



**MARKET POSITION:**

**DeluxePad** is the only digital media / newsstand on private aircraft.

**DeluxePad** is a dedicated app installed on proprietary iPad devices, which distribute the daily press ordered by the owners and passengers of Europe's largest aviation management companies on board over 300 aircraft world-wide. It is handed to them personally by crews and replaces all printed on-board materials.

**DeluxePad** target Ultra high net worth individuals and families (with available liquid assets of more than 50M \$), High net worth individuals assets (with available liquid assets between 10-50M \$), Business decision makers and executives (80% of men with an average of 41 years old), and Affluent consumers (70% high levels of disposal income)

**ABOUT THE APP:**

**DeluxePad** app features 3 main univers:

- **PRESS READER:** over 3500 press titles, from 100 countries, in 80 languages
- **EDITORIAL CONTENT:** The readers can be sure to make the most of their leisure time on board with a uniquely stimulating combination of leisure, luxury, business and their personal finances
- **BRAND SPACE:** gives to the advertiser the opportunity to emphasize their maison's know how

**ADVERTISING RATES 2015:**

Please contact us for details.

**TECHNICAL SPECIFICATIONS:**

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