

Private Flyer Connect is a tailored digital marketing service offering direct access to around 21,000+ email subscribers, supported by a 3,500+ Social Media audience.

The service is perfectly designed to assist brands and businesses to reach a targeted aviation audience, of past and new show visitors whilst also reaching other pilots and aviation related trade professionals.

PRIVATE FLYER

CONNECT

MAXIMISE YOUR DIGITAL REACH



Email
Marketing



Insight
Session



Social Media
Marketing



Connect
Marketplace



Collaborative
Marketing



EMAIL MARKETING

CONNECT 1

£195+VAT

One off payment

Dedicated Email Alert for 1 solus campaign & 1 social media post

CONNECT 2

£360+VAT

One off payment

2 Dedicated Email Alerts & 2 social media posts

CONNECT 3

£495+VAT

One off payment

3 Dedicated Email Alerts & 3 social media posts

SUBSCRIPTION PACKAGES

CONNECT 4

£58+VAT

Per month for 12 months or pay now total of £625+VAT

4 Dedicated Email Alerts sent over a period of a year & 4 social media posts

CONNECT 6

£80+VAT

Per month for 12 months or pay now total of £864+VAT

6 Dedicated Email Alerts sent over a period of a year & 6 social media posts

CONNECT 12

£115+VAT

Per month for 12 months or pay now total of £1,242+VAT

Dedicated Email Alert sent every month over a period of a year & 12 social media posts



PRIVATE FLYER CONNECT

Custom paint your aircraft with Scheme Designers for original paint schemes



Since 1997, Scheme Designers has pioneered the business of exterior design for aircraft of all types, sizes, and models – airline fleets, business jets, piston aircraft, as well as helicopters. Around the globe, there are over 13,500 unique aircraft wearing a Scheme Designers paint scheme.



Over half of the OEMs delivering new aircraft work with Scheme Designers to develop the exterior styling for their factory new models, setting the standard for the industry as a whole. The Scheme Designers team of artists and designers work with each customer from inception through application of their paint scheme design at the paint shop, and their job isn't done until the design is executed perfectly and the customer is completely satisfied.

Why choose Scheme Designers?

- Experience
- Artistry
- Technical Knowledge
- Trend Setters
- Relationships
- Reputation
- Reasonable
- Vested in Aviation
- Client Referrals
- Top Ratings

EMAIL SUBSCRIBER STATISTICS



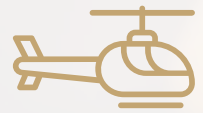
21,000+

DIGITAL DATABASE



14,500+

FIXED WING OWNERS
& PILOTS



2,000+

HELICOPTER OWNERS
& PILOTS



4,500+

AVIATION
TRADE PROFESSIONALS



97%

UK RESIDENTS



3%

OTHER

UK BREAKDOWN



36%

SOUTH EAST
RESIDENTS



18%

LONDON
RESIDENTS



16%

SOUTH WEST
RESIDENTS



13%

NORTH WEST
RESIDENTS



11%

MIDLANDS
RESIDENTS



6%

OTHER UK
RESIDENTS

EMAIL REPORTS



27%

AVERAGE OPEN RATE



2.5%

AVERAGE CLICK THROUGH RATE

AGE RANGE

18-24 1%

25-34 3%

35-44 10.8%

45-54 31.5%

55-64 34.4%

65+ 9.3%

F.A.Q'S ANSWERS

- Send us your marketing material, either as separate components or an already finalised HTML email
- When choosing a package with more than one email, why not change up your content and messaging?
- We will always wait for your approval before we send the final copy
- You will receive an email report a week after the copy has been sent to the database



INSIGHT SESSION

The service is designed to inform and provide further insight into the benefits of your brand's related product or service.

One of the members of the Private Flyer Show team will present the topical Q&A interview session with a representative from your company. This will be recorded either via Zoom or Instagram Live on the @privateflyershow account.

The Q&A session will be promoted via:

- Our 21,000+ email database
- 1 social media posts (3,500+ followers)
- Interview archived on our account for future viewing

The option to insert photos, videos and logos are included and will be edited in the final video. The relevant content will need to be supplied.

