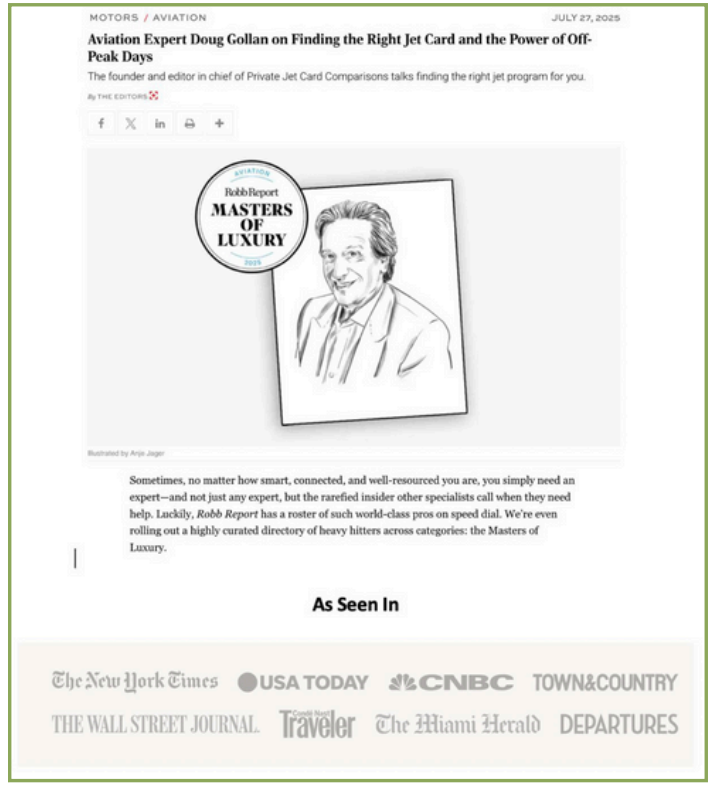
PRIVATE JET CARD COMPARISONS

Know before you buy...

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

- Jet cards and fractional ownership 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 500 programs and comparing them by 65+ variables for subscribers who pay $500 per year for access
- PJCC draws over 40,000 unique visitors per month looking for insights on private aviation solutions
- Subscribers buy over $1 billion in private jet travel annually!
- All Private Jet Card Comparisons subscribers receive the DG Amazing Experiences e-newsletter

Robb Report


MOTORS / AVIATION JULY 27, 2025

Aviation Expert Doug Gollan on Finding the Right Jet Card and the Power of Off-Peak Days

The founder and editor in chief of Private Jet Card Comparisons talks finding the right jet program for you.

By THE EDITORS

Robb Report MASTERS OF LUXURY

Sometimes, no matter how smart, connected, and well-resourced you are, you simply need an expert—and not just any expert, but the rarefied insider other specialists call when they need help. Luckily, *Robb Report* has a roster of such world-class pros on speed dial. We’re even rolling out a highly curated directory of heavy hitters across categories: the Masters of Luxury.

As Seen In

The New York Times USA TODAY CNBC TOWN&COUNTRY THE WALL STREET JOURNAL. Traveler The Miami Herald DEPARTURES

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

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

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



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 reaches over 25,000 full and fractional jet owners and C- level executives, business owners, and families who fly privately.

"Great ideas on new places to go"
CliffordClark
Founder/Chairman,DiscoveryPointLearningCenters

"Very informative, in-depth discussion. I enjoy your reports very much!"
JamesRane
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."
RichardAnderl
COO/General Counsel, Mutual of Omaha

Research & 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 responded 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 & Results

CASE STUDY – THE BRANDO (BANNER ADVERTISING)

4,215 readers

Prior to receiving a **DGAE Special Report** on The Brando, a resort in French Polynesia, only 19 percent of readers were awareofthe property despite extensive coverageinall 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. 12 - VALID UNTIL DEC. 2027

ADVERTISING IN WEEKLY **DGAE NEWSLETTER**

Lead Banner

- Banners (Two 560 x 120 pixels/issue - one appears above the Main Feature)

