



# GOODSPEED

MEDIA KIT 2018-2019

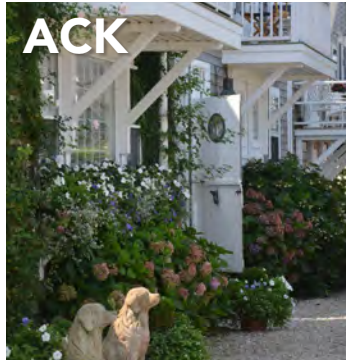


# ABOUT US

Goodspeed is the magazine of Tradewind Aviation, featuring original content that celebrates our distinct destinations and the people that make them special.

## COMFORT, CONVENIENCE, SAFETY IN THE AIR INFORMATION, ENTERTAINMENT, INSPIRATION IN YOUR HAND

Tradewind Aviation was founded in 2001 on the premise that every flight deserves the highest quality aircraft, crew and service. Goodspeed plans to continue that trademark diligence by providing Tradewind clients with engaging and informative stories that ensure they arrive to their destination with confidence and local know-how.



### QUARTERLY PUBLICATION

With new issues debuting every August, November, February and May, each issue enjoys a long placement time in our seatbacks, ensuring optimum exposure for your brand.



### TRULY CAPTIVE AUDIENCE

Not only does *Goodspeed* know its readers intimately—with data on our passengers, including their frequent routes and timing—we also have the benefit of reaching them while they're seated, during our quick, 50-minute flights that are often absent of cellular connectivity.

### DISTINCT DESTINATIONS

Nevis | St. Barths | Anguilla | Antigua | Nantucket  
Martha's Vineyard | Stowe | St. Thomas | San Juan  
New York (Westchester/Fairfield & New Jersey)

DESTINATION LEGEND:

**(ACK)** = NANTUCKET

**(ANU)** = ANTIGUA

**(AXA)** = ANGUILLA

**(MVL)** = STOWE, VT

**(MVY)** = MARTHA'S VINEYARD

**(NEV)** = NEVIS

**(SBH)** = ST. BARTHS

**(STT)** = ST. THOMAS

# OUR CONTENT

Original, compelling content that highlights the very best of our nine destinations compiled and written by veteran travel editor and author.

## FLIGHT PLAN

**CLUB RULES**  
THE CLUBS ARE NEW BOOK

**HOTEL HEYDAY**  
HOTEL HEYDAY: THE HISTORY OF THE HOTEL INDUSTRY

**FINE ART NANTUCKET**

**THE HANGAR | NANTUCKET**

Photographer Nathan Cox portrays an evocative anti-gardner aesthetic in his new, bewitching edition fine art book, *Nantucket*.

"The book showcases 10 years of my shooting on Nantucket"

## THE HANGAR

**Edible Adventures**  
NANTUCKET FINE ART: THE HANGAR | NANTUCKET

The past few years, Team Hotel Co. has been building local culinary experiences and creating boutique events for those eager to enjoy the richness of Martha's Vineyard's peaceful beach and seaside lifestyle.

## CONTROL TOWER

## SUNDOWNERS

**SUNDOWNERS**  
Sundowners' debut pass for where and with whom to start your evening.

**SEX IN THE BATH**  
BUNNED | BY JUSTIN

## GIFT GUIDES

**TIS THE SEASON**  
THE SEASON'S BEST GIFT GUIDE

**Spunk! Sundowners' First of Sundowners**

**Complete Sundowners**

**Lightweight Adventure City of the Sun**

**Spunk! Sundowners' First of Sundowners**

**Spunk! Sundowners' First of Sundowners**

**HIDDEN HAVENS**  
THE POOLS AT BARNES

Learn the surprising (to 90% of people) how to find the most beautiful hidden pools in the world.

## HIDDEN HAVENS

# ABOUT OUR READERS

## AUDIENCE

Tradewind clients expect the best from their experiences. With spending power of over 15M annually, they deserve to. They are discerning, disciplined and intellectually curious.



## DEMOGRAPHICS

52,000 passengers a year

15,000 flights a year

### GLOBAL REPRESENTATION

Including the U.S., Europe, South America and the Caribbean.

52% own a second home

64% of our fliers are Jet-Setting Professionals savoring luxuries and have a taste for the good life.

57% of our fliers are between the ages of 45–65



## FLIGHT PATH

50% of flights are in the Caribbean

— Primary destinations are St Barths, Anguilla, Nevis

50% of shuttle flights are in the U.S.

