Jetset MAGAZINE

2026 PRINT MEDIA KIT

DIGITAL MEDIA KIT AVAILABLE AT WWW.JETSETMAG.COM

Jetset
MAGAZINE

I am delighted to welcome you to the exclusive world of *Jetset* Magazine. As the Founder and CEO, it's my honor to invite you into our select group of esteemed advertisers who understand and appreciate the value of reaching the most affluent demographic globally.

At *Jetset* Magazine, we pride ourselves on being the quintessential luxury publication, meticulously tailored for the elite. Our readers are the embodiment of success and sophistication, engaging with our content in their most relaxed environments – whether that's aboard a private jet, on a luxury yacht, at their lavish residences or vacation homes, or while attending premier events and resorts.

Our magazine stands at the pinnacle of luxury lifestyle publications, defining opulence and exclusivity for our readers. With an impressive average household income of over $3.2 million, our audience is not just affluent; they are connoisseurs of luxury, with unparalleled purchasing power. Advertising with us means tapping into an audience that represents the top one percent of global wealth, ensuring your message reaches those who shape the trends and standards in luxury.

Published quarterly, *Jetset* Magazine is a showcase of the most desired products and services. We are selective with our advertising partners, ensuring that each ad placed within our pages resonates with style and distinction. This exclusivity not only elevates your brand but also aligns it with the pinnacle of luxury.

I am excited at the prospect of working with you. Embracing this opportunity means entering into a partnership that promises to be both fruitful and enriching. Together, let's captivate and inspire the most affluent individuals in the world.

Looking forward to a successful collaboration.

Sincerely,

Darrin Austin

Founder / CEO

QUALITY

Jetset Magazine attracts the discerning reader with intelligent and relevant editorial. Through this private invitation into an exclusive club of class and luxury, readers are given immediate access to topics, products, and services that accommodate their lifestyle. From superior design and photography to impressive covers and high-quality paper, *Jetset* distinguishes itself amongst its newsstand peers.

SOPHISTICATION

Jetset Magazine is a recognized icon amongst the elite. Its readers span across the world and consist of Global 500 executives, celebrities, entrepreneurs, diplomats, and professional athletes. Through our exclusive relationships with the wealthiest one percent — as well as private airports and jet and yacht charter companies — your advertising dollars will be concentrated to an impressive conglomerate of absolute spending power.

STYLE

Jetset Magazine defines luxury for the reader and significantly influences buying decisions. There's a high expectation to deliver the latest trends on a superior level. With reviews on topics such as real estate, travel, fashion, jewelry, aviation, boating, and automobiles, *Jetset* guides readers through a virtual shopping experience in both print and online formats.

DEMOGRAPHICS

MICROTARGETED MARKETING

When your targeted demographic represents one percent of consumers who control more than fifty percent of the world's wealth, reaching them can present a challenge. Thankfully, *Jetset Magazine* connects your brand to our targeted readership of the wealthiest one percent, with additional coverage throughout hundreds of private jet terminals, yacht clubs, and other exclusive locations. Published quarterly, *Jetset Magazine* offers you advertising opportunities that are well-positioned to heavily influence major buying decisions.

READER DEMOGRAPHICS

- **Average Age:** 41
- **Male / Female %:** 68/32
- **Median HHI:** $3.2 Million
- **Average Net Worth:** $32 Million+
- **Readership:** 70,000

JETSET READERS TOP SPENDING CATEGORIES

- Automobiles
- Home Furnishings
- Consumer Electronics
- Fine Art and Collectibles
- Hotels and Resorts
- Watches and Jewelry
- Women's Fashion
- Men's Fashion
- Real Estate
- Exclusive Memberships
- Private Aviation
- Cosmetic Procedures

READERSHIP

- On Board Private Jets
- Private Jet Terminals (FBOs)
- Private Jet Charter Companies
- Yacht Brokers, Clubs, and Marinas
- VIP Subscribers
- High-End Car Services
- Corporate Flight Departments
- Corporate Suites
- Fractional Jet Ownership Companies
- First Class Lounges and Cabins
- Suites at Top Hotels and Resorts
- Exclusive Events

2026 EDITORIAL CALENDAR

Each issue of *Jetset* has sections dedicated to subjects within the luxury space that are most relevant to our readership. These include fashion, watches, automobiles, jewelry, beauty, yachts, private aviation, design, real estate, travel, culinary delights and more. In addition, *Jetset* includes timely content revolving around culturally-relevant and seasonal events.

