



## AMAZING EXPERIENCES

Weekly CEO-Style Travel and Lifestyle E-Newsletter For Private Jet Owners

2017 – 2018 Media Kit



Mr. Doug Gollan  
Editor-in-Chief  
**DG Amazing Experiences**  
**Private Jet Card Comparisons**  
One River Place  
New York, NY 10036

Dear Doug,

*Congratulations on your private jet oriented media. The exposure we have received on Private Jet Card Comparisons and in your DG Amazing Experiences e-newsletter has already resulted in several closed sales, and with our standard program being \$100,000, clearly you are reaching the right people and they are responding to your content, something that is very hard to achieve in the cluttered world of the Internet.*

*Wishing you continued success!*

*Sincerely,*

Tom Filippini  
Founder & CEO  
StraightLine Private Air





Mr. Doug Gollan  
Editor-in-Chief  
DG Amazing Experiences

Dear Doug,

I just wanted to let you know we were able to track back a substantial amount of revenue to our collaboration with the DG Amazing Experiences newsletter. We really like your approach of sharing the reader list and clearly you have the right people who not only read it, but are engaged and respond.

Sincerely,

Mark Simon  
Director of Marketing  
Four Seasons Resort Maui



## About DG AMAZING EXPERIENCES

We are the **first and only** travel and luxury e-mail content platform for private jet owners written in “**CEO-style**” using **Expert Content**.

- Founded by luxury and travel media expert Doug Gollan
- An original list developed from over 500 sources
- Every week DGAE reaches over 20,000 private jet owners and C-level executives at companies that operate private jets, plus over 1,000 pilots of long-range private jets
- **Open rate since inception is 20% +**

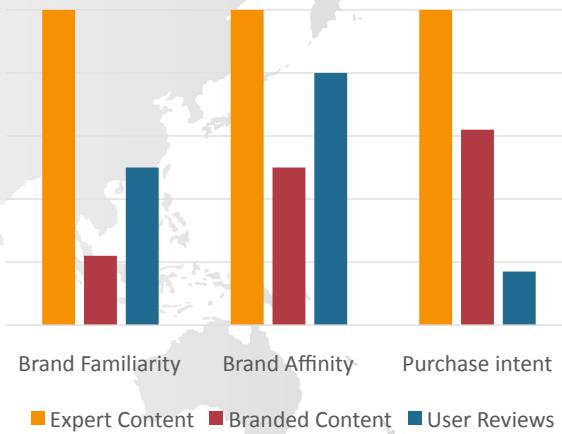


## What is EXPERT CONTENT?

**Expert Content** is articles from credible journalists where the journalist maintains editorial control – Nielsen research shows it is the only content type to exhibit a strong lift in all three areas of the purchase cycle.

- Expert Content lifted brand familiarity **88% more** than branded content and **50% more** than user reviews;
- Expert Content lifted brand affinity **50% more** than branded content and **20% more** than user reviews;
- Expert Content lifted purchase intent **38% more** than branded content and **83% more** than user reviews.

## Expert Content Impact on Purchase Cycle



## THE DIFFERENCE

Our content is different from typical luxury and travel writing in **three key ways**, which we believe can be applied to other segments of lifestyle:

- Whereas most e-newsletters are mainly links designed to drive traffic to a website, our Newsletters, **Special Reports and Spotlight Reports** contain **all pertinent information** so our audience can read them when they are offline or have some downtime.
- Each report includes **interviews with travel agents who have visited the hotel and resort and sell it, providing unique insights** into which suites or villas are best for families (close to the activities) or romance (the most secluded), which are on the sandy beach so you can walk out to the ocean (versus on the cliff), and which units have the best views.
- We source articles and awards from **other** high-quality media as part of our reports, giving readers a **360-degree Board of Directors “due diligence” view**.



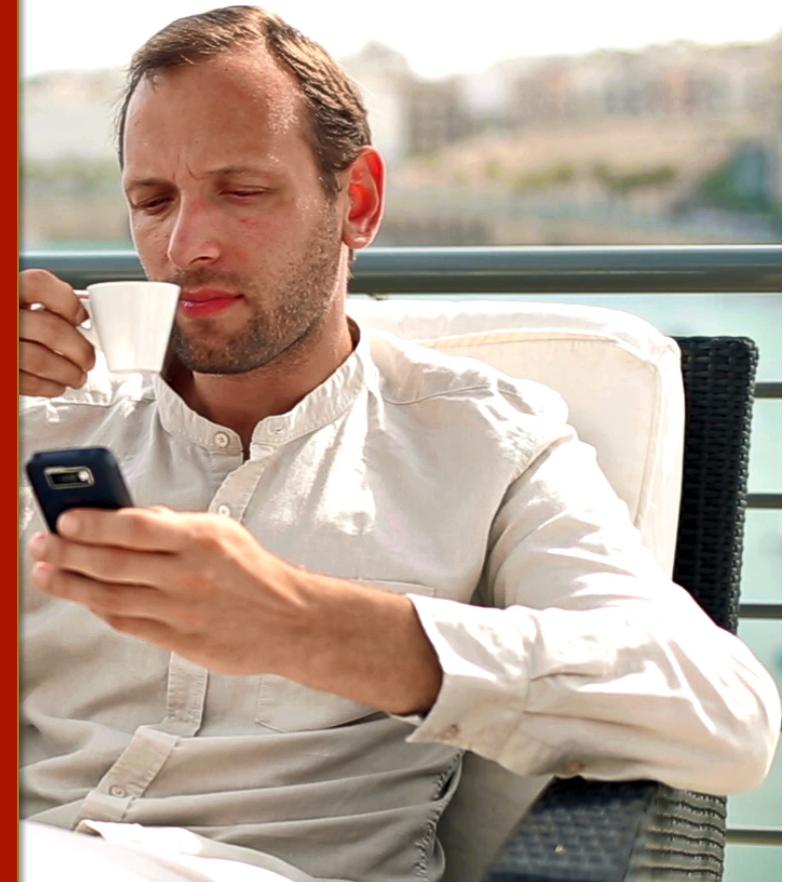
**WORLD WIDE REACH** – reaching hard-to-reach UHNWs wherever they are



