



# 2021 MEDIA

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Jetzign™

**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."*



**FRESHBOOK Magazine** is simply the next step in our evolution. Now with a wide audience across the globe, we are positioned as the only 'business to business' all on-line publication focused solely on the Interior Cabin Supplier Community. In our first year, many asked *"why hasn't someone done this before?"* Well we're now entering our fourth year and over the last two years, several posed a different question... *"Why don't you present your content in magazine form - supported with feature articles, departments, design trends etc.?"* Well, we thought it was a great suggestion and now, at the start of 2022 and our reputation firmly at hand, the timing couldn't be better!

**Freshbook Magazine launched its inaugural issue on March 1st, 2022** with five feature articles, our new monthly video feature *Jetzign*, (wherein we showcase a major designer's look at the future of cabin design trends) - and a host of other departments - all focused on interiors, be it *Bizjet, VVIP, Rotorwing or SFC Commercial*. And of course that's all on top of what started it all - our PRIME directory of Cabin Suppliers - worldwide; and our Supplier Index. In short, we just upped our game and added more value for the centers, designers and specifiers that ultimately purchase your goods. We are so proud to stand on this new precipice and can't wait for you to join us!



## Circulation & Analytics

**FRESHBOOK Magazine** is distributed digitally (via direct email) to more than 4000 "vetted" recipients 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 12%** *Every recognized studio in the world, including both independents and major design departments within completion centers and OEMs*

**Completion Centers 9%** *All established / recognized centers in the world serving the bizjet, VVIP, first class Commercial or VIP Helicopter markets.*

**Interior Cabin Suppliers 79%** *We represent and have as subscribers / followers more than 600 cabin supplier companies - worldwide, in 44 categories.*

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 1700 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.

## Advertisement Rates **PRIME**

**All display ads within the main body of FRESHBOOK Magazine are FULL PAGE** (1400 px [1/2 width] X 800 px). All main page ads are viewable without click-thru or pages turns. Ads are interspersed with Feature Articles throughout each issue and unlike other online publications, our entire magazine is viewable by simply scrolling - vs a page-flip format. This ensures uniform readability across all content (never requiring zoom or scale adjustment to read text or view content). Only our Feature Editorials require click or advance to view and read the full article. Due to our scroll format, we do not offer double-page spreads or back covers. Additionally we close each issue with a Feature Article, ensuring that all paid ads are seen before the trailing feature is arrived to.

2022	Standard Display (Main page uniform)
<b>1 INSERTION</b> (per insertion)	<b>\$1240</b> customer's choice of issue
<b>2 INSERTIONS</b> (per insertion)	<b>\$1100</b> customer's choice of issues
<b>4 INSERTIONS</b> (per insertion)	<b>\$970</b> customer's choice of issues
<b>6 INSERTIONS</b> (per insertion) all issues / full year	<b>\$825</b> ad appears in all issues

**PRIME PRIME Supplier Listing ads** remain a key part of our publication and are relied upon by designers, centers and specifiers in searching suppliers by category. Each full size display ad includes links to your webpage, sales contact, video and optional product PDF. With our switch to magazine format (March 1st) PRIME Supplier ad rates have adjusted downward - indicated below.

<b>NON-Magazine Advertiser</b>	<b>\$1700</b> per category
<b>1 INSERTION Advertiser</b>	<b>\$1500</b> per category
<b>2 INSERTION Advertiser</b>	<b>\$800</b> per category
<b>4 INSERTION Advertiser</b>	<b>\$600</b> select up to two categories*
<b>6 INSERTION Advertiser</b>	<b>\$0</b> select up to three categories*

*\* All PRIME Supplier ads run for a full year.*

*\*applies only to companies whose product offerings legitimately fit into more than one of our offered categories.*



## Ad Specs - Mechanical Details

### MAGAZINE DISPLAY ADS

Submit (2800 px X 1300 px) final art in either JPG, PNG or PDF format

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

**Note:** All Magazine Display Ads include live links to your website or product information page

### PRIME 'CATEGORY' DISPLAY ADS

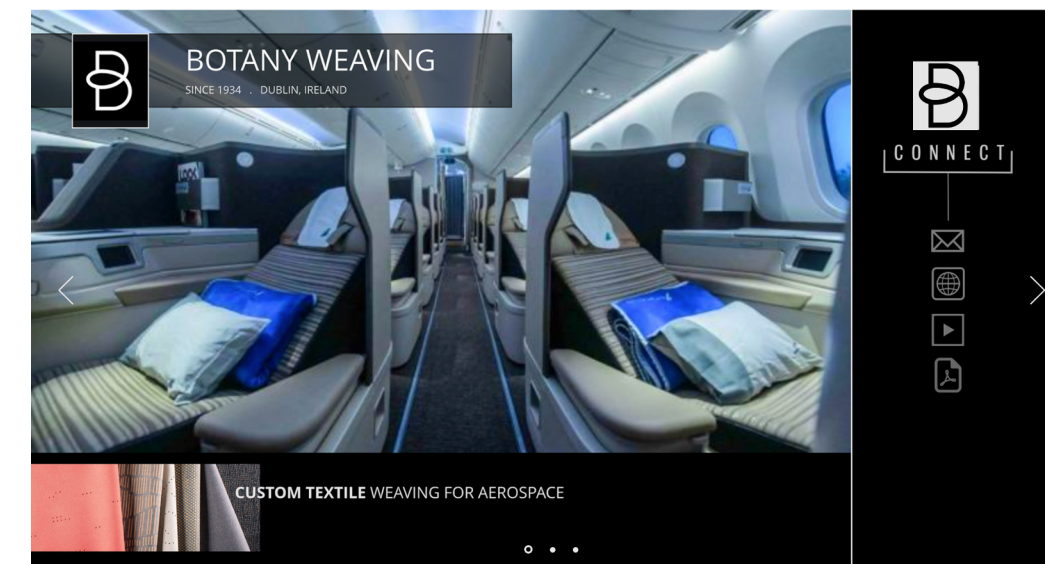
Submit (1843 px X 1224 px) final art in either JPG, PNG or PDF format

