



2027 MEDIA

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Jetzign™

Circulation & Analytics

FRESHBOOK Magazine is distributed digitally (via direct email) to more than **12,600 "vetted" subscribers** around the world. Why vetted? Because we are an industry only publication, meaning only those individuals and companies directly involved in the INTERIORS sector of aviation. For this reason all our subscribers are vetted as well as all other recipients. We are circulated to THREE groups and three groups only, with the following breakdown.

Design Studios 11%	<i>Every recognized studio in the world, including both independents and major design departments within completion centers and OEMs</i>
OEMs & Completion Centers 12%	<i>All Major OEMs + all established / recognized centers in the world serving the bizjet, VVIP, first class Commercial or VIP Helicopter markets.</i>
Interior Cabin Suppliers 63%	<i>We represent and have as subscribers / followers more than 600 cabin supplier companies - worldwide, in 44 categories.</i>
Private, Charter & Fleet Operators 14%	<i>This is our fastest growing segment of subscribers. As of this publishing, both large and smaller operators are discovering JCFM and the number is climbing.</i>

For all of you on LinkedIn, you already know we heavily support our advertisers every MON, WED & FRI with independent campaigns to our audiences there - which includes an initial **4400 direct followers** and distribution to 17 more interior related LinkedIn groups, with an additional reach of more than 70,000 interior company principals and key employees.

Our average open rate for first mailing of a new issue is **41%**. Click thru rates for articles (depending on subject) range from **8-13%** on initial mailing. We routinely launch multiple subsequent mailings of new issues across both our subscriber base and LinkedIn followers. Both rates diminish on subsequent mailings but site visit data shows a high reopen rate among our vetted subscribers - and a significant capture of non first-time visitors on subsequent mailings. We maintain an average 91% delivery rate and 94% of our subscribers open on desktop vs. mobile.

ONE Ad Size — Magazine Wide

8 X 11 format (1150 X 1590 pixels)

HOW DOES MY AD DISPLAY?

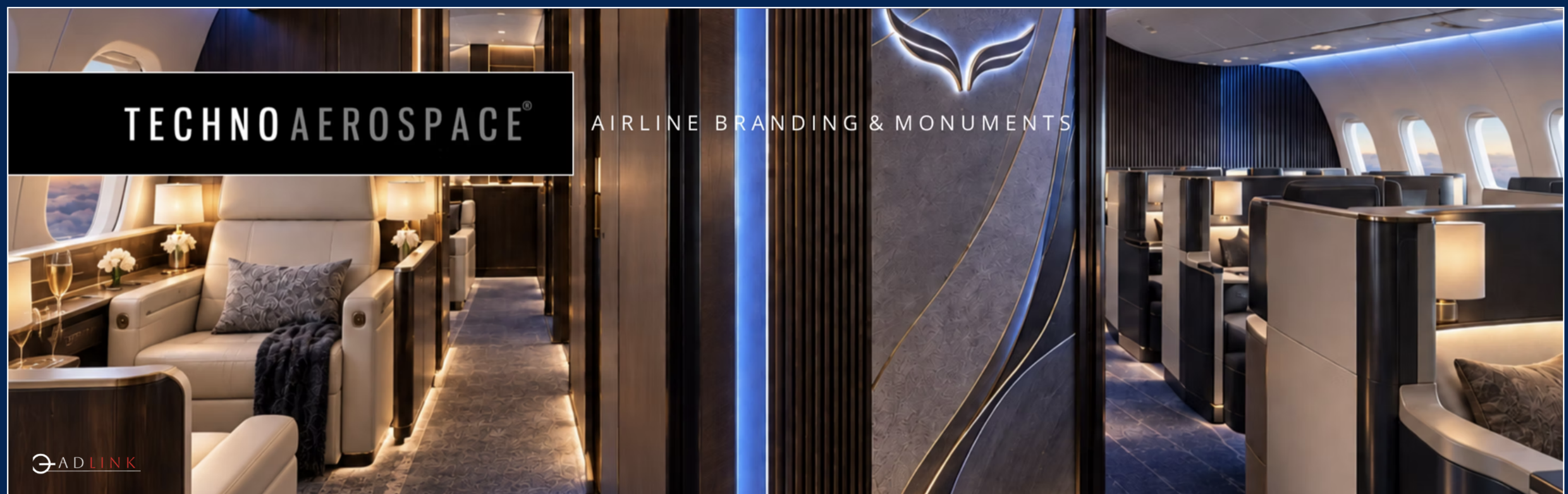
ON DESKTOP Your ad lives inside the page covering one-third of the screen width and sits immediately to the right of the feature article. Best of all, ad blocks scroll with the reader - making it impossible for them to miss you

ON MOBILE your ad covers the screen's full width and stacks above the article, again making it impossible for anyone to miss. This is valuable real estate because 43% of our traffic reads JetCabin on mobile.

PRODUCING YOUR AD — The option is yours. Build your own ad internally or let our talented graphics staff build it for you at no additional cost. All ads are formatted vertically like the one here.



Page Sponsorship — one per page based on avialability



Page sponsorship ads rest at the top of each section — only one position available per page. Not all pages available. For more information and pricing, reach out at: advertising@freshbook.aero or call: **+1.214.415.3492**

JetCabin Freshbook was first launched in the fall of 2018 as an all digital, managed platform for bringing Designers, Completion Centers and Specifiers the very freshest new roll-outs and innovation from the global CABIN SUPPLIER community. Our goal, then and now, hasn't changed. Today, the top design studios around the world, as well as all major completion centers and OEMs, all recognize both our brand and our value as a tool for staying on top of their game and bringing the very latest to their projects. Our slogan: *"Work Smart...Stay Fresh."*

Why Are JetCabin Ads So Effective?