Where Readers Opened DGAE July 23<sup>rd</sup> 2016

## High-quality expert content that private jet owners like

- CEO's check their smartphones 75+ times daily for email
- 85 percent of DGAE readership is on smartphones
- 89 percent of readers rate content as Excellent/Very Good
- 85 percent do not read any other travel/luxury magazines or e-newsletters
- Primary readership is B2B titles in the industries where they own or manage companies – i.e. – tech, pharma, finance, distribution, manufacturing, franchising, etc.



Sources: Gallup and DGAE Readership Survey

## READERS SPEAK

DGAE weekly delivers over 21,000 private jet owners and C-Level executives whose companies operate private jets.

“Great ideas on new places to go”

*Clifford Clark  
Founder/Chairman  
Discovery Point Learning Centers*

“Very informative, in-depth discussion. I enjoy your reports very much!”

*James Rane  
Chairman  
Great Southern Wood Preserving  
Net Worth = \$610 million; richest person in Alabama*

“Great information on hotels, particularly the 5-star type hotels I stay in.”

*Colin Campbell  
COO  
National Hockey League (NHL)*

“Great information on what's available in the luxury travel market (and) discussion of security.”

*Richard Anderl  
COO/General Counsel  
Mutual of Omaha*

“Great job on providing information about access by private jets, runway length, FBO, etc.”

*Gregg Williams  
Chairman, CEO & President  
Williams International Corp. (Military Defense)  
Privately held - \$500 million+ in annual revenues*



## Leslie Moonves

President, Chief Executive Officer and  
Chairman of the Board at CBS  
Corporation



Leslie Moonves

CEO, CBS

Added: Jan 31, 2016 8:53pm EST | Added by you | Last Updated: Aug 24, 2016 9:47pm EDT

**#15 Leslie Moonves**  
Net worth: \$700 million

Opened Special Report - Hotel D'Angleterre Geneva7/20/2017 10:14am  
Sent Special Report - Hotel D'Angleterre Geneva7/20/2017 10:14am  
Sent Vol 3, No 10 - Family Security7/6/2017 11:33am  
Sent Baur au Lac Redux Special Report6/29/2017 10:25am  
Sent Special Resort Redux- Lacaula Resort Fiji6/22/2017 2:04pm  
Opened Copy of Special Report: Rosewood Mayakoba6/15/2017 1:30pm  
Opened Copy of Special Report: Rosewood Mayakoba6/15/2017 1:28pm  
Sent Copy of Special Report: Rosewood Mayakoba6/15/2017 1:26pm  
Opened Special Report Redux Aman Bhutan6/1/2017 8:51pm  
Sent Special Report Redux Aman Bhutan6/1/2017 4:47pm  
Opened Vol 3, No 9 - FS News5/23/2017 2:34pm  
Opened Vol 3, No 9 - FS News5/23/2017 2:32pm  
Sent Vol 3, No 9 - FS News5/23/2017 2:26pm  
Sent Special Report - Crystal Esprits/11/2017 9:32am  
Sent New Zealand Lodges Redux April 31/2017 5/4/2017 9:57am  
Sent Special Report - Acqualina24/27/2017 10:30am  
Opened Special Report - Ultima Gstaad4/21/2017 11:30am  
Sent Special Report - Ultima Gstaad4/21/2017 11:00am  
Opened Special Report - La Reserve4/13/2017 1:45pm  
Sent Special Report - La Reserve4/13/2017 1:45pm  
Sent PJCC Consumer Email4/11/2017 7:00am  
Sent Vol 3, No 8 - More CNT Suites4/6/2017 7:56am  
Opened Vol 3, No 7 - 15 Conde Nast Winners - Part 13/30/2017 7:27pm  
Opened Vol 3, No 7 - 15 Conde Nast Winners - Part 13/30/2017 7:26pm  
Opened Vol 3, No 7 - 15 Conde Nast Winners - Part 13/30/2017 7:25pm  
Opened Vol 3, No 7 - 15 Conde Nast Winners - Part 13/30/2017 7:12pm  
Opened Vol 3, No 7 - 15 Conde Nast Winners - Part 13/30/2017 12:32pm  
Sent Vol 3, No 7 - 15 Conde Nast Winners - Part 13/30/2017 12:32pm  
Sent Vol 3, No 6 - Events3/22/2017 9:04pm  
Sent Special Report - Acqualina3/14/2017 12:54pm  
Sent Copy of Vol 3, No 5 - Security Report3/8/2017 7:58am  
Opened Vol 3, No 4 - Romantic Hotels3/1/2017 6:21pm  
Sent Vol 3, No 4 - Romantic Hotels3/1/2017 2:19pm  
Sent Special Report Aman Bhutan2/22/2017 8:44am  
Opened Special Report - Lacaula Resort Fiji2/16/2017 1:16pm  
Sent Special Report - Lacaula Resort Fiji2/16/2017 1:02pm



