

AMERICAN BONANZA SOCIETY

AMERICAN BONANZA SOCIETY (ABS)

2027 MEDIA KIT

The Official Gateway to the World's Premier Community of Beechcraft® Owners & Pilots

WELCOME TO THE ABS COMMUNITY

The American Bonanza Society (ABS) serves as the world's largest, most trusted organization dedicated entirely to owners, operators, and enthusiasts of Beechcraft® aircraft. For decades, ABS has been the central authority providing safety education, technical expertise, and an active operational framework to preserve the longevity of these legendary airplanes.

When you partner with ABS, your marketing message directly bypasses the noise of general aviation media. Instead, you position your brand inside a private, hyper-focused community of highly affluent aircraft owners, high-time pilots, and active decision-makers who manage, upgrade, and maintain corporate and personal piston aircraft.

CIRCULATION & REACH

ABS offers an un-fragmented, high-frequency media ecosystem that spans traditional print, high traffic web spaces, direct email networks, and a dedicated mobile network.

TOTAL ACTIVE ASSOCIATION SIZE:
Nearly 10,000 active members globally.

ABS MAGAZINE CIRCULATION:
Delivered in print and/or digital monthly to 100% of the active, paid membership base.

BONANZA.ORG WEB TRAFFIC:
158,598 total page views and 23,388 unique active users per quarter.

ABS CONNECT MOBILE APP:
3,733 active mobile app users logging over 13,840 sessions quarterly.

THE HANGAR FLYER E-NEWSLETTER:
Delivered bi-weekly to 8,180 active digital recipients per issue.

DIGITAL AUDIENCE:
More than 430,000 digital events every 90 days.

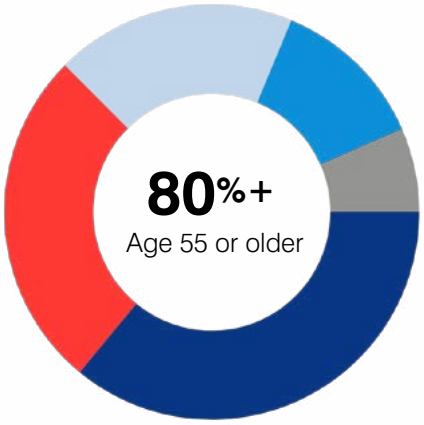
TO ADVERTISE CONTACT JENNA REID • 816-699-8634 • JENNA.REID@VPDCS.COM

OUR MEMBERS: AN ELITE COMMUNITY

MEMBER DEMOGRAPHICS & PROFILE

Data from the official 2026 ABS Member Profile & Interests Survey reveals an exceptionally elite segment of general aviation. Our members represent a premier consumer bracket characterized by high disposable income, technical proficiency, and active investment in their aircraft. Our member base doesn't just hold certificates—they own and fly complex, cross-country aircraft regularly, requiring a steady supply of fuel, storage, insurance, and professional services.

AGE DISTRIBUTION



- **12.17%** 45-54
- **26.58%** 55-64
- **35.95%** 65-74
- **18.74%** 75-84
- **6.56%** 85+

Over 80% of our active members are age 55 or older, with the single largest cluster falling between 65–74 years old (35.95%).

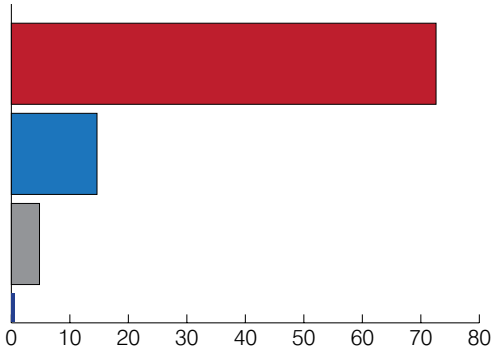
PROFESSIONAL PROFILE

40.46%
Comfortably retired

53.88%
Active in workforce

Corporate Executives/Professionals/
Business Owners/Self-Employed

AIRCRAFT OPERATION USE & PROFILE



72.60%
Bonanza Owners

14.64%
Baron Owners

4.81%
Debonair Owners

0.60%
Travel Air Owners

79%
Sole Ownership
(Individual or Corporate)

64.11%
Lease Hangar Facilities

28.37%
Own Their Hangars

36.87%
Use aircraft for business or combined business/personal use.

64%+
Fly more than 50 hours per year

20%+
Fly 101-150+ hours per year

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ACTIVE INVESTMENT. CONSISTENT SPEND.