— Primary destinations are Nantucket, Martha's Vineyard, Stowe and New York (Westchester/Fairfield, Teterboro, NJ)

10% estimated cross-over between U.S. and Caribbean destinations

90% of U.S. passengers are Northeast-based

65% of Caribbean passengers are Northeast-based

Others are from throughout the U.S., Europe and South America



## AFFLUENT BASE

\$1,000: Average round trip fare on Tradewind Shuttle

\$9,500: Average round trip private charter fare

# MAGAZINE AD RATES & SPECIFICATIONS

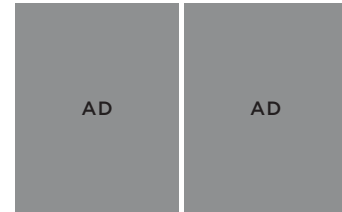
## Ad Rates

SIZE	RATE	DUE DATES BY ISSUE
BACK COVER	\$6,500	AUGUST: June 15th
INSIDE FRONT COVER 2-PAGE SPREAD	\$6,500	NOVEMBER: Sept 15th
1-PAGE INSIDE FRONT OR BACK COVER	\$5,500	FEBRUARY: Dec 15th
2-PAGE INTERIOR SPREAD	\$5,000	MAY: March 15th
INTERIOR FULL PAGE	\$3,500	
2/3 PAGE	\$3,000	
1/2 PAGE	\$2,500	
1/3 PAGE	\$1,800	
1/4 PAGE	\$1,200	
1/6 PAGE	\$850	

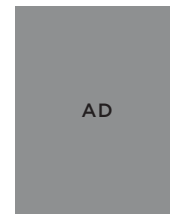
**SPECIAL BUNDLE PRICING AVAILABLE:**  
 5% off for two issues,  
 7.5% off for 3 issues; and  
 10% off for all 4 issues  
**PLEASE INQUIRE** after our digital bundle options

## AD DIMENSIONS

All measurements are width x height.

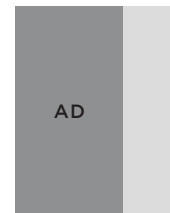


2 PAGE SPREAD TRIM: 17" x 10.875"  
 2 PAGE SPREAD WITH 1/8" BLEED: 17.25" x 11.125"



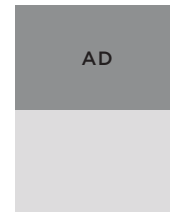
FULL PAGE TRIM  
 8.5" x 10.875"

FULL PAGE WITH 1/8" BLEED  
 8.75" x 11.125"



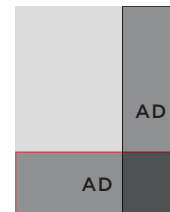
2/3 PAGE TRIM  
 5.5867" x 10.875"

2/3 PAGE WITH 1/8" BLEED  
 5.5867" x 11.125"



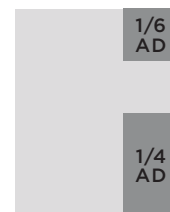
1/2 PAGE TRIM  
 8.5" x 5.4375 in"

1/2 PAGE WITH 1/8" BLEED  
 8.75" x 5.6875"



1/3 PAGE VERTICAL  
 2.9375" x 10.875"

1/3 PAGE STRIP  
 8.5" x 3.2829"



1/4 PAGE VERTICAL  
 2.9133" x 5.4375"

1/6 PAGE  
 2.9133" x 2.7125"

## PRINT SPECIFICATIONS

### PRINTING

4-color offset, perfect bind magazine  
 Publication trim size 8.5" x 10.875"

### MECHANICAL REQUIREMENTS

#### BLEEDS

All ads should have a minimum .125" bleed on all 4 sides and should include crop marks. Trim indications should be offset by .375"

#### SAFETY

All live elements, i.e. type and logos, must be a minimum of 3/8" (.375 inch) inside the trim area.

#### GUTTER SAFETY

Please remember that in a perfect bind magazine, such as this, keeping within the 0.375" safety noted above will ensure your ad looks its best.

### FILE SUBMISSION

All ad submission must be press-ready PDF/X1-a or CMYK TIFF files submitted via Dropbox link or via email to [annzipkin@ann-design.com](mailto:annzipkin@ann-design.com). File name should include name of advertiser & ad size.

### QUESTIONS?

AD SALES: Contact [advertising@flytradewind.com](mailto:advertising@flytradewind.com)

DESIGN: Contact Ann Zipkin:  
[annzipkin@ann-design.com](mailto:annzipkin@ann-design.com)

### DIGITAL AD REQUIREMENTS

#### MEDIA

All ads must be submitted as 300 dpi CMYK TIFFs at 100% of final size or in PDF/X-1a format. PDFs preferred. Quality control depends on properly created files.

#### FONTS

Embed all necessary fonts in PDFs.

#### COLOR

The color space must be CMYK or grayscale. No RGB, LAB or embedded color profiles (such as ICC profiles). PMS colors will not be printed. All PMS colors will be converted to CMYK.

#### LIABILITY

Tradewind cannot be held responsible for the quality of reproduction if these specifications are not adhered to. Ads received after deadline may not publish in the desired issue. Tradewind will not be held responsible for changes the Tradewind Production department must make to any ad that is inadequate or fails to adhere to Tradewind Digital Ad Specifications.

Tradewind is not liable for the final output if no Contact Proof is supplied. Tradewind will store files for 30 days.

#### PRODUCTION SERVICES

Tradewind can produce ads if needed. Contact your sales rep for ad design details and rates.