## Trevor Edwards

President, Nike

Added: Jan 27, 2016 11:36pm EST | Added by you | Last Updated: Jul 18, 2016 3:39pm EDT

### Trevor A. Edwards's Annual Salary, Stock and Options

Salary and Bonus	\$3,252,468
Stock Awards	\$880,005
Option Awards	\$1,353,600

### Trevor A. Edwards's Insider Transactions

<i>Last 3 years</i>	
Option Exercised	\$33,892,095
Stock Sold	\$41,797,575
New Equity Grants	\$8,651,968

- Opened Newsletter July 2016 Vol 2 No 107/13/2016 11:47am
- Opened Newsletter July 2016 Vol 2 No 107/12/2016 8:33pm
- Opened Newsletter July 2016 Vol 2 No 107/9/2016 9:14am
- Opened Newsletter July 2016 Vol 2 No 107/9/2016 9:02am
- Sent Newsletter July 2016 Vol 2 No 107/9/2016 7:12am
- Sent SUPPORT Sun Cab Special Report7/2/2016 7:09am
- Opened Trump Las Vegas Special Report6/25/2016 10:34am
- Sent Trump Las Vegas Special Report6/25/2016 7:10am
- Sent How not to be a victim of a terror attack6/18/2016 7:08am
- Opened Peninsula Shanghai Special Report6/11/2016 12:54pm
- Sent Peninsula Shanghai Special Report6/11/2016 7:11am
- Sent Six Senses Replay June 4 2016/4/2016 7:10am
- Opened Lebua Special Report5/28/2016 9:06am
- Opened Lebua Special Report5/28/2016 9:05am
- Opened Lebua Special Reports5/28/2016 9:04am
- Opened Lebua Special Report5/28/2016 9:02am
- Sent Lebua Special Report5/28/2016 7:09am
- Opened DGAE V2N8 Global Cuba MO BKKS/23/2016 2:13am
- Opened DGAE V2N8 Global Cuba MO BKKS/21/2016 8:59am
- Sent DGAE V2N8 Global Cuba MO BKKS/21/2016 7:08am
- Sent How to choose an independent hotel5/14/2016 7:09am
- Opened DGAE V2N6 Global5/9/2016 12:29pm
- Opened DGAE V2N6 Global5/8/2016 1:08pm
- Opened DGAE V2N6 Global5/8/2016 12:43pm
- Sent DGAE V2N6 Global5/7/2016 7:10am
- Sent Special Report Wellness Resorts April 30 2016/4/30/2016 7:50am
- Sent A&K Palau Experience April 16, 2016/4/16/2016 8:02am
- Sent Baur au Lac Special Report4/9/2016 7:40am
- Opened DGAE V2N4 Best Special Report4/4/2016 1:27pm
- Opened DGAE V2N5 Global4/1/2016 1:13pm
- Sent DGAE V2N5 Global4/1/2016 12:51pm
- Opened Special Report New Superyacht Marinas March 2016/3/26/2016 10:26am
- Sent Special Report New Superyacht Marinas March 2016/3/26/2016 8:04am
- Opened Nihiwatu Special Report March 19 2016/3/24/2016 1:05pm
- Sent Nihiwatu Special Report March 19 2016/3/19/2016 8:48am
- Sent DGAE V2N4 Best Special Reports3/12/2016 8:08am
- Opened DGAE V2N3 Global3/5/2016 12:17pm
- Sent DGAE V2N3 Global3/5/2016 9:02am
- Opened Four Seasons Maui Resort Feb 27 2016/2/27/2016 10:05am
- Sent Four Seasons Maui Resort Feb 27 2016/2/27/2016 9:55am
- Sent Special Report Six Senses Suites Feb 13 2016/2/13/2016 9:56am
- Opened DGAE V2N2 Global1/30/2016 2:18pm
- Sent DGAE V2N2 Global1/30/2016 9:09am



## Juan R. Luciano

Chairman and CEO, Archer Daniels Midland Company

Added: Dec 27, 2015 10:48am EST | Added by you | Last Updated: Jul 18, 2016 6:42pm EDT

### Juan R. Luciano's Annual Salary, Stock and Options

**Salary and Bonus** \$2,682,257  
**Stock Awards** \$3,371,859  
**Option Awards** \$3,342,408

### Juan R. Luciano's Insider Transactions

*Last 3 years*  
**Option Exercised** -  
**Stock Sold** -  
**New Equity Grants** \$22,532,295

