



AMAZING EXPERIENCES

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



PRIVATE JET CARD
COMPARISONS

Know before you buy

ABOUT DOUG GOLLAN

Doug Gollan is a leading expert on marketing to UHNWs. In addition to having co-authored *“The Sky’s Limit: Marketing to the New Jet Set”* and *“Secrets of Selling to the Super Rich,”* he was 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 user’s guide to jet cards whose subscribers buy over \$250 million 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.

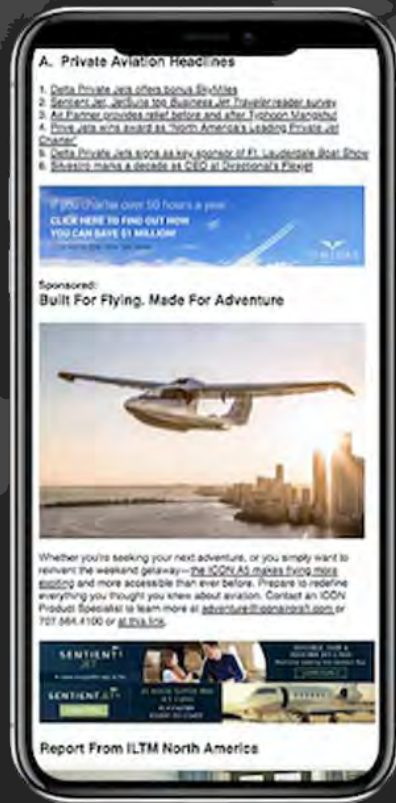
ABOUT

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
- An original list developed from over 500 sources
- 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 19% +**

REACH UHNW PRIVATE JET USERS... DIGITAL, TARGETED, COST-EFFECTIVE, ACCOUNTABLE



HIGH QUALITY EDITORIAL CONTENT THAT PRIVATE JET OWNERS 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



OUR SISTER WEBSITE

PRIVATE JET CARD COMPARISONS



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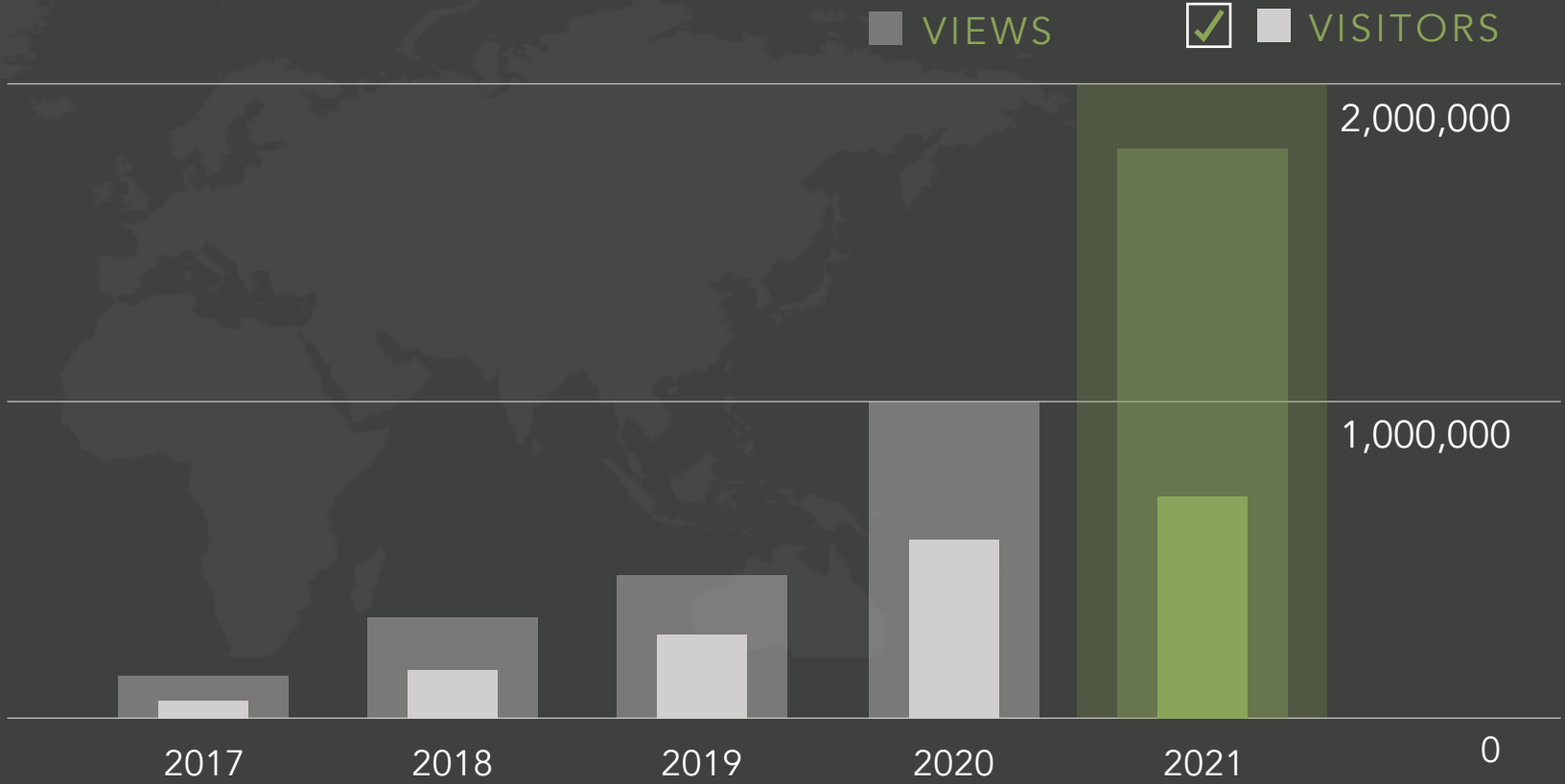
“Private Jet Card Comparisons is a modern-day online Kelley Blue Book for private jet cards” - Barron’s