MAINTENANCE & UPGRADES

Outside of standard, mandatory scheduled inspections, ABS members actively encountered significant service and repair needs this year, driving traffic to mechanics, part distributors, and service centers. Our community is constantly updating their panels and airframes to modern standards.

TRAILING 12-MONTH MAINTENANCE DRIVERS

Outside of standard scheduled inspections



24.86%

AVIONICS SERVICING



21.21%

ENGINE SERVICING



15.24%

ENGINE ACCESSORIES

FORWARD 12-MONTH PLANNED CAPITAL UPGRADES

Members are actively investing in these areas:



34%

AVIONICS & PANEL UPGRADES

22%

PROFESSIONAL TRAINING OR SIMULATOR INSTRUCTION

19%

INTERIOR CABIN REMODELING / UPGRADES

14%

EXTERIOR PAINT SCHEMES

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THE MEDIA POWERHOUSE

ABS MAGAZINE

The crown jewel of our association is the monthly *ABS Magazine*. It holds unprecedented retention and engagement scores among our members.



ABS MAGAZINE ADVERTISING RATES

Standard Display Ad Rates (Per Insertion)

Rates are structured by frequency to reward long-term campaign commitments.
All rates are for full-color process placement.

Placement	Monthly (1x)	Semi-Annually (6x)	Annually (12x)
Front Cover Spread	$16,757	$15,931	$15,233
Spread	$6,345	$6,057	$5,769
Full Page	$3,346	$3,193	$3,044
2/3 Page	$2,991	$2,623	$2,326
1/2 Page	$2,517	$2,225	$1,959
1/3 Page	$1,592	$1,448	$1,315
1/4 Page	$1,188	$1,079	$984
1/6 Page	$645	$615	$587

PREMIUM COVER PLACEMENTS

Inside Front Cover: $3,950 (1x) | $3,810 (6x) | $3,711 (12x)
Inside Back Cover: $3,950 (1x) | $3,810 (6x) | $3,711 (12x)
Outside Back Cover: $4,360 (1x) | $4,212 (6x) | $3,963 (12x)

MONTHLY CIRCULATION

100%

DELIVERED IN BOTH PRINT AND DIGITAL FORMAT TO 100% OF THE PAID MEMBERSHIP

READERSHIP

90+%

OF MEMBERS READ EACH ISSUE

51.64%

RANK ***ABS MAGAZINE*** AS A TOP CORE BENEFIT OF MEMBERSHIP

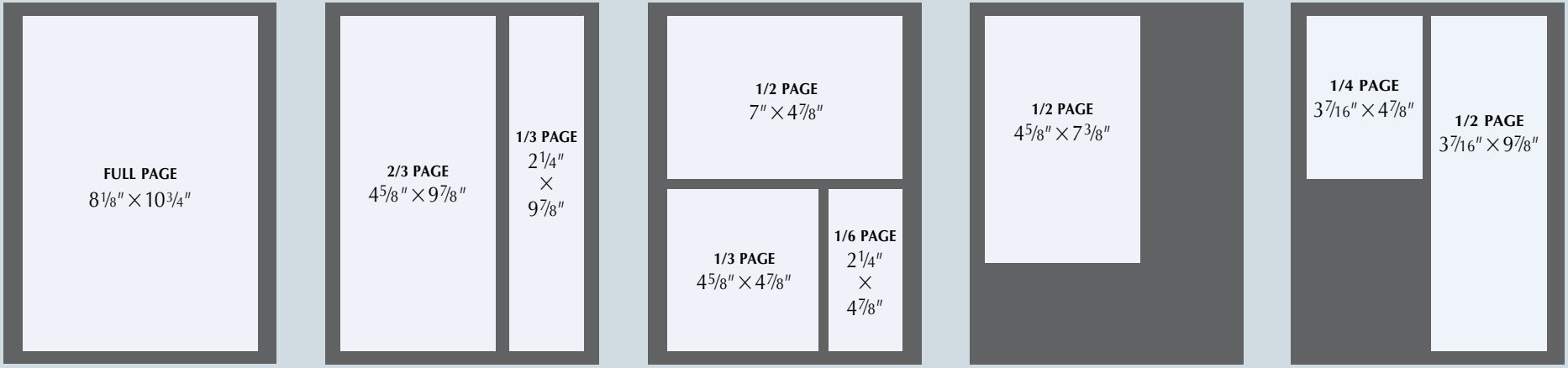
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MECHANICAL PRINT SPECIFICATIONS



To maintain the high-gloss production quality of *ABS Magazine*, all creative submissions must be delivered in high-resolution, digital print-ready formats.

AD DIMENSION OPTIONS



FILE & COLOR REQUIREMENTS

File Type: High-resolution PDF preferred. TIFF or JPEG formats accepted if flattened.