Weeks	13x	26x	52x
Lead Banner	$3,000/wk	$2,700/wk	$2,500/wk



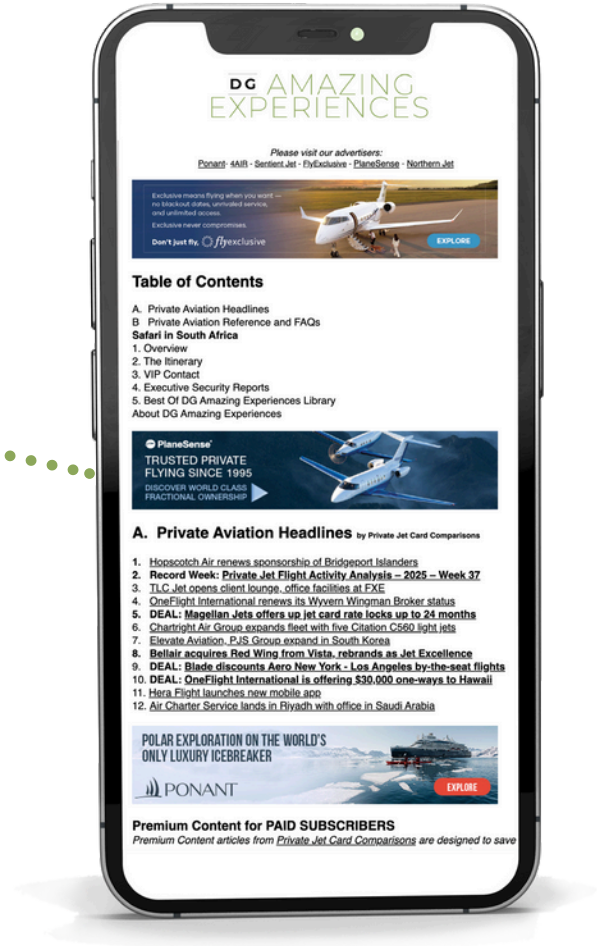
RATE CARD NO. 12 - VALID UNTIL DEC. 2027

DGAmazingExperiences.com
Website

Interior banner

- Banners (Two 560 x 120 pixels/issue - one appears above the Main Feature)