ISSUE 1

- Noctourism Trends and Immersive Experiences
- Brothers in Wine & Spirits: Barrels and Bloodlines
- Rethinking Luxury: The Future of Sustainable Yachting
- A Journey Through the World of Gastronomic Delectable Tastes

ISSUE 2

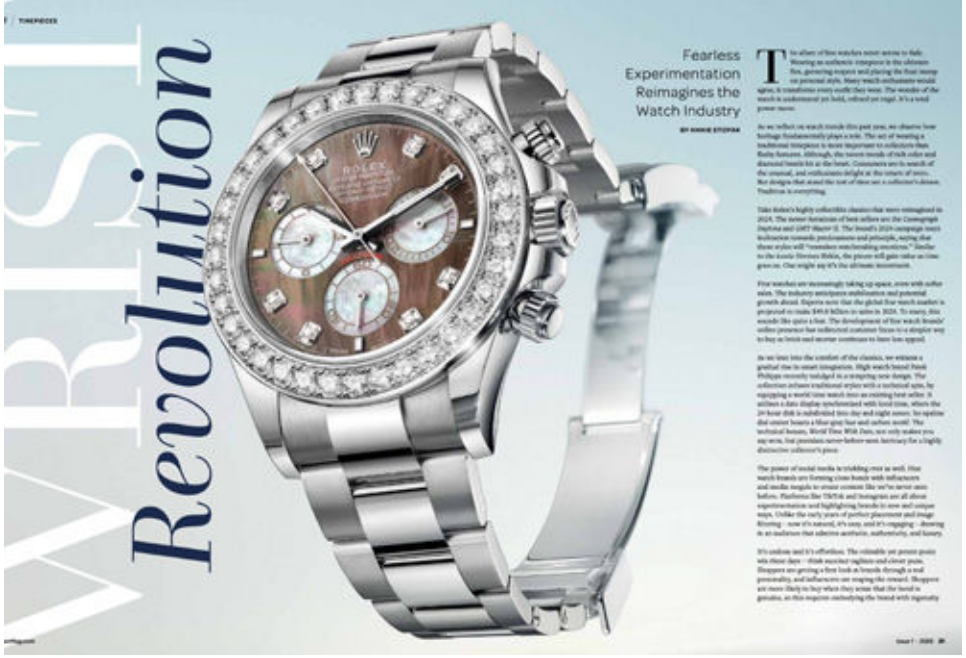
- Wine, Dine, Taste, & Tour: The Most Delectable Tastes of Wine Country
- Luxury Wellness Escapes: Rejuvenation Beyond Relaxation
- Quiet Luxury: A Curated Collection of Fine Jewelry
- Jetset Cards Replacing Fractional Ownership

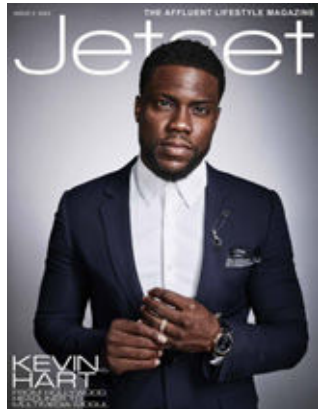
ISSUE 3

- Private Clubs and Experiences Around the World
- Elegant Adornments: The Finest Timepieces in the Industry
- Masters of Interiors: Chic Elegance for the Discerning Elite
- Ultimate Fly-In/Fly-Out VIP Travel Itineraries

ISSUE 4

- Beyond the Slopes: White Glove Winter Excursions
- Secret Islands and Exotic Adventure Travel Destinations
- Partners in Luxury Reshaping Private Aviation
- Trending: A Guide to Everything That Should Be On Your Radar





JETSET'S EXECUTIVE EDITORIAL TEAM

KEN McELROY: With over $500 million dollars in real estate investments, Ken offers a unique perspective to entrepreneurs and real estate investors alike on how to maximize returns on your investments.

DAYMOND JOHN: An entrepreneur in every sense of the word, Daymond John started out selling hats on the street corner and went on to build FUBU into a six-billion-dollar international brand. Today, the award-winning entrepreneur and bestselling author is a Presidential Ambassador of Global Entrepreneurship, star of ABC's hit series *Shark Tank*, and an Executive Editor for *Jetset*. In each issue, he provides our readers with invaluable advice about business, finance, and entrepreneurship that cannot be found anywhere else.

