



OSCAR BRAVO

MEDIA

MEDIA KIT



OSCAR BRAVO MEDIA

THE COMPANY

Oscar Bravo Media was formed by luxury advertising and aviation advertising professionals to fill a unique niche in the private aviation industry...to provide direct marketing services that speak directly to the owners of private jets. Now covering more than 90,000 flights annually, The Oscar Bravo network offers unprecedented access to every major U.S. city.

This allows luxury marketers to reach the ultra-affluent consumer with absolutely no waste.





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THE PROCESS

- Marketing materials are placed directly on private flights only when the owner of the equipment is onboard
- All materials are placed directly on the jet owner's seat
- Advertisers receive exclusivity on every flight—your catalogue/product will be the only catalogue/product on board
- As an advertiser you may target specific events or markets...or you may blanket the entire domestic market and select European locations





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MARKETS

DOMESTIC*

Aspen
Atlanta
Boston
Chicago
Dallas
Denver

Honolulu
Houston
Las Vegas
Los Angeles
Miami
Palm Beach

Philadelphia
San Diego
San Francisco
San Jose
Seattle
Tampa

Teterboro
Van Nuys
Washington, D.C.
White Plains

ASIA/PACIFIC

Australia
China
India
Japan
Malaysia
Philippines
Singapore
South Korea
Thailand

EUROPE/MID-EAST/AFRICA

Ethiopia
France
Germany
Greece
Iceland
Ireland
Israel
Italy
Russia
Spain
UK

LATIN AMERICA/ CARIBBEAN

Brazil
Chile
Costa Rica
Dominican Republic
Mexico
Puerto Rico
Venezuela

**Please note: Although these are our primary markets, any city in the United States is available upon request.*



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DEMOGRAPHICS

- The average age of the private jet owner is 41
- The private jet owner has an average net worth of \$36 million
- The purpose of private jet travel is 70% business / 30% recreational
- The typical lifestyle is fast-paced and is typified by the following:
 - Tailor-made clothing and one-of-a-kind luxury goods
 - Haute couture and bespoke fashion
 - Luxurious and personalized travel options
 - Diverse real estate holdings
 - Collectors of fine art and fine autos
 - Owns or regularly uses private jets for business and recreational travel





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DEMOGRAPHICS

THE PRIVATE TRAVELER

MEDIAN AGE	41
MALE	63%
FEMALE	37%
MEDIAN NET WORTH	\$36 MM
MEDIAN ANNUAL HHI	\$3.8 MM
AVERAGE NET WORTH	\$89.3 MM
MEDIAN NET WORTH	\$41.2 MM

PURCHASING HABITS

CATEGORY	MEDIAN SPEND
HOME IMPROVEMENTS	\$ 542,000
YACHT CHARTERS	\$ 404,000
JEWELRY & WATCHES	\$ 395,000
LUXURY CARS	\$ 226,000
EVENTS AT HOTELS/RESORTS	\$ 224,000
EXPERIENTIAL TRAVEL	\$ 98,000
VILLA/CHALET RENTALS	\$ 168,000
HOTELS/RESORTS	\$ 157,000
WATCHES	\$ 147,000
CRUISES	\$ 138,000
FASHION & ACCESSORIES	\$ 117,000
SPAS	\$ 107,000
WINE/SPIRITS	\$ 29,000





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TOP STATES FOR PRIVATE AVIATION

STATE	ACTIVE PRIVATE AIRCRAFT	HOURS FLOWN	AIRSTRIPS
ALABAMA	4,418	504,000	98
ALASKA	5,882	696,000	408
ARIZONA	5,909	809,000	79
ARKANSAS	2,869	298,000	99
CALIFORNIA	20,972	2,408,000	257
COLORADO	5,468	654,000	76
CONNECTICUT	1,613	204,000	23
DELAWARE	1,307	198,000	11
FLORIDA	14,543	2,034,000	127
GEORGIA	5,659	609,000	110
HAWAII	473	152,000	14
IDAHO	2,867	302,000	119
ILLINOIS	5,077	525,000	115
INDIANA	3,679	408,000	107
IOWA	2,868	216,000	121
KANSAS	4,176	402,000	141
KENTUCKY	1,431	111,000	60
LOUISIANA	2,807	622,000	75

Source: Federal Aviation Administration published by General Aviation Manufacturers Association.