- Clicked Newsletter July 2016 Vol 2 No 107/11/2016 6:54pm
- Opened Newsletter July 2016 Vol 2 No 107/11/2016 6:54pm
- Opened Newsletter July 2016 Vol 2 No 107/11/2016 6:53pm
- Opened Newsletter July 2016 Vol 2 No 107/11/2016 8:01am
- Opened Newsletter July 2016 Vol 2 No 107/9/2016 8:28am
- Sent Newsletter July 2016 Vol 2 No 107/9/2016 7:12am
- Sent SUPPORT Sun Cabo Special Report7/2/2016 7:09am
- Opened Trump Las Vegas Special Report6/25/2016 3:58pm
- Sent Trump Las Vegas Special Report6/25/2016 7:10am
- Opened How not to be a victim of a terror attack6/19/2016 6:03pm
- Opened How not to be a victim of a terror attack6/18/2016 8:21am
- Opened How not to be a victim of a terror attack6/18/2016 7:51am
- Sent How not to be a victim of a terror attack6/18/2016 7:08am
- Sent Peninsula Shanghai Special Report6/11/2016 7:11am
- Opened Six Senses Replay June 4 2016/4/2016 7:30am
- Sent Six Senses Replay June 4 2016/4/2016 7:10am
- Opened Lebua Special Report5/28/2016 10:24am
- Opened Lebua Special Report5/28/2016 8:15am
- Sent Lebua Special Report5/28/2016 7:09am
- Opened DGAE V2N8 Global Cuba MO BK5/21/2016 9:55am
- Sent DGAE V2N8 Global Cuba MO BK5/21/2016 7:08am
- Opened How to choose an independent hotel5/14/2016 8:31am
- Sent How to choose an independent hotel5/14/2016 7:09am
- Opened DGAE V2N6 Global5/7/2016 8:35am
- Sent DGAE V2N6 Global5/7/2016 7:10am
- Opened Special Report Wellness Resorts April 30 2016/4/30/2016 8:02am
- Sent Special Report Wellness Resorts April 30 2016/4/30/2016 7:50am
- Opened A&K Palau Experience April 16, 2016/4/16/2016 10:41am
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- Sent DGAE V2N5 Global4/1/2016 12:51pm
- Opened Special Report New Superyacht Marinas March 2016/3/26/2016 8:21am
- Sent Special Report New Superyacht Marinas March 2016/3/26/2016 8:04am
- Opened Niihau Special Report March 19 2016/3/20/2016 11:42am
- Sent Niihau Special Report March 19 2016/3/19/2016 8:48am
- Opened DGAE V2N4 Best Special Reports3/12/2016 9:18am
- Sent DGAE V2N4 Best Special Reports3/12/2016 8:08am
- Opened DGAE V2N3 Global3/5/2016 9:02am
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- Opened Special Report Six Senses Suites Feb 13 2016/2/13/2016 10:15am
- Sent Special Report Six Senses Suites Feb 13 2016/2/13/2016 9:56am
- Opened DGAE V2N2 Global1/30/2016 11:56am
- Sent DGAE V2N2 Global1/30/2016 9:09am



## Robert Starkey

President, Major League Baseball Aces LLC

Added: Dec 9, 2015 6:46pm EST | Added by you | Last Updated: Dec 27, 2015 11:18am EST

- Opened SUPPORT Sun Cabo Special Report7/2/2016 3:18pm
- Opened SUPPORT Sun Cabo Special Report7/2/2016 12:02pm
- Opened SUPPORT Sun Cabo Special Report7/2/2016 12:00pm
- Sent SUPPORT Sun Cabo Special Report7/2/2016 7:09am
- Opened Trump Las Vegas Special Report6/29/2016 1:53pm
- Sent Trump Las Vegas Special Report6/25/2016 7:10am
- Sent How not to be a victim of a terror attack6/18/2016 7:08am
- Opened Peninsula Shanghai Special Report6/11/2016 2:57pm
- Opened Peninsula Shanghai Special Report6/11/2016 2:56pm
- Opened Peninsula Shanghai Special Report6/11/2016 12:10pm
- Opened Peninsula Shanghai Special Report6/11/2016 11:36am
- Sent Peninsula Shanghai Special Report6/11/2016 7:11am
- Sent Six Senses Replay June 4 20166/4/2016 7:10am
- Opened Lebua Special Report5/28/2016 9:42pm
- Opened Lebua Special Report5/28/2016 9:19pm
- Opened Lebua Special Report5/28/2016 8:53pm
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- Opened DGAE V2N8 Global Cuba MO BKK5/21/2016 8:52am
- Sent DGAE V2N8 Global Cuba MO BKK5/21/2016 7:08am
- Sent How to choose an independent hotel5/14/2016 7:09am
- Opened DGAE V2N6 Global5/7/2016 7:25am
- Sent DGAE V2N6 Global5/7/2016 7:10am
- Sent Special Report Wellness Resorts April 30 20164/30/2016 7:50am
- Sent A&K Palau Experience April 16, 20164/16/2016 8:02am
- Sent Baur au Lac Special Report4/9/2016 7:40am
- Opened DGAE V2N5 Global4/1/2016 12:54pm
- Sent DGAE V2N5 Global4/1/2016 12:51pm
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- Opened DGAE V2N4 Best Special Reports3/12/2016 11:43am
- Opened DGAE V2N4 Best Special Reports3/12/2016 8:26am
- Opened DGAE V2N4 Best Special Reports3/12/2016 8:20am
- Opened DGAE V2N4 Best Special Reports3/12/2016 8:15am
- Sent DGAE V2N4 Best Special Reports3/12/2016 8:08am
- Sent DGAE V2N3 Global3/5/2016 9:02am
- Opened Four Seasons Maui Resort Feb 27 20162/27/2016 10:13am
- Opened Four Seasons Maui Resort Feb 27 20162/27/2016 10:12am
- Clicked Four Seasons Maui Resort Feb 27 20162/27/2016 10:10am
- Opened Four Seasons Maui Resort Feb 27 20162/27/2016 10:10am
- Sent Four Seasons Maui Resort Feb 27 20162/27/2016 9:55am
- Opened Special Report Six Senses Suites Feb 13 20162/13/2016 12:32pm
- Sent Special Report Six Senses Suites Feb 13 20162/13/2016 9:56am
- Opened DGAE V2N2 Global1/31/2016 6:03pm
- Opened DGAE V2N2 Global1/30/2016 12:17pm
- Opened DGAE V2N2 Global1/30/2016 11:45am
- Sent DGAE V2N2 Global1/30/2016 9:09am
- Sent Special Report NCL Breakaway Jan 30 20161/23/2016 9:35am
- Opened Special Report Mukul Jan 16 20161/16/2016 12:44pm
- Sent Special Report Mukul Jan 16 20161/16/2016 9:15am
- Opened DGAE V2N1 Global1/10/2016 6:37pm
- Opened DGAE V2N1 Global1/10/2016 12:21pm



## John H. Tyson

Chairman, Tyson Foods, Inc.