Weeks	13x	26x	52x
Interior Banner	$2,400	$2,200	$2,000



RATE CARD NO. 12 - VALID UNTIL DEC. 2027

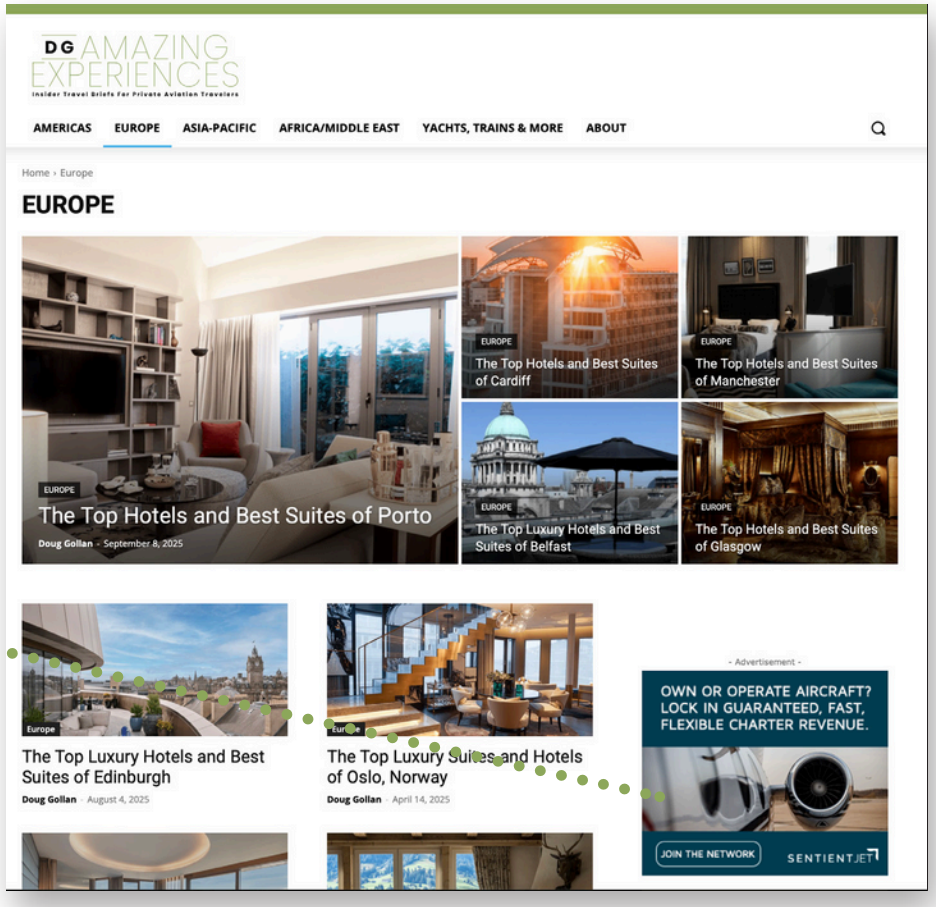
DGAmazingExperiences.com

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. 12 - VALID UNTIL DEC. 2027

SPONSORED CONTENT IN DGAE NEWSLETTER

Lead Sponsored Spotlight

- Image 560 x300 pixels+50 words appears above the issue's Main Feature Story - includes link to your website

Weeks	13x	26x	52x
Lead Sponsored Spotlight	**$3,000**	**$2,750**	**$2,500**



RATE CARD NO. 12 - VALID UNTIL DEC. 2027

SPONSORED CONTENT IN DGAE NEWSLETTER

Most Popular Section Spotlight

- Image 146 x 178 pixels + 50 words appearing in the Most Popular section - following Main Feature Story

Weeks	13x	26x	52x
Most Popular Section Spotlight	$1,500	$1,250	$1,000



RATE CARD NO. 12 - VALID UNTIL DEC. 2027

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. 12 - VALID UNTIL DEC. 2027

PRIVATE JET CARD COMPARISONS

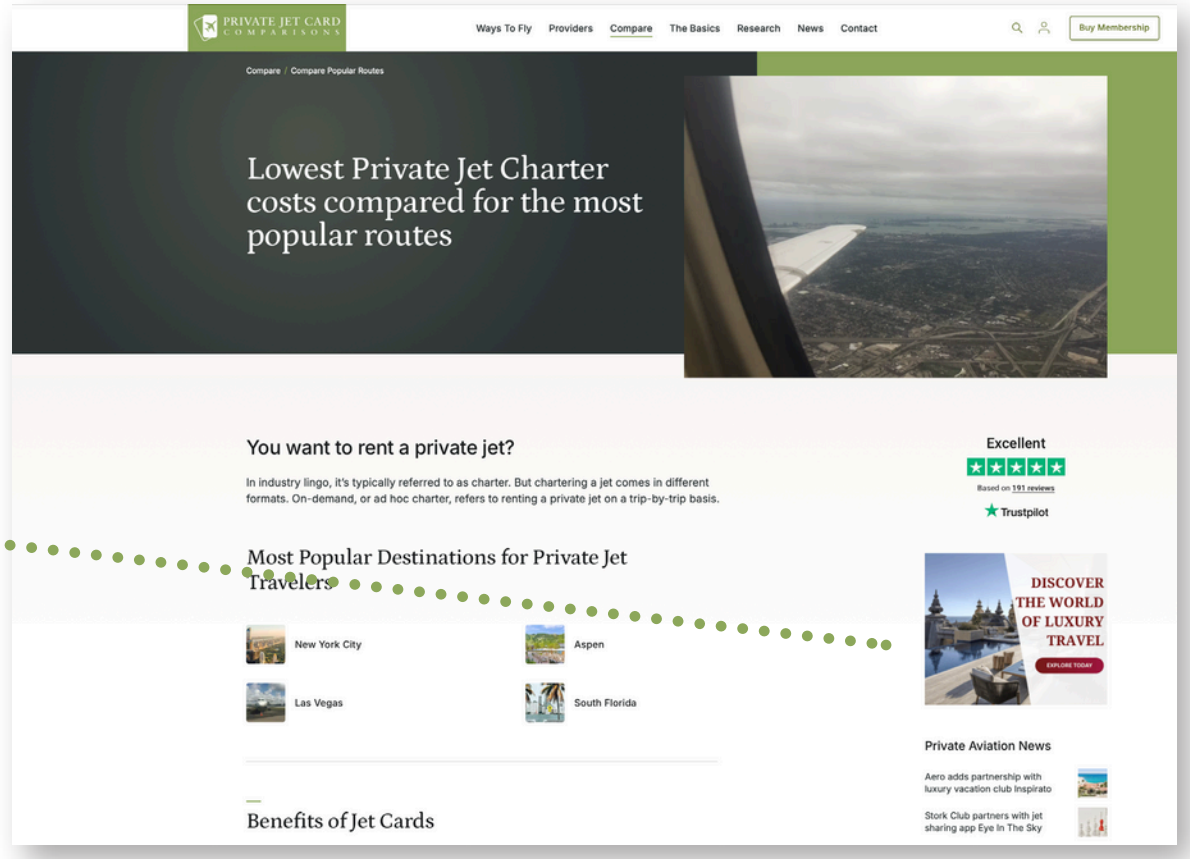
Reach the purest private jet user market online