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TOP STATES FOR PRIVATE AVIATION CONTINUED

STATE	ACTIVE PRIVATE AIRCRAFT	HOURS FLOWN	AIRSTRIPS
MAINE	1,090	88,000	68
MARYLAND	2,284	194,000	37
MASSACHUSETTS	2,307	223,000	40
MICHIGAN	5,366	375,000	228
MINNESOTA	4,388	493,000	154
MISSISSIPPI	2,063	262,000	80
MISSOURI	3,985	377,000	132
MONTANA	2,385	226,000	121
NEBRASKA	2,175	225,000	86
NEVADA	2,589	332,000	49
NEW HAMPSHIRE	1,073	85,000	25
NEW JERSEY	2,852	376,000	46
NEW MEXICO	2,238	155,000	61
NEW YORK	5,911	698,000	148
NORTH CAROLINA	5,527	501,000	112
NORTH DAKOTA	1,480	332,000	89
OHIO	5,520	662,000	170
OKLAHOMA	4,068	822,000	140
OREGON	5,077	776,000	97

Source: Federal Aviation Administration published by General Aviation Manufacturers Association.



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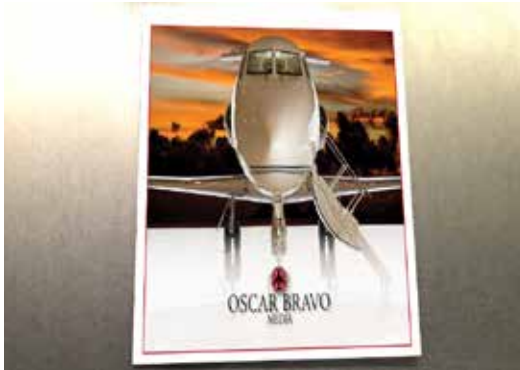
TOP STATES FOR PRIVATE AVIATION CONTINUED

STATE	ACTIVE PRIVATE AIRCRAFT	HOURS FLOWN	AIRSTRIPS
PENNSYLVANIA	5,331	486,000	132
RHODE ISLAND	366	46,000	8
SOUTH CAROLINA	2,258	171,000	68
SOUTH DAKOTA	1,229	134,000	74
TENNESSEE	3,460	365,000	81
TEXAS	20,143	2,251,000	391
UTAH	2,909	433,000	46
VERMONT	523	37,000	16
VIRGINIA	4,064	466,000	66
WASHINGTON	6,943	540,000	137
WEST VIRGINIA	1,021	60,000	120
WICONSIN	5,316	423,000	133
WYOMING	1,219	111,000	41

Source: Federal Aviation Administration published by General Aviation Manufacturers Association.



OSCAR BRAVO MEDIA THE PROCEDURE



Step 1: Item received for placement in catering orders.



Step 2: Item placed into sealed bag for protection.



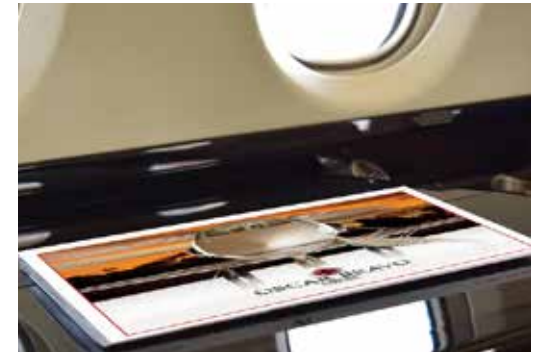
Step 3: Items placed into catering box.



Step 4: Catering box placed into delivery vehicle.



Step 5: Flight crew receives box and places it onboard.



Step 6: Flight crew places item on table.



Step 7: Flight crew places item on table.



Step 8: Flight crew places item on table.





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PRICING

Catalogue/collateral distribution (inclusive of point-of-purchase materials, bounce-back couponing, etc.) and product placement may be from (but are not limited to) the following categories: wines/spirits, fine jewelry and watches, automobiles, hotels/resorts, cruises, fashion, fashion accessories, spas, etc.

Pricing is dependent on the scope of the materials (refer to listing above) placed onboard the planes, as well as the overall investment in the program.

**Pricing will range between \$15 to \$20 per item/per flight.
Costs will be based on the number of flights purchased.**



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