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

**Note:** The R.H.S. black border containing your links & logo will be added by our graphics group.



Magazine Display Ad



PRIME Interactive Category Listing Ad

**SPECIAL NOTE:** Freshbook maintains a clean uncluttered aesthetic. Please ask your graphics group to maintain this simple aesthetic when constructing your ads.

## 2022 Publication Schedule

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



### MARCH 2022

Publish Date: **MAR 1st** / Copy deadline - **FEB 10th**

*This is our inaugural issue. We will be covering aviation stone veneers, the Craft of Leather & the fine art of Completion Oversight & more...*

### MAY 2022

Publish Date: **MAY 2nd** / Copy deadline - **APR 11th**

*This is our EBACE show issue covering upcoming events and new rollouts to be on the lookout for at the show*

### JULY 2022

Publish Date: **JUL 5th** / Copy deadline - **JUN 14th**

*This is our inaugural issue. We will be covering aviation stone veneers, the Craft of Leather & the fine art of Completion Oversight.*

### SEPTEMBER 2022

Publish Date: **AUG 31st** / Copy deadline - **AUG 8th**

*This is our NBAA-BACE show issue covering upcoming events and new rollouts to be on the lookout for at the show*

### NOVEMBER 2022

Publish Date: **NOV 1st** / Copy deadline - **OCT 10th**

*This is our MEBA / Dubai issue covering upcoming events and new rollouts to be on the lookout for at the show*

### JANUARY 2023

Publish Date: **JAN 4th** / Copy deadline - **DEC 14th**

*This issue is not yet planned. We will update this card.*



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



Jetzign™

Jetzign™ IS FRESHBOOKS NEWEST 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.



**Publisher:**

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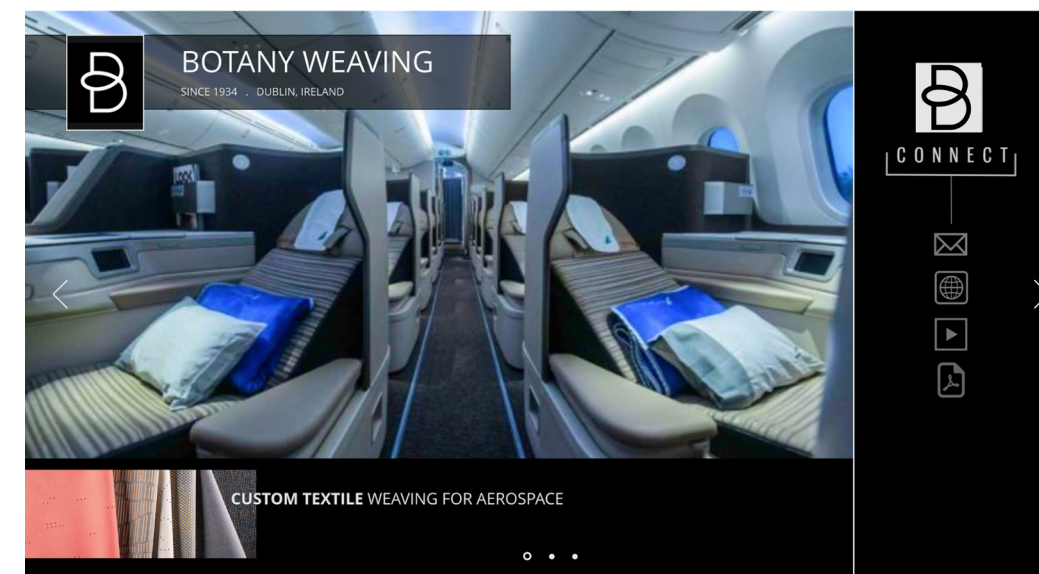
3206 La Paz Lane  
Santa Fe, New Mexico (NM)  
87507-3339 (USA)

email: [rick@freshbook.aero](mailto:rick@freshbook.aero)

Tel: +1.214.415.3492

Web: [freshbook.aero](http://freshbook.aero)

JetCabin  
**FRESHBOOK** Magazine



VISIBILITY