

Who's using

*Trade-A-Plane*<sup>®</sup>



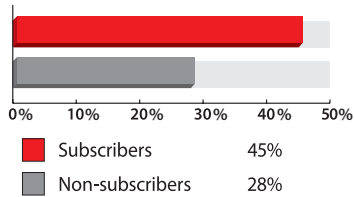
## NEW SURVEY RESULTS ARE IN

and an amazing 74% of aircraft owners, who are not *Trade-A-Plane* subscribers, said that *Trade-A-Plane's* the one! Of our loyal and faithful subscriber base, 96% said *Trade-A-Plane's* the one!

Two separate surveys were recently produced and mailed by Marquest Media Research, an independent and highly regarded research firm in Beaufort, NC. One survey was sent to current *Trade-A-Plane* subscribers.

The second survey was sent to a random sampling of registered aircraft owners (registrations from December 2003 to March 2005) who have never been *Trade-A-Plane* subscribers. Both surveys produced excellent response rates—45% for subscribers and 28% for non-subscribers.

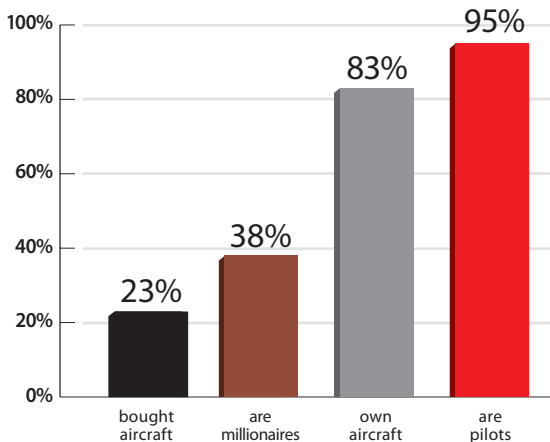
### Trade-A-Plane Survey Response



The conclusions are obvious: Among subscribers and non-subscribers, *Trade-A-Plane* delivers the most active marketplace in General Aviation today—bar none!

Because of its 68-year-old reputation, *Trade-A-Plane* has a dynamic readership with two key components. First is a highly qualified, paid subscriber base (95% pilots; 83% own/lease at least one aircraft; 38% are millionaires; 23% bought an aircraft in the last twelve months at an average price of \$98,210).

### Trade-A-Plane Paid Subscribers



Second is a very active, non-subscriber readership (from print copies or online passwords shared with friends—pass along readership; copies bought from FBOs or picked up at airports; newsstand sales; trade show distributions).

Ninety-one and a half percent (91.5%) of the non-subscribers stated that they use *Trade-A-Plane*. An astonishing 20% reported that they had bought an aircraft through *Trade-A-Plane* in the last 12 months. When asked from what services they had ever bought an aircraft, *Trade-A-Plane* ranked more than three times higher than its nearest competitor.

**Almost 92% of non-subscribers surveyed use *Trade-A-Plane*.**

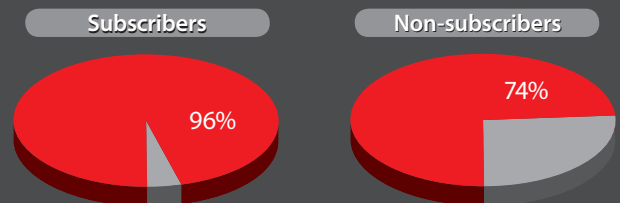
**Last year, 20% of non-subscribers bought an aircraft through *Trade-A-Plane*.**

**Last year, 31% of non-subscribers made other (non-aircraft) purchases through *Trade-A-Plane*.**

Remember, these are not former *Trade-A-Plane* subscribers! Thirty-one percent (31%) of the non-subscribers made other (non-aircraft) purchases out of *Trade-A-Plane* in the past year, spending an average of \$4,100.

When both groups were asked who they would pick if they could choose only one source as their primary shopping tool, 96% of *Trade-A-Plane* subscribers said *Trade-A-Plane*.

An astounding 74% of non-subscribers said *Trade-A-Plane*, and this was in spite of the fact that the vast majority of them reported reading at least one aviation-related publication in addition to *Trade-A-Plane*.



If they could pick only one, primary shopping tool, 96% of *Trade-A-Plane* subscribers would pick *Trade-A-Plane*. Among non-subscribers, 74% would pick *Trade-A-Plane*.