Added: Dec 9, 2015 6:46pm EST | Added by you | Last Updated: Dec 27, 2015 11:18am EST

Shares of **Tyson Foods** have shot up 25% this year, boosting **John Tyson's** personal net worth to an estimated \$1.2 billion. Business has never been better for **Tyson**, which breeds, slaughters, ships and sells the animals that end up in grocery stores and fast-food chains across

- Opened SUPPORT Sun Cabo Special Report7/2/2016 8:50am
- Sent SUPPORT Sun Cabo Special Report7/2/2016 7:09am
- Opened Trump Las Vegas Special Report6/25/2016 7:15am
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- Opened How not to be a victim of a terror attack6/18/2016 7:46am
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- Sent DGAE V2N1 Global1/9/2016 10:36am



 **Yvonne Bauer**

Chairman, Bauer Media

Added: Feb 13, 2016 1:51pm EST | Added by you | Last Updated: Feb 13, 2016 1:51pm EST

#### [Yvonne Bauer - Wikipedia, the free encyclopedia](#)

[https://en.wikipedia.org/wiki/Yvonne\\_Bauer](https://en.wikipedia.org/wiki/Yvonne_Bauer) ▾ Wikipedia ▾

Known for: CEO and 85% owner of Bauer Media Group. Net worth: US\$2.8 billion (June 2016)

- Opened Newsletter July 2016 Vol 2 No 107/9/2016 2:15pm
- Opened Newsletter July 2016 Vol 2 No 107/9/2016 2:07pm
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- Opened Special Report Six Senses Suites Feb 13 2016/2/13/2016 2:01pm
- Sent Special Report Six Senses Suites Feb 13 2016/2/13/2016 2:00pm



## Neil Smit

President, Comcast

Added: Jan 27, 2016 3:46pm EST | Added by you | Last Updated: Jan 27, 2016 3:46pm EST

### Neil Smit's Annual Salary, Stock and Options

<b>Salary and Bonus</b>	\$10,546,658
<b>Stock Awards</b>	\$8,369,688
<b>Option Awards</b>	\$4,375,269

### Neil Smit's Insider Transactions

<i>Last 3 years</i>	
<b>Option Exercised</b>	-
<b>Stock Sold</b>	\$12,162,891
<b>New Equity Grants</b>	\$33,659,026

- Opened Newsletter July 2016 Vol 2 No 107/9/2016 3:35pm
- Opened Newsletter July 2016 Vol 2 No 107/9/2016 7:31am
- Sent Newsletter July 2016 Vol 2 No 107/9/2016 7:12am
- Opened SUPPORT Sun Cabo Special Report7/2/2016 10:23am
- Sent SUPPORT Sun Cabo Special Report7/2/2016 7:09am
- Opened Trump Las Vegas Special Report6/25/2016 7:42am
- Sent Trump Las Vegas Special Report6/25/2016 7:10am
- Opened How not to be a victim of a terror attack6/18/2016 4:52pm
- Sent How not to be a victim of a terror attack6/18/2016 7:08am
- Opened Peninsula Shanghai Special Report6/11/2016 8:23am
- Sent Peninsula Shanghai Special Report6/11/2016 7:11am
- Opened Six Senses Replay June 4 20166/4/2016 8:37am
- Sent Six Senses Replay June 4 20166/4/2016 7:10am
- Opened Leuba Special Reports5/28/2016 8:02am
- Sent Leuba Special Report5/28/2016 7:09am
- Opened DGAE V2N8 Global Cuba MO BKK5/21/2016 8:08am
- Sent DGAE V2N8 Global Cuba MO BKK5/21/2016 7:08am
- Opened How to choose an independent hotel5/14/2016 7:30am
- Sent How to choose an independent hotel5/14/2016 7:09am
- Opened DGAE V2N6 Global5/7/2016 7:51am
- Sent DGAE V2N6 Global5/7/2016 7:10am
- Opened Special Report Wellness Resorts April 30 20164/30/2016 10:26am
- Sent Special Report Wellness Resorts April 30 20164/30/2016 7:50am
- Opened A&K Palau Experience April 16, 20164/16/2016 8:05am
- Sent A&K Palau Experience April 16, 20164/16/2016 8:02am
- Opened Baur au Lac Special Report4/9/2016 1:25pm
- Sent Baur au Lac Special Report4/9/2016 7:40am
- Opened DGAE V2N5 Global4/1/2016 8:06pm
- Sent DGAE V2N5 Global4/1/2016 12:51pm
- Opened Special Report New Superyacht Marinas March 20163/26/2016 8:18am
- Opened Special Report New Superyacht Marinas March 20163/26/2016 8:16am
- Sent Special Report New Superyacht Marinas March 20163/26/2016 8:04am
- Opened Nihiwatu Special Report March 19 20163/19/2016 9:56am
- Sent Nihiwatu Special Report March 19 20163/19/2016 8:48am
- Opened DGAE V2N4 Best Special Reports3/12/2016 10:36am
- Sent DGAE V2N4 Best Special Reports3/12/2016 8:08am
- Sent DGAE V2N3 Global3/5/2016 9:02am
- Opened Four Seasons Maui Resort Feb 27 20162/27/2016 10:05am
- Sent Four Seasons Maui Resort Feb 27 20162/27/2016 9:55am
- Opened Special Report Six Senses Suites Feb 13 20162/13/2016 10:42am
- Sent Special Report Six Senses Suites Feb 13 20162/13/2016 9:56am
- Opened DGAE V2N2 Global1/30/2016 9:42am
- Sent DGAE V2N2 Global1/30/2016 9:09am
- Opened Special Report Mukul Jan 16 20161/27/2016 6:20pm
- Sent Special Report Mukul Jan 16 20161/27/2016 4:00pm