BARRY LaBOV: Barry LaBov is a nationally recognized respected author, speaker, strategist and futurist in the area of field relationship management. Barry is also the President and CEO of LaBov and Beyond Marketing Communications, Inc.

ROBERT KIYOSAKI: Best known as the author of *Rich Dad Poor Dad* — the #1 personal finance book of all time — Robert Kiyosaki has challenged and changed the way tens of millions of people around the world think about money. He is an entrepreneur, educator, and investor who believes the world needs more entrepreneurs.

DR. JOHN DEMARTINI: Founder of the Demartini Institute, he is considered one of the world's leading authorities on human behavior and personal development. His trademarked methodologies, the Demartini Method and the Demartini Value Determination, are the culmination of 42 years of cross-disciplinary research and study.

ADVERTORIALS

Unlike almost any other publication, *Jetset* offers original advertorial content, written and designed by *Jetset*'s esteemed editorial and design teams, that is indistinguishable from rest of the editorial content in the magazine. This gives advertisers the opportunity to subtly promote their products to *Jetset's* affluent readership in ways that do not appear like traditional ads.

CUSTOM CONTENT

Whether you are promoting an individual, brand, product, or service, the skilled editorial and design teams at *Jetset* can help craft original content that blends seamlessly with the rest of the magazine. The average reader will never perceive this as advertorial, thus increasing your chances of engagement and positive brand awareness amongst our high-net-worth readership.

WHAT'S NEW/TRENDING

Located in the front of the magazine, the TRENDING section, is the often first thing *Jetset* readers turn to in order to learn about the latest places, services, and products that the *Jetset* staff is endorsing. It offers a premium location to subtly promote your products and services alongside some of the biggest names in the luxury world.

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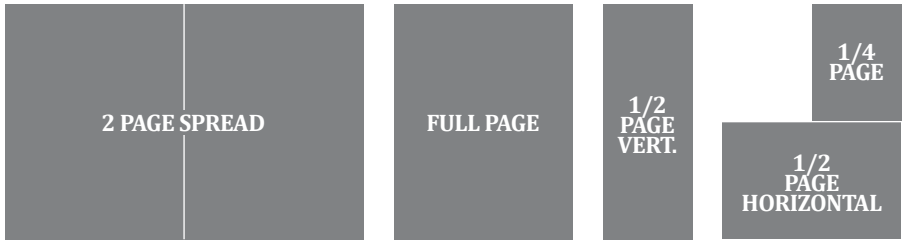
AD SIZE REQUIREMENTS

Space Unit	Final Trim Size
2-Page Spread	16.75” x 10.875”
Full Page	8.375” x 10.875”
Back Cover	8.375” x 10.875”
1/2 Page (Horizontal)	7.65” x 5”
1/2 Page (Vertical)	4.125” x 10.875”
1/4 Page	3.75” x 5”

*For all full page and 2-page spread ad sizes, please add .25” of bleed on all sides. Also, the live area is .25” inside the trim area. Please keep all important text and information a minimum of .25” from the trim edge.

*No .25” bleed required on 1/2 and 1/4 page ad sizes.



GENERAL GUIDELINES

Ensure that all images are a minimum of 300dpi at 100% of final placement size.

Convert all spot/special colors to four-color process. Please provide CMYK files and images only. Do not submit files in RGB, or files containing additional channels.

PLEASE NOTE

- *Jetset* Magazine is not responsible for PDF files prepared incorrectly.

- Crop marks and printer marks are not required to be included. If you wish to include crop marks or printer marks on your artwork, they must be offset by a minimum of .25” so that they appear OUTSIDE the bleed area.

SAFETY: All live/readable text/matter should be .25” from the trim line on all four sides. *Jetset* Magazine is not be responsible for any information or live matter placed outside the safety that is trimmed or cut off.

- When using pure BLACK in your design, please use: C=40, M=30, Y=30, K=100

- All ads submitted should be suitable to print as is. *Jetset* Magazine is not responsible for any errors in content.

- If files are prepared improperly and mechanical requirements are not met, *Jetset* Magazine can not guarantee the reproduction of the advertisement.

SUBMITTING FINAL MATERIALS

Prepare your ad file(s) then upload to our ad upload site:
https://dropbox.hightail.com/upload-jetsetmagazine

Multiple files must be put into a .ZIP file.

If you have any questions about the digital requirements or if you are having difficulty conforming your ad to our specifications, **contact erin@jetsetmag.com or call (480) 626-8552.**

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