Resolution: Minimum 300 DPI at 100% print scale.

Color Mode: CMYK color space only. RGB, Pantones, or spot colors must be fully converted before submission to prevent unexpected printing shifts.

PRODUCTION DEADLINES & CLOSING DATES

ABS Magazine is published monthly. Space reservations and creative materials must be submitted according to the strict calendar schedule below:

Space Reservations: Closed on the 1st day of the month preceding the issue date (e.g., the March issue closes for space orders on February 1st).

Creative Material Submission: **Art files must be uploaded or emailed by the 10th day of the month preceding the issue date (e.g., final March artwork is due by February 10th).**

Cancellations: No cancellations or change orders are accepted after the official space reservation closing date.

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DIGITAL ADVERTISING OPPORTUNITIES

BONANZA.ORG WEBSITE

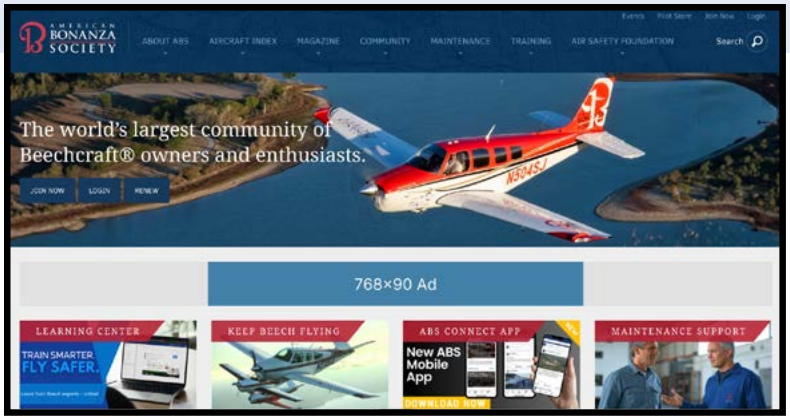
High-Visibility Display Across the ABS Platform

BANNER ADVERTISING (BONANZA.ORG)

158,598
PAGE VIEWS OVER 90 DAYS

23,388
UNIQUE ACTIVE USERS (90 DAYS)

3:16
AVERAGE ENGAGEMENT TIME ON SITE



Placement	Monthly (1x)	Quarterly (3x)	Semi-Annually (6x)	Annually (12x)
Top Horizontal Banner	$1000	$850	$700	$600

AD SPECIFICATIONS

Top Horizontal Banner Ad: 768 x 90 pixels

THE HOMEPAGE

Offers maximum top-of-funnel brand exposure, making it the premier location for corporate brand awareness and major product announcements.

24,430
PAGE VIEWS OVER 90 DAYS

9,537
UNIQUE ACTIVE USERS (90 DAYS)

40.78%
OF ALL ACTIVE USERS ON SITE

HANGAR FLYER

E-NEWSLETTER SPONSORSHIP

The *Hangar Flyer* is our premier bi-weekly digital update delivered directly to our community. It skips web browsing noise and places your product feature at the top of a highly anticipated inbox delivery.

8,180
Targeted recipients

27.18%
Unique open rate

536
Total clicks per issue

SPONSORSHIP PACKAGE OPTIONS:

$1,500 per month (Includes 2 issues)

Top of Email Banner: Exclusive 768 X 90 banner labeled "Hangar Flyer Sponsor" accompanied by a 50–75 word corporate message and a call-to-action (CTA) button.

Middle Sponsored Spotlight Box: An editorial feature with an advertiser-provided image, a 100–150 word product description, and a dedicated CTA link.

Bottom Placement: Enduring corporate logo recognition at the base of the newsletter.

Performance Tracking: Full link-tracking capability included to measure exact campaign ROI.

DIGITAL ADVERTISING OPPORTUNITIES

BONANZA.ORG WEBSITE

Place your brand in front of the largest live clusters of web traffic.

PREMIUM CONTENT CHANNELS

The Strategy: To ensure maximum ongoing return on investment, this category dynamically targets the top three most-visited pages on Bonanza.org over the trailing 90 days. This methodology places your brand automatically in front of our largest live clusters of web traffic. These spaces represent our highly interactive, "sticky" content zones.