• Over 1,250,000 page views from private aviation interested users (Source: Google Analytics – Jan. through Dec. 2024)

• 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

Investment = $104,000 annually



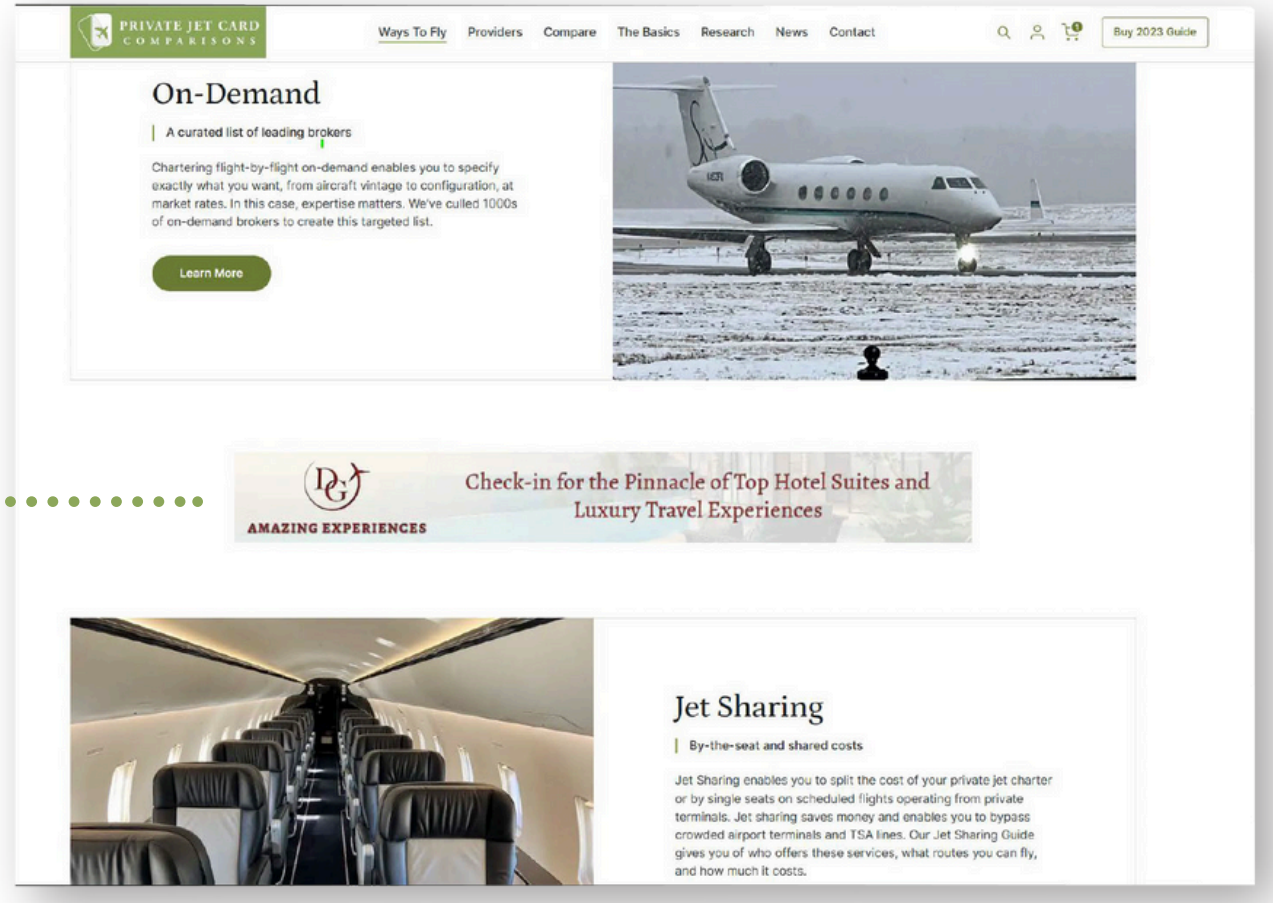
RATE CARD NO. 12 - VALID UNTIL DEC. 2027