- Jet cards 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 250 programs and comparing them by 65+ variables for subscribers who pay \$250 per year for access
- PJCC draws over 35,000 unique visitors per month looking for insights on private aviation solutions
- Subscribers buy over \$250 million in private jet memberships annually!
- All *Private Jet Card Comparisons* subscribers receive the *DG Amazing Experiences* e-newsletter

Featured in:



A GROWING AUDIENCE OF PRIVATE JET USERS



Source: Wordpress Analytics



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

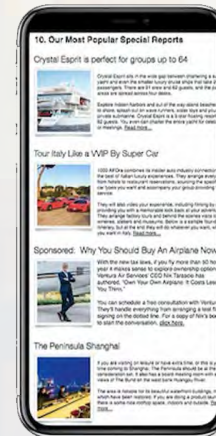
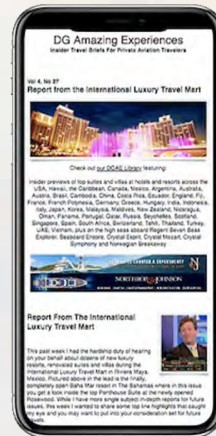




Hi Doug,

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



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 delivers to over 25,000 full and fractional private jet owners and C-level executives whose companies operate private jets.

"Great ideas on new places to go"

Clifford Clark

Founder/Chairman, Discovery Point Learning Centers

"Very informative, in-depth discussion. I enjoy your reports very much!"

James Rane

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."

Richard Anderl

COO/General Counsel, Mutual of Omaha

"Great job on providing information about access by private jets, runway length, FBO, etc."

Gregg Williams

Chairman, CEO & President, Williams International Corp. (Military Defense)

Privately held – \$500 million+ in annual revenues

RESEARCH AND 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 respondents 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 AND RESULTS

CASE STUDY – JETSUITE

(BANNER ADVERTISING)



- The campaign ran for 13 weeks and generated 618,184 total impressions for a \$21 CPM

Results:

- A post campaign survey was sent to 2,000 readers who opened at least one newsletter during the campaign and 190 surveys were completed
- 74% said they were interested in buying jet cards or on-demand charter solutions
- 40% said they recalled the JetSuite ads in the *DG Amazing Experiences* newsletters
- 56% of readers who recalled the JetSuite ads weren't previously familiar with the operator

RESEARCH AND RESULTS

CASE STUDY – THE BRANDO

(SPECIAL REPORT)

4,215 readers

Prior to receiving a DGAE Special Report on The Brando, a resort in French Polynesia, only **19 percent** of readers were aware of the property despite extensive coverage in all 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. 8 - VALID UNTIL DEC. 2022

