



**IT'S A FACT—  
TRADE-A-PLANE  
LEADS THE PACK**

In a recent survey of Trade-A-Plane subscribers, 96% said if they could choose only one aviation publication or service as their primary shopping tool, it would be Trade-A-Plane.

Hands down. No question. Not even a hesitation.

The reason? Because since 1937, it's lived up to the well-earned title of The Aviation MarketPlace. Inside its covers is the largest selection of planes, products and services on the planet. Literally everything that keeps you flying.

Buying or selling, in print and online, Trade-A-Plane simply works. For advertisers and readers alike, its effectiveness is unequalled. Why else would they be so happy with it?

**TRADE-A-PLANE IS  
THE MOST USEFUL FOR  
BUYING AND SELLING**

Of 13 publications or services\* that subscribers might use to buy aircraft and equipment, Trade-A-Plane was rated very useful for selling by 89%—more than seven times as often as its closest competitor at 12%.

Of the same 13 publications or services,\* Trade-A-Plane was rated very useful for selling by 81%—10 times as often as its closest competitor at 8%.

**NO DOUBT ABOUT IT—  
TRADE-A-PLANE'S THE ONE**

\*Trade-A-Plane, Aero Trader, AOPA Pilot, Aviators Hot Line, Controller, Flying, Kit Plane, GA News, Plane & Pilot, Private Pilot, Sport Aviation, ASO and Wings Online.



**Trade-A-Plane gets passed along to others**

51% of our subscribers said at least one other person reads their copy of Trade-A-Plane. 26% said two or more other people read their copy; 11% said three or more. The average number of people who read a single copy of Trade-A-Plane is 2.1.

**WANT TO KNOW MORE?**

See how Trade-A-Plane can work for you. Call today and discover what 96% of our readers already know.

Trade-A-Plane's the one.

**96%**

**SAID TRADE-A-PLANE'S  
THE ONE.**



**Trade-A-Plane®**

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Source: April 2005 Trade-A-Plane Subscriber Survey, conducted by Marquest Media Research, Beaufort, NC. Response was 45%, based on 906 returns from a random sample of 2,000 U.S. paid subscribers.

**Trade-A-Plane®**

## WHAT YOU NEED TO KNOW ABOUT OUR SUBSCRIBERS

### Profile Of A Subscriber

The typical Trade-A-Plane reader is an affluent, middle-aged male pilot who owns an airplane, is of above-average education, and who holds a high-level executive or professional job.

### Nearly All Are Pilots

95% of our readers are pilots who logged 102 hours during the past year. Overall, 89% of the pilots fly for pleasure, 32% fly for business, and 9% are strictly professional pilots.

50% are private pilots (VFR), 48% are instrument rated, 36% are multi-engine rated, and 15% are turbine/jet rated. 6% are helicopter rated, 38% are commercial/ATP, 18% are flight instructors, and 19% are mechanics/technicians.

### Most Own Planes

83% of the pilots fly aircraft they own or lease personally or as a partner. 97% of them fly factory-built airplanes, while 31% fly homebuilts. Overall, 79% of Trade-A-Plane subscribers own or lease at least one aircraft. 66% own/lease aircraft for personal use while 14% own/lease for business use.