## DG AMAZING EXPERIENCES - Selected Company Readership

(Chairman, Vice Chairman, CEO, President, COO, C-Level)

1800 Flowers	BMW	CRST International	General Mills
3M	BNY Mellon	Cummins	General Motors
AbbVie	Booz Allen	CVS Health	Goldman Sachs
Abercrombie & Fitch	Briley Group	Deutsche Bank	Guardian Financial
Accenture	Cablevision	DirecTV	Google
AFPF Food Group	Capital One	Dish Network	Guarantee Trust Bank (Nigeria)
Amazon	Cardinal Health	Disney	Hasbro
Amgen	Carmax	Dollar General	Home Depot
American Metal and Iron	Cargill	Domino's	Hormel
Ares Management	Caterpillar	Dow Chemical	HP
Armstrong	CBS	Duke Energy	Humana
Apple	Cheniere Energy	DuPont	IBM
Archer Daniels Midland (ADM)	Chevron	Ebay	Intel
AG Edwards Financial	Cigna	Eli Lilly	International Paper
AIG	Cisco	Emerson Electronic	Intuit
Alcoa	Citigroup	Essar Group (India)	Joe Gibb's Racing (NASCAR)
Altria	CNA Insurance	Estee Lauder	John Deere
American Equity	CNH Industrial	Exelon	Johnson & Johnson
American Express	Coca Cola	ExxonMobil	Johnson Controls
Aramark	Coca Cola Enterprises	First Data	JP Morgan Chase
Bank of America	Colgate-Palmolive	Fluor	Kimberly-Clark
Bank United	Comcast	Ford Motor Co.	Koch Industries
Barneys New York	ConAgra	FRHI	KPCB
Bauer Media	Costco	Gabelli Investments	Kraft
Best Buy	Cox Enterprises	Gap	Kroger
Blackstone	Crown Chicago Holdings	GE	LinkedIn

## DG AMAZING EXPERIENCES - Selected Company Readership

(Chairman, Vice Chairman, CEO, President, COO, C-Level)

Lowes	Nationwide Insurance	Pfizer	Sonic Automotive	US Signal
Marmon	NCR	Plumb Creek Lumber Company	Southern Company	UTC
Mass Mutual	Newell Rubbermaid	PNC Bank	Sprint	Valero
Mastercard	Nextera Energy	Pohlad Companies	State Farm Insurance	Vanguard Healthcare
Mattel	National Hockey League	Principal Financial	Stryker	Van Wagner
Mazama Capital Management	Nationwide	Proctor & Gamble	Symantec	Verizon
McDonald's	Nestle	Prudential Financial	Target	Vestar Capital
McKesson	Nike	Publix	Time Warner	Viacom
Merck	New York Life	Ralph Lauren	Tishman Real Estate	Waffle House
Meredith	Northwestern Mutual	Raycom Media	Travelers Insurance	Walgreens
MetLife	Novartis	Raytheon	Tuscan Brands	Walmart
Major League Baseball	Och-Ziff Capital Management Group	RBS Citizens Bank	Tyson Foods	Wells Fargo
MGM Resorts	Oracle	Regal Cinemas	United Health	Weyerhaeuser
Monsanto	Peco Foods	Rite Aid	United States Steel	Whirlpool
Mutual of Omaha	Penske	Saracen Energy	United Technologies	Xerox
NASCAR	PepsiCo	Simon Property Group	UBS	Yum Brands
National Beverage	Phillips 66	Smithfield Farms	US Bancorp	Zurich Financial