PRIVATE JET CARD COMPARISONS

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

- Ad Placement(980 x120)

  Wide display ad for full page layouts



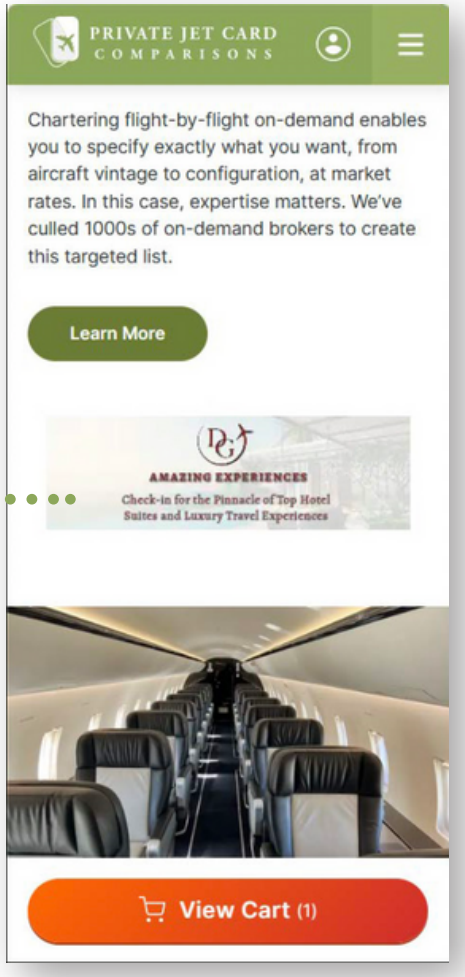
RATE CARD NO. 12 - VALID UNTIL DEC. 2027

PRIVATE JET CARD COMPARISONS

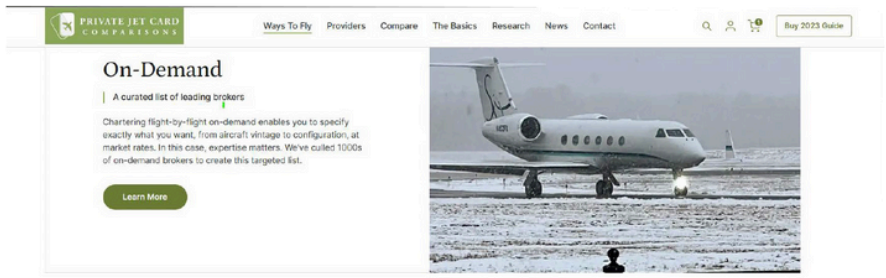
Your Brand in the Hands of High-Net-Worth Flyers