Option to receive the final video version for your own use.

INSIGHT SESSION

£295+VAT

1 x Dedicated Email sent to promote the session

1 x Social Media Post

1 x Insight Session Recording (15 - 20 mins)

Session archived on Instagram Page





SOCIAL MEDIA MARKETING

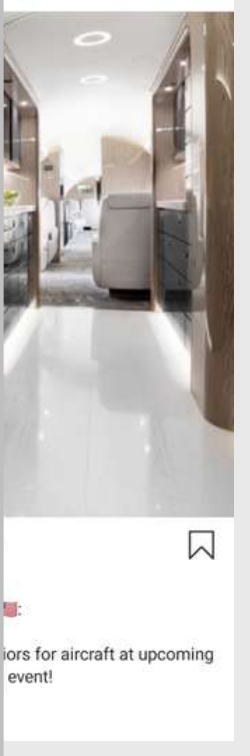
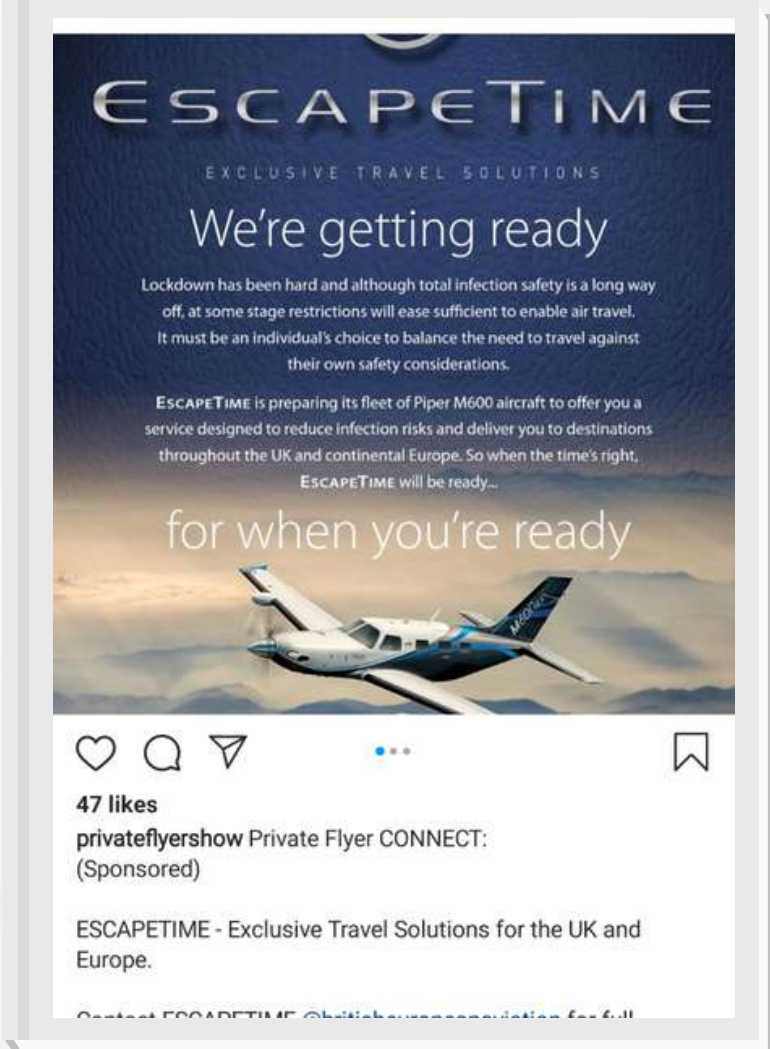
Social media posts promoted via Instagram and Facebook @privateflyershow accounts.

Maximise your social media reach with a series of 4 posts, displaying your chosen content, that best promotes your brand's products or service.