## STRATEGY AND ACCOUNTABILITY – Sample Reader Report

First Name	Last Name	Email...	Company Name	TITLE	Date of Most Recent Open	Aircraft	Most Recent Location
Orest	Szot	70%	Miller Thomson	Managing Part...	Jul 22, 2017, 11:11 AM	Gulfstream IVSP 1382 C-GMRX	Canada, Ontario, Ottawa
Danny	Lavy	70%	Blinds To Go Inc.	C.E.O.	Jun 24, 2017, 2:56 PM	Dassault Falcon 2000LX 016...	Canada, Quebec, Franquelin
Khalid	Al Anzan	70%	Shazin Trading Establishment	President	Jul 1, 2017, 2:06 PM	Boeing 727-100 19006 HZ-R...	Saudi Arabia, Ar Riyad, Riyadh
Pieter	Jancke	70%	PBD Plaaslike Boeredienste (Pty) Ltd	Director / Gen...	Jul 24, 2017, 6:39 AM		South Africa, Mpumalanga, Secunda
Thomas	Loeliger	70%	Nordico USA, Inc.	President	Jul 22, 2017, 8:16 AM		Switzerland, Aargau, Baden
James	Green	70%	Metropolitan Water District of SO. CA.		May 13, 2017, 6:47 PM	Cessna Caravan 208 208005...	United States, California, Los Angeles
Mike	Jordan	70%	Jordan Air LLC	Director	Jul 29, 2017, 11:17 AM	IAI Westwind II 0404 N29CL	United States, California, Sacramento
Jane	Richmond	70%	Pacific Union International, Inc.	Chief Executive...	Jul 22, 2017, 12:07 PM		United States, California, San Francisco
Michael	Glickman	70%	Cisco	President	Jul 29, 2017, 10:41 AM	Dassault Falcon 2000EX 001...	United States, California, San Jose
Fred	Machado	70%	Aircraft Finance Aircorp Inc.	Member	Jul 29, 2017, 10:54 AM	Embraer Phenom 300 50500...	United States, Florida, Miami
Victor	Koelsch	70%	Exide Technologies	Chief Executive...	Jul 8, 2017, 9:27 AM	Beechcraft Corp. King Air B2...	United States, Florida, Miami
Beatriz	Viera	70%	Hyundai Colombia Auto	Administrative...	Jul 25, 2017, 11:07 AM		United States, Florida, Miami
Robert	Buker Jr.	70%	U.S. Sugar Corporation	President / C.E....	Jul 29, 2017, 11:38 AM	Cessna Citation XLS 560 572...	United States, Florida, Sebring
Jon	Glickstein	70%	Live Nation, Inc.	President, Busi...	Jun 24, 2017, 1:10 PM	Bombardier Global 5000 966...	United States, Illinois, Chicago
Patrick	Dumont	70%	Sands Corp.	President	Jul 29, 2017, 2:07 PM	Boeing Bus. Jet 29233 N887...	United States, Illinois, Chicago
Juan R.	Luciano	70%	ADM	CEO	Jul 29, 2017, 1:52 PM	Dassault Falcon 7X 073 N787...	United States, Illinois, Schaumburg
Donald	Bishop	70%	Atlantic Jet LLC	President	Jul 29, 2017, 12:54 PM	Cessna Citation V Ultra 560...	United States, Maine, Westbrook
Hal	Lawton	70%	Ebay	President	Jul 29, 2017, 11:35 AM	Gulfstream G550 5062 N159...	United States, Massachusetts, Worcester
Robert	Reeg	70%	Mastercard	President	Jul 22, 2017, 7:55 AM	Bombardier Lear 45XR	United States, Missouri, O'fallon
Jack	Emery	70%	Trian Fund Management L.P.	Chief Pilot	Yesterday, 1:54 PM	Bombardier Global EXP 9067...	United States, New York, Middletown
Linda	Kruse	70%	The Blackstone Group L.P.	Office of Hamil...	Jul 30, 2017, 10:51 AM	Bombardier Challenger 604 5...	United States, New York, New York City
Ronald M.	Silverman	70%	VISTAJET US Lrc.	President	Yesterday, 11:42 AM	Bombardier Challenger 850 8...	United States, New York, New York City
Stephen	Siegel	70%	1489 LLC	Member	Jul 22, 2017, 7:13 AM	Beechcraft Corp. Hawker 100...	United States, New York, Southampton
Blake	Nordstrom	70%	NLC Inc.	Co-President	Jul 22, 2017, 9:59 AM	Bombardier Challenger 300 2...	United States, Oregon, Coos Bay
Mark	Kiesel	70%	PIMCO	Managing Dire...	Jun 24, 2017, 1:29 PM	Beechcraft Corp. Hawker 80...	United States, Tennessee, Parsons
Paul	Whitman	70%	Jones Lang LaSalle Incorporated	President - Dfw	Jul 22, 2017, 3:55 PM	Bombardier Global 5000 958...	United States, Texas, Dallas
Fernando	Varela	70%	Fanac LLC	Member	Jul 29, 2017, 11:40 AM	Cessna Citation II 550 0587...	United States, Texas, Fort Worth
Barton	Clemens Jr	70%	Montecito Express LLC	Esquire	Jul 22, 2017, 10:19 AM	Gulfstream G650 6079 N650...	United States, California, Ventura
Eric	Margolin	70%	Carmax	Chief Counsel	Jun 3, 2017, 9:16 AM		United States, Connecticut, Hartford
Randall	Fields	70%	Shared Equip LLC	Manager	Jul 22, 2017, 9:34 AM	Beechcraft Corp. Premier IA...	United States, Utah, Saint George
Frank	Foster	70%	Flying Fish Aviation L.L.C.	Member	Jul 29, 2017, 4:40 PM	Cessna Citation Jet 525 034...	United States, South Carolina, Charleston
Andrew	Paine III	70%	Key Bank	President	Jul 29, 2017, 10:59 AM	Dassault Falcon 900B 0122 N...	United States, California, Ukiah

## RESEARCH AND RESULTS

### Case Study - The Brando (Special Report)

- 4,215 readers

Prior to receiving a DGAE Special Report on The Brando, a resort in French Polynesia, only **19 percent** of readers were aware of the property despite extensive coverage in all major luxury and travel media.