- Ad Placement (320x100)

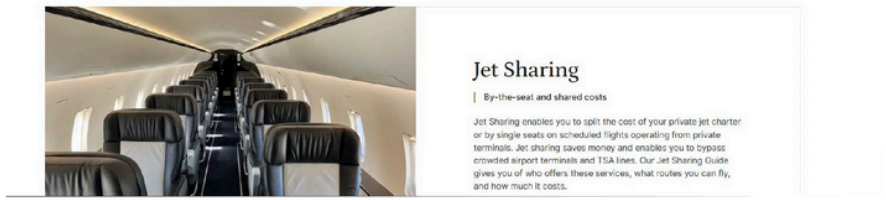
  Mobile wide display ad for full page layouts

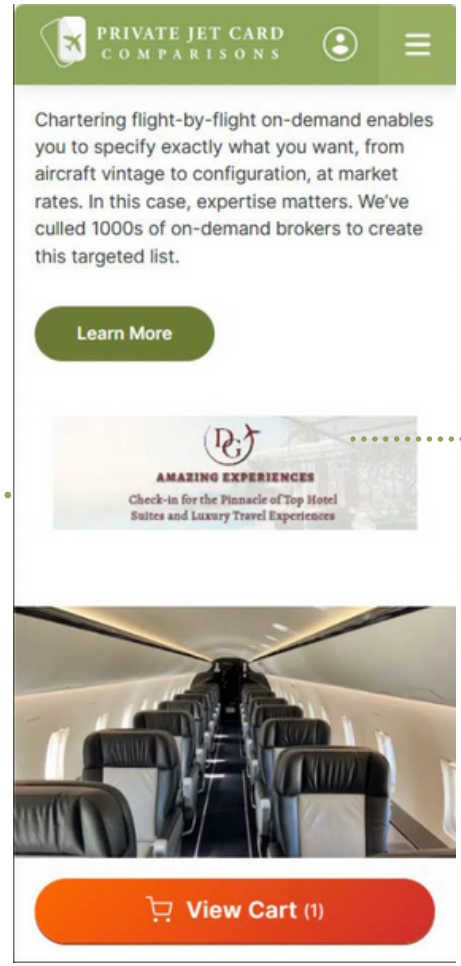


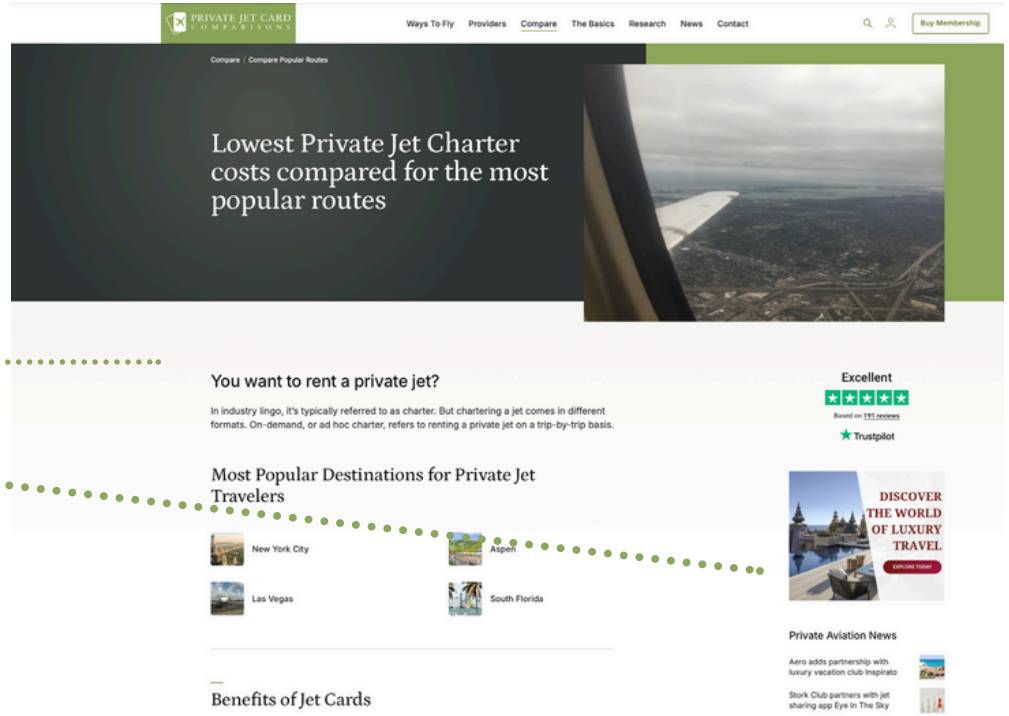
Advertising - Run of Site







