



FlightAware

GENERAL AVIATION

LUXURY TRAVEL

BUSINESS TRAVEL



2024

CONTENTS



- 03** What Does FlightAware Do?
- 04** FlightAware Demographics
- 06** Authoritative Source for Press
- 07** Sponsorship Opportunities
- 08** Newsletter and Flight Alerts
- 09** Site Advertising Units
- 10** FlightAware Mobile Apps
- 11** Contact FlightAware

What does FlightAware do?



FlightAware is the number one aviation website in the world providing web-based flight tracking services for both private and commercial travelers.

Since FlightAware's launch in 2005, the platform has attracted an affluent and highly sought-after demographic. FlightAware provides a unique opportunity for advertisers to target this exclusive audience that is otherwise challenging to reach.



FlightAware Demographics



19 million

Unique users

170 million

Page views

REGISTERED USERS

Over 141,301 own an aircraft

Over 364,635 are pilots

Average net worth of owner pilots is \$1.4M (Many over \$20M)

Average private prop airplane is valued at \$500K

Average private jet airplane is valued over \$6.5M

62% male, 38% female

| | |
|---------------------|------------|
| Age: 18-24. | 15% |
| 25-44. | 47% |
| 44-64. | 29% |
| 65+. | 9% |

TRAVEL HABITS

81% personally plan and book travel using online booking

27.5 nights overnight in a hotel in the past 12 months

Overall, business travel comprises 18% of total U.S. domestic person-trips

Average operating cost of travel on users' business jets is \$6,200/hr with an average round-trip cost of \$27,900.

FlightAware's users are 16x's more like to visit an air travel website than the average internet user.

Source: AOPA/Quantcast/Google Analytics

FlightAware Demographics



20 minutes

Average time spent on site

25%

Private Tracking

75%

Commercial Tracking

TARGETING INFLUENTIAL CONSUMERS

More than 19 million unique visitors per month, including private and commercial airline passengers, pilots, Fortune 500 companies and more

Over 12 million registered users

Over 170 million monthly page views

PRIVATE FLIGHT TRACKING

Virtually all FBOs (private aircraft terminals) use FlightAware.com

25% of all page views per month

COMMERCIAL AIRLINE FLIGHT TRACKING

75% of all page views/month

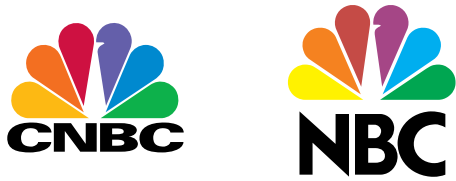
Target by airlines such as: Delta, American and United

comSCORE

495 Men Age 45-64
w/ 100K + HHI

390 Age 25-54
w/ 100K + HHI

Authoritative Source for Press



"Top website to track a flight."

– TRAVEL AND LEISURE

"Post-pandemic, there has been heightened consumer interest in flight cancellation and delay stories. Flight-Aware has enabled us to write unique data-driven stories that inform and really resonate with our readers."

– FORBES ADVISOR



Sponsorship Opportunities



bloomingdales

BOMBARDIER

BOSE



Cadillac



FLEXJET

GARMIN



IHG



NETJETS

IWC
SCHAFFHAUSEN

TEXTRON



Advertising campaigns are customized to optimize the marketing objectives of our partners.

TARGETED AD DELIVERY

By airport, airline, geography, international flights

Private vs. Airline

Geographic DMA

Type of jet (for private)

Time of day (i.e. M-F, 9am-9pm)

Ownership of aircraft

Pilot

Cancelled/delayed flights

C-Suite

THIS MEANS FOR YOU

No wasted marketing impressions

Measurable results

Your message in front of high net worth individuals and business travelers

FlightAware Mobile Apps



KEY FEATURES

iPhone, iPad and Android

Free download

Track commercial flights, private flights, charter and general aviation aircraft

Demographic/geographic targeting GPS/Google Map all "Nearby Flights"

Full screen map with weather features

Set up Flight Alerts

HIGHLIGHTS

Rated in the best travel apps

CNN selected as Top Travel Application

Over 6MM app users

Apps deliver over 50MM impressions a month

All ad units served through Google Ad Manager

Dedicated sponsorships available



Newsletter and Flight Alerts



NEWSLETTER

This e-mail offers wide exposure to our registered members:

- \$15,000/month
- Over 11.5 million total circulation
- 100% SOV
- Circulation: daily, weekly, and monthly



FLIGHT ALERTS

Flight Alerts notify you via text message or email about flight arrivals, departures, diversions and delays.

- 6.8 million alerts monthly
- Target your ad to private aviation, specific airlines, aircraft type, or airport origin/destination
- Size: 90 character max for mobile text/email 728x90 creative
- Tracking: Alert delivery statistics and metrics provided by FlightAware
- Pricing: Flat monthly fee based on estimated number of alerts

Site Advertising Units



SUPPORTED ADS

300 x 600 / 728 x 90 / 300 x 250 / 320 x 50 Pixels (Rich Media, Video, Custom Designs)

IAB Compliant

IMPRESSION MODEL

Pricing model based upon specificity of target demographic.

CPMs range from \$14-\$30+, with access to key travel destinations, aircraft owners, and more.

All display units are served through Google Ad Manager to ensure accurate third party impression tracking and performance reporting.

Contact FlightAware



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