- **We publish SIX times per year** - each issue heavily promoted - plus active ongoing promotion of your company throughout the year.
- **Your ad lives where your audience is.** We have SIX industry segments to choose from - each with it's own targeted audience.
- **Your ad literally follows the reader** as the read the adjacent feature articles making it impossible for anyone to miss your ad.
- **All articles are shareable via page links**, which means that when its shared, your ad goes with it expanding your reach beyond the magazine



Advertising Rates

All JCF advertising space is sold on an ANNUAL basis. All purchased ads run for a full year (ALL SIX ISSUES). At the end of 2026, we rolled out a ground-up rebuild of JetCabin Magazine — and with it came big changes. We are now divided into multiple sections, each with it's own page, URL and feature articles. By choosing the page (or pages) where you want your article to display, you are choosing a highly focused audience of interested buyers.

Here's what's included with ALL ad purchases:

- *Your PRIMARY display ad displayed on your chosen page.*
- *A SECONDARY ad placement (optional) on another page of your choice (requires upcharge. see below)*
- *An ADVERTISER'S PAGE with additional text, imagery, weblink, sales contact, video*
- *Year-round, ongoing email blasts & Linkedin promotions touting your latest products / news / show attendance etc.*

NEW RATES (Effective Jan 1, 2027 **The rate below cover one full year - all six issues + promotions**

UNIVERSAL ONE-THIRD WIDTH VERTICAL — Your Choice of Section **\$ 8,500.**
Common ad size & rate across all sections

ADDITIONAL SECTION — OPTIONAL **\$1,500.**
Limit one additional section per advertiser

PAYMENT OPTIONS

Pay upfront, one and done. no fee.

Pay out over the year via ACH —six equal payments via your internal ACH auto-pay. No fee

Pay out over the year via auto-draft —six equal payments via our auto-draft system. Adds 3.9% payment processing

AD SPECS

EASY-PEASY — NO COMPLICATED AD SPECS

If you're building your own ad, Submit (1150 px X 1590 px) final art in either JPG, PNG or PDF format

Resolution: minimum 72 d.p.i. (preferably 150 d.p.i.)

LET US BUILD IT FOR YOU

Our talented graphics group will happily create your ad for you if you choose. It works like this. Simply provide a couple of hero images that conform to the format above, along with your PNG (no background) logos and a line or two of text. That's it, We'll create multiple options for you. Approve one, make a few tweaks and you're all set!

KEEPING IT CLEAN

JetCabin Magazine maintains a strict conformance to clean aesthetics - not only across the magazine itself but the ads we carry. It's all about having your ad effectively convey to your audience. Keep it simple. Less is more.



Design begins **when materials meet.**

2027 Publication Schedule

JCF is a bi-monthly (6 issues per year) all digital publication. Please see our publication calendar below.



JANUARY 2027

Publish Date: **JAN 5th** / Copy deadline - **DEC 11th**

This issue will be focused on the 2024 Dubai Air Show

MARCH 2027

Publish Date: **MAR 5th** / Copy deadline - **FEB 14th**

This issue will debut the full global Designer Roster as a dedicated section

MAY 2027

Publish Date: **MAY 5th** / Copy deadline - **APR 8th**

This issue's editorial is not yet planned

JULY 2027

Publish Date: **JUL 5th** / Copy deadline - **JUN 10th**

This is our EBACE show issue covering upcoming events and new rollouts to be on the lookout for at the show. Also AIX in Hamburg.

SEPTEMBER 2027

Publish Date: **SEP 5th** / Copy deadline - **AUG 16th**

This is our NBAA/BACE issue, covering the spin-up and all show events.

NOVEMBER 2027

Publish Date: **NOV 5th** / Copy deadline - **OCT 14th**

This issue is not yet planned. Please check back for updated content



Note: Our feature article program is subject to change throughout the year according to emerging innovations / new product releases etc. Please contact your JetCabin sales rep for updates prior to upcoming issues.

Jetzign™

Jetzign™ IS JETCABIN'S MOST VISITED DEPARTMENT FEATURING THE WORLD'S TOP DESIGNERS AS THEY GIVE US A GLIMPSE INTO THE NEAR-TERM FUTURE OF CABIN DESIGN - IN RICH VIDEO ANIMATION FORMAT. WHY IS THAT IMPORTANT TO YOU AS AN ADVERTISER? WELL FIRST AND FOREMOST, THEY ARE THE ONES THAT OFTEN SPECIFY YOUR GOODS ONTO THEIR PROJECTS. AND SECONDLY BECAUSE DESIGNERS SET THE TRENDS AND SPAWN NEW INNOVATION. WE HAVE MADE JETZIGN A PARAMOUNT PART OF OUR ONGOING MISSION IN ORDER TO MAINTAIN CLOSE BONDS WITH THE WORLD'S TOP STUDIOS. IT INFORMS ALL OF US ON WHAT'S COMING AND THEREFORE WHAT NEW DIRECTIONS TO CONSIDER IN DEVELOPING NEW PRODUCTS TO MEET FUTURE DEMANDS.

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VISIBILITY