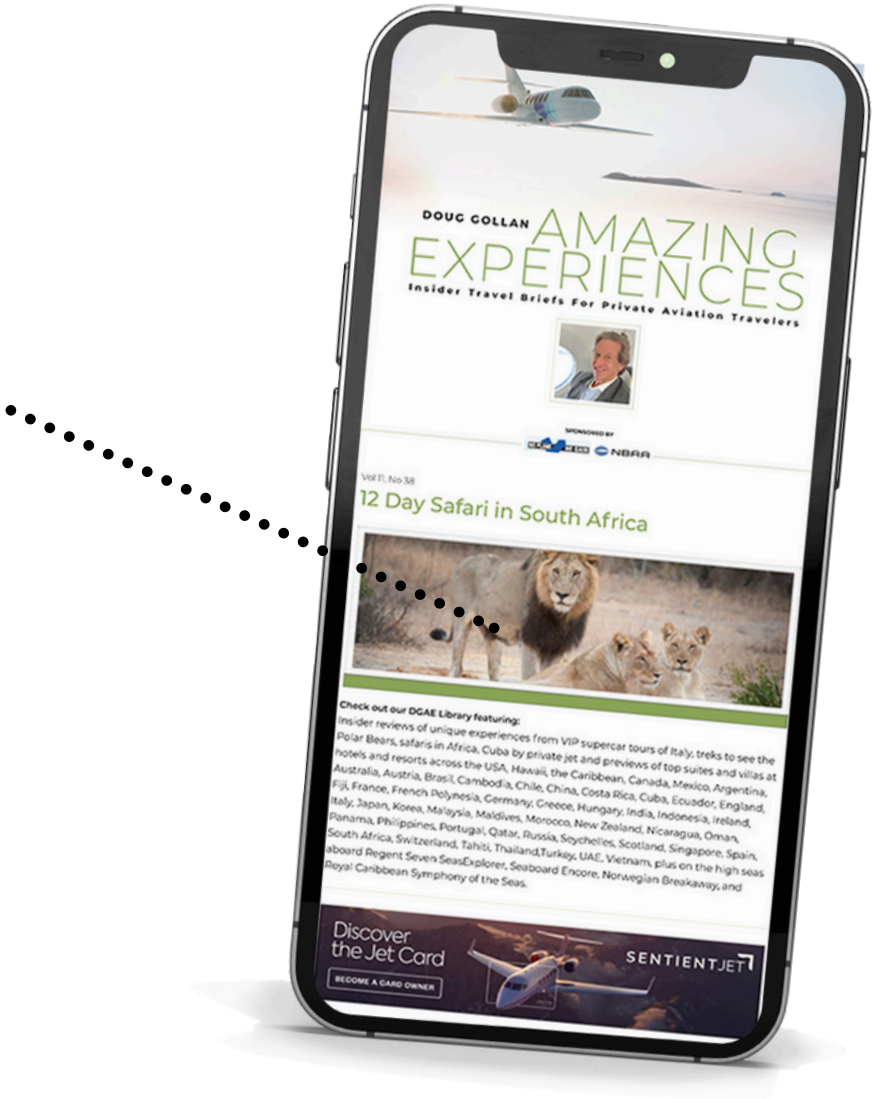




Special Report

•SubjectLine 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



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FOR FURTHER INFORMATION:

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