SOCIAL MEDIA MARKETING

£195+VAT

4 x Instagram and Facebook Posts to our account



SOCIAL MEDIA STATISTICS

3,500+
SOCIAL MEDIA FOLLOWERS

88%
MALE FOLLOWERS

12%
FEMALE FOLLOWERS

49%
UK RESIDENTS

12%
USA RESIDENTS

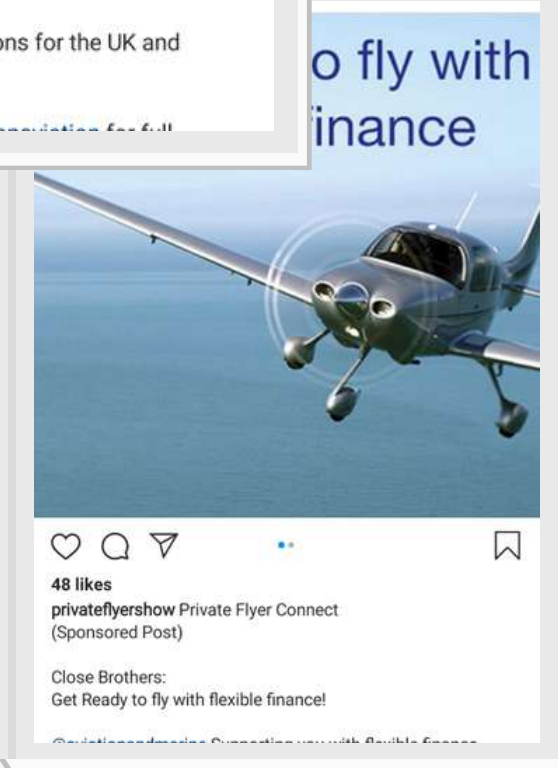
39%
OTHER

ENGAGEMENT

20%
IMPRESSIONS

AGE RANGE

13-17	4%	18-24	18%
25-34	29%	35-44	21%
45-54	15%	55-64	6%
65+	3%		





MARKETPLACE LISTINGS

List your aircraft, products and services for sale on our Connect Marketplace page of the Private Flyer website.

We send out bi-weekly email promotions and social media posts, directing our subscribers and followers to the latest listings.

Or why not boost your marketplace listing with a dedicated email promotion to 21,000+ emails and one social media boost.