# Trade-A-Plane is absolutely The Aviation MarketPlace— the best place to buy and sell everything that keeps you flying.

From our subscriber survey: When it comes to buying, *Trade-A-Plane* was rated as “very useful” more than seven times as often as AOPA Pilot, the second rated (89% vs. 12%).\* *Trade-A-Plane* was rated 10 times more useful than its closest competitor, Aero Trader (81% vs. 8%), when people are seeking to sell.\*

From the non-subscriber survey: When it comes to selling, *Trade-A-Plane* was rated 5.3 times more than its closest competitor, Aero Trader (46.6% vs. 8.8%), and 5.7 times higher than AOPA Pilot (46.6% vs. 8.1%).\*

When it comes to buying, *Trade-A-Plane* was rated by non-subscribers as “very useful” 3.5 times higher than AOPA Pilot (59% vs. 16.3%). Aero Trader was next with 11.3%, Controller with 11%, ASO with 10.2%, Sport Aviation with 6.4%.\*

If you add the “very useful” and the “somewhat useful” categories, *Trade-A-Plane* scored 77.7%, 32.4% higher than its closest competitor’s cumulative score!

Based on actual purchasing habits, it’s apparent that aviation buyers—subscribers and non-subscribers alike—seek *Trade-A-Plane* when they want to buy.

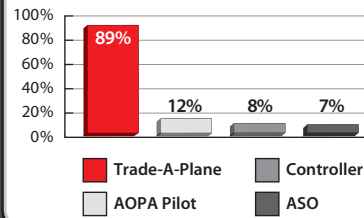
## Trade-A-Plane didn’t just do well in the surveys— Trade-A-Plane dominated.

If you’re already a *Trade-A-Plane* advertiser, this research data is undeniable confirmation of your wise marketing strategy! On the other hand, if you’re not yet advertising in *Trade-A-Plane*, the data should give you enormous confidence. Contact us and let us show you how we can work with you, and for you.

**CALL TODAY FOR MORE DETAILS!**

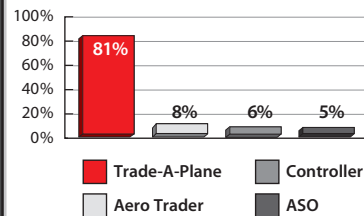
\*The following were included in the questionnaire: Aero Trader, AOPA Pilot, ASO, Controller, GA Buyer, GA News, Flying, Kit Plane, Plane & Pilot, Private Pilot, Sport Aviation, Trade-A-Plane, Wings Online.

### Very Useful for Buying (from survey of subscribers)



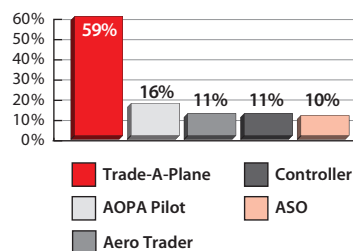
89% of Trade-A-Plane subscribers rated Trade-A-Plane as very useful for buying, compared to only 12% for AOPA Pilot, Trade-A-Plane’s closest competitor.

### Very Useful for Selling (from survey of subscribers)



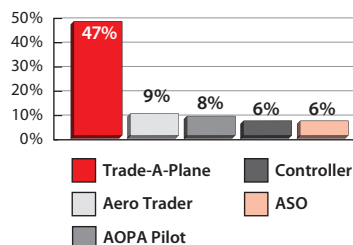
81% of Trade-A-Plane subscribers rated Trade-A-Plane as very useful for selling, compared to just 8% for Aero Trader, Trade-A-Plane’s closest competitor.

### Very Useful for Buying (from survey of non-subscribers)



59% of Trade-A-Plane non-subscribers rated Trade-A-Plane as very useful for buying, compared to just 16% for AOPA Pilot and 11% for Aero Trader, Trade-A-Plane’s closest competitors.

### Very Useful for Selling (from survey of non-subscribers)



47% of Trade-A-Plane non-subscribers rated Trade-A-Plane as very useful for selling, compared to only 9% for Aero Trader and 8% for AOPA Pilot, Trade-A-Plane’s closest competitors.

# ***Trade-A-Plane***<sup>®</sup>

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Source: April 2005 Trade-A-Plane Subscriber and Non-subscriber Surveys, conducted by Marquest Media Research, Beaufort, NC. For the subscribers, response was 45%, based on 906 returns from a random sample of 2,000 U.S. paid subscribers. For the non-subscribers, response was 28%, based on 283 returns from a random sample of 1,000 non-subscribing, recent U.S. purchasers of General Aviation aircraft.