### Most Are Executives And Professionals

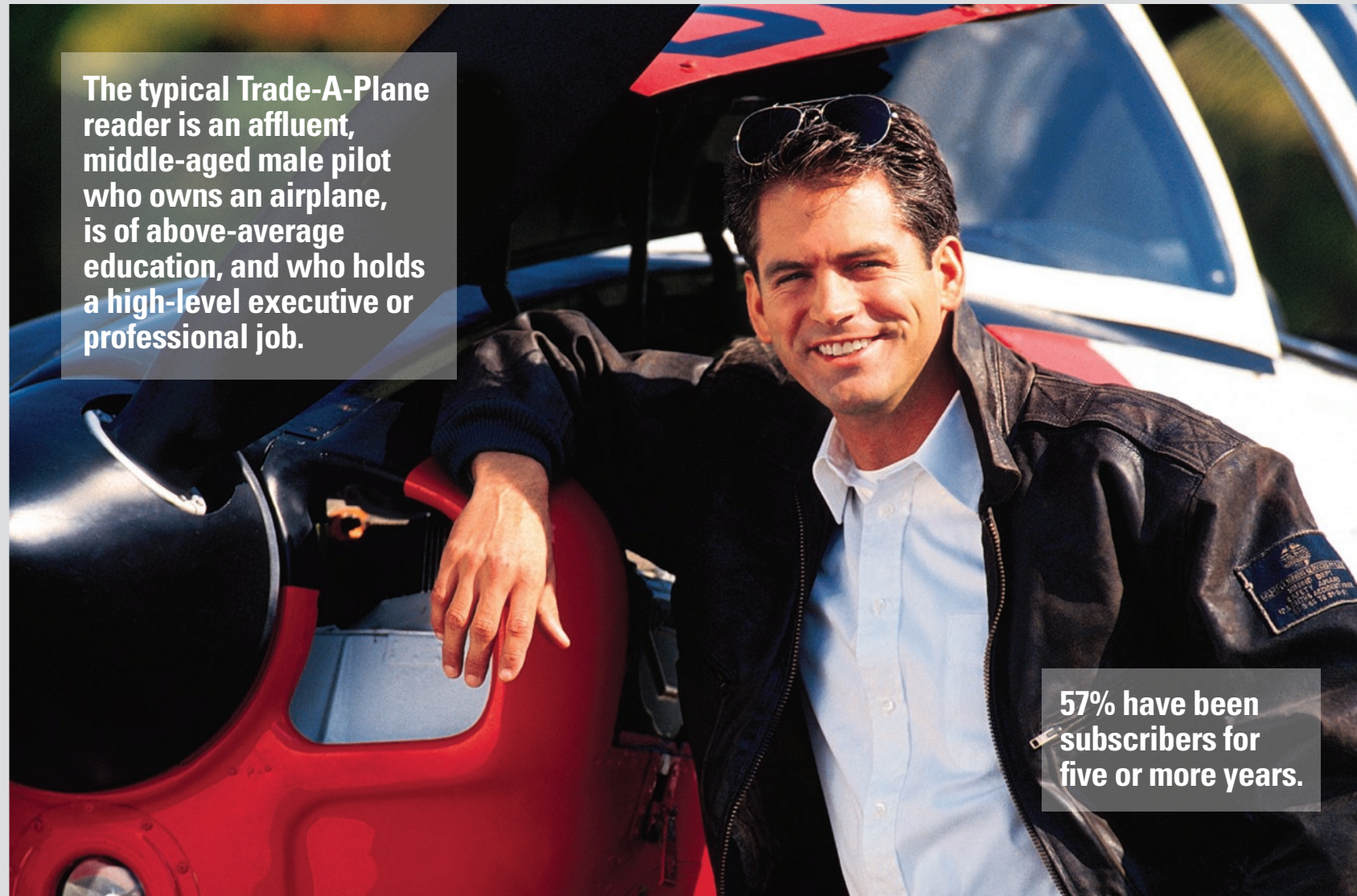
Of the 74% who are working and not retired or between jobs, 57% are company owners or hold senior level executive or professional positions.

## PURCHASING POWER

### Average Annual Income Is \$236,600

The median annual household income is \$125,000, 49% of our readers earn \$100,000 or more.

**The typical Trade-A-Plane reader is an affluent, middle-aged male pilot who owns an airplane, is of above-average education, and who holds a high-level executive or professional job.**



**57% have been subscribers for five or more years.**

### 38% Of Our Readers Are Millionaires

The average net worth is \$1.7 million, while the median net worth is \$750,000.

### They Are Affluent And Well-educated

96% own homes. Most have personal computers at home or at work – 91% at home and 59% at work.

79% of our readers have college degrees or some college education. Of the 58% with degrees, 55% hold graduate degrees or have done at least some post-graduate work.

## WHAT YOU NEED TO KNOW ABOUT THEIR BUYING HABITS

### They're in the market for aircraft and more

69% of the readers subscribed to buy aircraft; 50% to buy engines, avionics or other equipment. 15% subscribed to purchase training or other services.

86% of Trade-A-Plane's subscribers bought aircraft and/or other aviation products and services in the past year or plan such purchases over the next year.

Among the buyers, 32% bought an airplane, 34% bought engines or engine parts, 36% had mechanical service done, and 38% purchased avionics and instruments.

Among those planning purchases, 39% plan to buy an airplane, 27% plan to buy engines or engine parts, 25% plan to have mechanical service done, and 42% plan to purchase avionics and instruments.

### They are involved with business aviation

Almost a third (29%) of Trade-A-Plane's readers have some connection to business or corporate aviation. Nearly a fourth (22%) works for a company that operates aircraft.

### Their organizations spend big dollars

Over the past 12 months, among subscribers with ties to business aviation, 54% of their organizations spent \$100,000 or more to purchase aircraft; 40% spent \$1 million or more. Other aviation purchases:

### **Business Reader Company Expenditures**

Product/Service	\$100,000+	\$1 million+
Aircraft	54%	40%
Engines/Engine Parts	43%	29%
Fuel	48%	29%
Parts/Accessories	40%	28%
Avionics/Instruments	37%	27%
Storage	36%	29%

### They have strong purchasing influence

72% of those in business aviation are involved in company decisions regarding aircraft and aviation expenditures. 58%

determine the need for products and services, while 41% select the aircraft make and model.

51% approve expenditures and recommend or advise others; 41% budget for company aviation expenditures.

### Many are with large companies

27% of those employed with revenue-based organizations listed their companies' past-year sales as \$100 million or more. 24% are in organizations with 500 or more employees.