MARKETPLACE LISTING

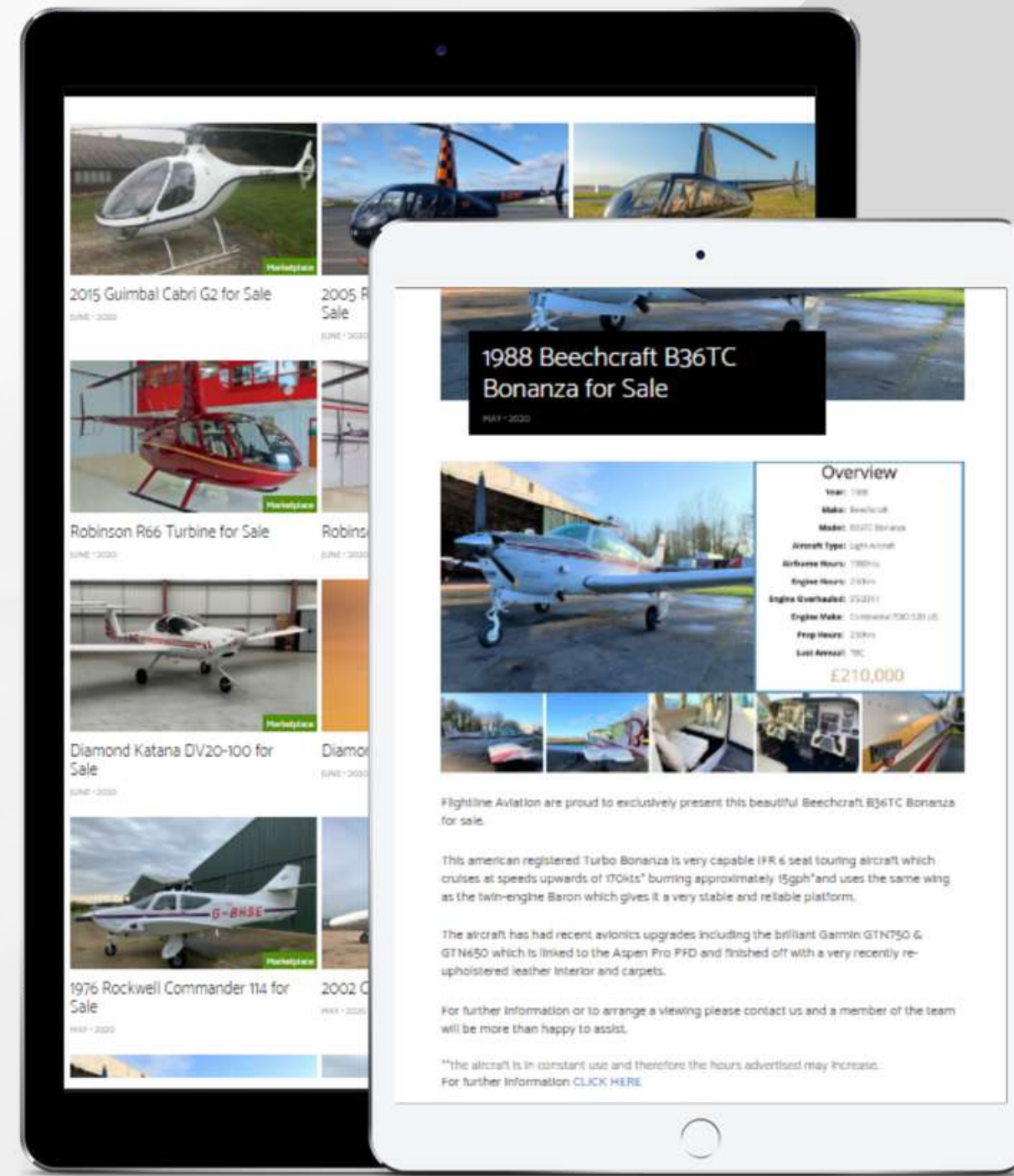
£25+VAT

1X Month Listing on Connect Marketplace Web Page

MARKETPLACE LISTING + EMAIL CONNECT

£220+VAT

1X Month Listing on Connect Marketplace Web Page
1X Dedicated Email Alert & social media post





COLLABORATIVE MARKETING

Strategic partnerships are probably the most overlooked form of marketing and yet, they're one of the most meaningful. The key is to align yourself with partners that compliment your business to create a win/win scenario.

We believe it is better to work together than work alone to increase client acquisition and stimulate business growth. Together, with our partners, we have built a curated community of companies in the luxury lifestyle and financial services sectors to help them connect and collaborate.

The companies we work with, small to large provide high end products and services. They all work with and serve affluent clients and we help them meet, engage and sell to each other's network.

How does it work?

- A Collaborative Marketing Group is an active group of brand partners consisting of six carefully suited companies (partners) working closely with each other to the benefit of each other.
- Partners hold the key to accessing valuable new clients for your business via valuable introductions by precisely targeting the demographic of clients that match your existing client profile.
- With an underlying ethos of 'how can we help each other' the Collaborate Marketing Groups become a hub of ideas, opportunities and shared knowledge that opens the door to valuable new customers.

1X Month Listing on Connect
Marketplace Web Page
1X Dedicated Email Alert &
social media posts

COLLABORATIVE MARKETING

£938+VAT

For the first year you will receive a 25% discount off the fees reducing entry packages from £1,250 to just £938+VAT





BENEFITS INCLUDE:

- Align and work closely with companies that share common goals
- Benefit from partners expertise and client network base
- Precisely target valuable new prospects for your business
- Save money on shared marketing costs
- Receive and offer valuable referrals
- Greatly increase social media exposure and share content
- Form new “preferred supplier” relationships
- Together with our partner Exclusively Connect, we are offering you the opportunity to join and work with a Private Client Group where all companies only serve client with a minimum net worth of £2.5m.
- You could soon be connecting and collaborating with companies such as Princess Yachts, Chelsea Football Club, PSG Bahamas, Privatus Club, Cliveden House, Porsche, Hampden & Co plus family offices.

EXAMPLE OF OUR CLIENTS

Minotti MARINA RINALDI
L O N D O N

 **Hampden & Co.**
BANKERS


PRINCESS


H . R . O W E N



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