ADVERTISING IN WEEKLY DGAE NEWSLETTER

- **Banners** (Four stacked 560 x 60 pixels OR Two 560 x120 pixels per issue)
- **Lead Sponsored Spotlight** (Image 560 x 300 pixels + 50 words and link to your website)
- **Most Popular Section Spotlight** (146 x 178 pixels + 50 words and link to your website)



Frequency	13x	26x	52x
Lead Banner	\$2,200	\$1,800	\$1,500
Interior Banner	\$1,700	\$1,300	\$1,000
Spotlights – Lead/ Most Popular Section	\$2,700/ \$1,000	\$2,300/ \$750	\$1,800/ \$500

RATE CARD NO. 8 - VALID UNTIL DEC. 2022

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

The screenshot displays the DGAmazingExperiences.com website interface. At the top, there is a navigation bar with links for "Newsletter Library", "Special Reports Library", "Security Reports Library", and "Private Jets and Yachts". Below this is the DG logo and the text "AMAZING EXPERIENCES". A secondary navigation bar lists categories: "AMERICAS", "EUROPE", "ASIA-PACIFIC", "AFRICA/MIDDLE EAST", "YACHTS, TRAINS & MORE", and "ABOUT", along with a search icon. A "TRENDING NOW" section highlights "Ocean Residences selects Meyer Werft to build M/Y Njord". The main content area features a grid of article thumbnails. The largest thumbnail on the left shows a balcony with a swing chair overlooking the ocean, titled "The Top Villas of Los Cabos" by Doug Gollan, dated October 1, 2021. To its right are two smaller thumbnails: "An Insider's Report From Amanera" and "The Top Hotel Suites of Tucson, Arizona". Further right is a thumbnail for "9 Days in Athens, Mykonos, and Santorini". Below the grid, there is a section for "AMERICAS" with a list of articles, including "An Insider's Report From Amanera" (September 18, 2021), "The Top Hotel Suites of Tucson, Arizona" (September 18, 2021), "The Best Hotel Suites in Austin, Texas" (August 29, 2021), and "The Most Spectacular Suite and Residences of". A large yellow arrow points from the "The Top Villas of Los Cabos" article to a "Five-Star Service. More Important Than Ever." advertisement for MGM Las Vegas, which includes a "RESERVE NOW" button. Another advertisement is visible at the bottom right.

RATE CARD NO. 8 - VALID UNTIL DEC. 2022

SPONSORED CONTENT IN DGAE NEWSLETTER

Special Reports

- Subject Line of Newsletter generating 100% awareness 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 (\$6,500 value) when you add a 13-week banner ad program for \$22,100

Net Investment per report = \$6,750



RATE CARD NO. 8 - VALID UNTIL DEC. 2022

PRIVATE JET CARD COMPARISONS

Reach the purest private jet user market online

- Over 1,500,000 page views from private aviation interested users (Source: Google Analytics – Jan. through Oct. 2021)
- 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 4 Advertisers
- \$1,000 per week

PRIVATE JET CARD COMPARISONS | Know before you buy

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Directory of over 50 companies that sell jet cards and private jet membership programs in North America, Europe and globally

Find out all you need to know about each of the jet card industry players to help decide which provider and the jet card is best suited for you.

Learn how they source their aircraft. Are they brokers? If they are an operator, is the fleet owned by the provider, owned by fractional shareholders, or aircraft managed for their individual owners?

Find your best private aviation solution today by becoming a paid subscriber

Each company page includes company background, date founded, name of the CEO, entry level jet membership on more.

Additionally, on each company page, you'll also find a newsfeed with the latest and historical posts about the company.

PRIVATE JET CARD COMPARISONS
2021 Edition [Buy Now](#)

Five-Star Service. More Important Than Ever.
[RESERVE NOW](#)

Online Private Jet Flight Calculator – Find out how long your flight will take, including jets and turboprops, including seasonal and live winds. Over 5,000 airports.

Compare Jet Cards by Company
Compare Jet Cards by Features

Investment = \$52,000 annually



AMAZING EXPERIENCES

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



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FOR FURTHER INFORMATION:

Doug Gollan

Doug.Gollan@privatejetcardcomparisons.com

DGAmazingExperiences.com | PrivateJetCardComparisons.com

+1 917 328 6518