#### After reading the DGAE Special Report on The Brando:

- **89 percent** of recipients recalled receiving the DGAE Special Report
- **79 percent** said they are more likely to visit
- **12 percent** said they are likely to visit in the next 12 months
- **8 percent** said they were interested in a full takeover of the resort, which starts at \$350,000
- 2 requests for full takeovers were received from an African Head of State and a Middle East UHNW



## RESEARCH AND RESULTS

### Case Study - Six Senses Resorts (Corporate Report)

- 4,516 readers

The DGAE Special Report significantly increased awareness and intent to purchase with this high travel, high-spending audience:

Prior to receive the DGAE Six Senses Report:

- Only **11 percent** of readers were familiar with Six Senses
- Only **4 percent** said they had previously stayed at a Six Senses property

**After reading the DGAE Special Report on best villas of Six Senses:**

- **63 percent** recall receiving the DGAE Report on Six Senses
- **33 percent** said they are more likely to visit
- **9 percent** said they are likely to visit in the next 12 months providing a potential for approximately 200 reservations.
- An additional **63 percent** said they would consider visiting in the future



## RESEARCH AND RESULTS

### Case Study - Ulysse Nardin (Banner advertising)

The campaign ran for 15 weeks and generated

562,900 total impressions for a \$26 CPM

The campaign generated over 220 link clicks

A flash survey to readers who clicked links

generated 50% response rate

#### Reader Feedback:

All respondents recalled the campaign

90% respondents said they were now  
considering Ulysse Nardin

"I enjoy your newsletter. I was not familiar with the Ulysse Nardin brand that your newsletter introduced. I now know enough to have it in my consideration set for a high quality timepiece."

- CFO- Mutual of Omaha

"I do like their watches...I do not have a UN now...but am now more familiar. I may consider in the future"

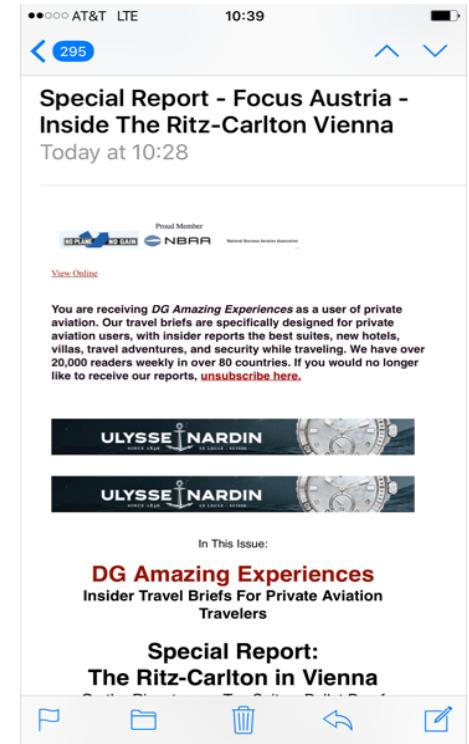
- Founder of Fortune 500 company

"I do enjoy watches and am now looking more at Ulysse Nardin."

- Managing Partner, Troutman Sanders

"Always nice to see watches I wasn't familiar with showcased."

- C-Suite at Blackstone



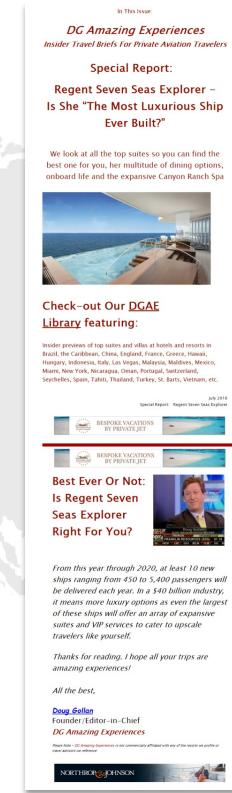
## CONTENT OPTIONS AND RATES

**Advertising in weekly DGAE Newsletter:**

Banner (560 x 60 pixels)

ISSUES	6x	12x	26x	52x
Lead Banner	\$4,000	\$2,200	\$1,800	\$1,500
Interior Banner	\$2,000	\$1,700	\$1,300	\$1,000

Price includes 2 Banners per issue



## CONTENT OPTIONS AND RATES

### ***Special Reports:***

A comprehensive DGAE Special Report (approximately 1,500-2,500 words) on your property, cruise ship, etc. including:

- Research and interviews with top travel agents who have visited and sell your product.
- Report, including overview, accommodations by suite type, restaurant and bars, spa, meeting and event facilities, unique experiences, awards list, recommended reading list, private jet access information, key destination attributes, and other information that will help sell your product.
- Layout, design and editing
- Distribution to our audience of over 20,000 private jet owners, C – Level executives at companies that operate private jets and 1,000 + pilots of long-range private jets.
- Inclusion in the DGAE Library
- Readership report for ROI tracking

**\$6,750 net, including re-use and reprint rights, plus readership report**

### 2. ACCOMMODATIONS:

As the locations and style of the various accommodations varies, I recommend you spend a bit of time deciding on which villa is right for you. The three travel advisors I've interviewed all know the different villas intimately and at the end I've provided you the direct contact information of the MD as well.

#### **Hilltop Estate**



The Hilltop Estate is likened to a "resort within a resort," situated atop the high green hills of the island. The views,

## CONTENT OPTIONS AND RATES

### ***Corporate Newsletters:***

Two Dedicated Corporate Newsletters

Each newsletter will cover:

- Up to 5 properties
- Approximately 250-30 words per property
- Two images per property
- Two focus points per property (i.e. – two suites, experiences, etc.)
- Reader Data – after each newsletter you will receive a full reader report that can be used to track past guests and against future reservations to measure ROI
- Duration – 6-12 months
- Listing monthly (12x) in DGAE Library promotion in bottom weekly newsletter with 2x program
- Two additional 250-word editorials in regular newsletters with 2x program

**One Corporate Newsletter = \$10,000 net**

**Two Corporate Newsletters = \$17,500 net**





## AMAZING EXPERIENCES

Weekly CEO-Style Travel and Lifestyle E-Newsletter For Private Jet Owners

**For further information:**

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