Placement	Monthly (1x)	Quarterly (3x)	Semi-Annually (6x)	Annually (12x)
Top Horizontal Banner	$700	$600	$500	$400
Side Bar Banner	$350	$300	$250	$200

Top Horizontal Banner Ad: 768 x 90 pixels

Side Bar Banner Ad : 300 x 250 pixels

MEMBER FORUM

12,472 PAGE VIEWS OVER 90 DAYS

2m 11s AVERAGE ENGAGEMENT

5.95% BOUNCE RATE

SITE SEARCH

12,347 TOTAL VIEWS

3m 46s AVERAGE ENGAGEMENT

LATEST FORUM POSTS

4,921 PAGE VIEWS OVER 90 DAYS

4m 04s AVERAGE ENGAGEMENT

7.18% BOUNCE RATE

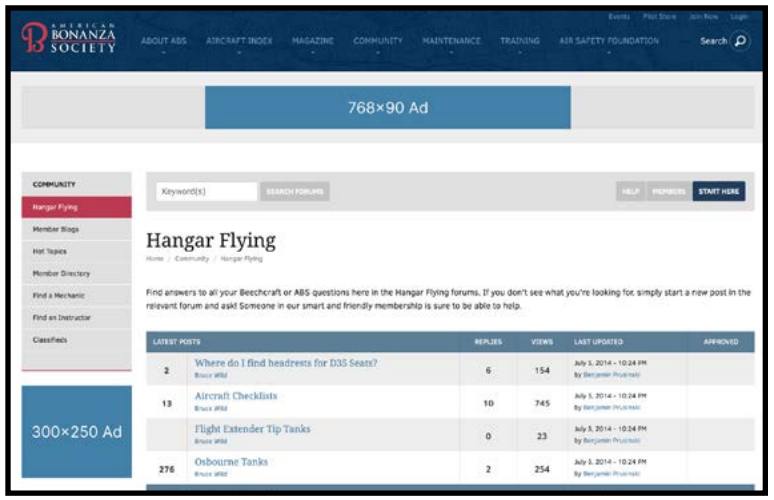
TARGETED CONTENT PAGES

Advertise on pages aligned with your product or service category.

The Strategy: This segment allows you to align your brand alongside niche, hyper-focused resources. By matching your message to specialized content directories, you reach users who are actively engaged in a specific operational, purchasing, or instructional workflow.

This targets members in an active transactional or educational mindset. Placing an ad on a strategically selected page ensures your brand is seen at the exact moment a Beechcraft® owner is troubleshooting a maintenance issue, training for proficiency, or actively shopping for aircraft and parts.

Placement	Monthly (1x)	Quarterly (3x)	Semi-Annually (6x)	Annually (12x)
Top Horizontal Banner	$400	$350	$300	$250
Side Bar Banner	$250	$200	$150	$100



DIGITAL ADVERTISING OPPORTUNITIES

DIGITAL SPOTLIGHTS & VIDEO SPONSORSHIPS

Leverage High-Trust Video & Cross-Platform Reach

Our video properties offer native brand integration built on years of trusted authority.

YOUTUBE VIDEO SPONSORSHIP OPPORTUNITIES

Presenting Video Sponsor | $995 per video

Deliverables: Maximum visibility, including your brand logo featured in the opening sequence, an official verbal mention by the host, a clickable tracking link in the description field, and an end-screen logo outro.

Host-Read Mid-Video Mention | $750 per video

Deliverables: Capitalize on audience trust with a native mid-video shout-out integrated by the host during technical tutorial sequences. Includes an on-screen brand logo, full contact/service verbal mentions, and a description box link.

Learning Center Video Sponsor | $2,500 per series

Deliverables: Exclusive corporate branding over a specialized training series. Your logo remains permanently displayed on all videos within the curriculum, paired with dedicated partner credits in accompanying email notifications.

434,448
TOTAL DIGITAL AUDIENCE EVENTS (90 DAYS)

CROSS-PLATFORM SOCIAL MEDIA SPOTLIGHT

Featured Partner Post | $500 per post

Deliverables: One synchronized, high-impact publication distributed across the official ABS Facebook, Instagram, YouTube, and LinkedIn channels. Simply provide your video or high-res image, and our staff will write a custom introduction linking straight to your landing page.

ABS CONNECT MOBILE APP SPONSORSHIPS

Exclusive Access to Our Most Active, On-the-Go Members. Sponsoring the app puts your brand directly into the daily digital workflow of our most dedicated pilots and owners.



ADVERTISING OPPORTUNITIES & RATES:

Exclusive In-App Main Banner: Premium banner placement at the header of the primary application dashboard and core content navigation loops.

Rate: $650 per month / $1,500 per quarter

Featured Feed & Event Sponsor: A high-visibility pinned post embedded within the 100% User-Generated Content (UGC) Member Feed and within the local event directories.

Rate: $500 per month

1,113
Event visibility

3,733
Active mobile users

13,841
Total app visits



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To advertise contact

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