

UNIQUE

Media Pack

THE LEADING PRIVATE JET
LIFESTYLE MAGAZINE

uniqueprivatejet.com

MAKE YOUR BUSINESS UNIQUELY RECOGNISED WORLDWIDE

In 2025, UNIQUE is celebrating twelve years of incisive and engaging editorial, carefully curated for and delivered into the hands of private jet users around the world.

UNIQUE offers unrivalled access to the well-heeled, deep-pocketed travellers who prefer to avoid the inherent risks and hassle of commercial travel in favour of the flexibility, convenience, and luxury of private jets.

Our publication is more popular than ever, as private aviation is booming. The wealth expansion that occurred during the pandemic has greatly widened the customer base and private jet use is way above the figures reported in 2019. Business jet take-offs and landings in the U.S. are up 40% year-on-year — the highest point in over a decade.

Published quarterly and distributed on board aircraft and at exclusive Fixed Base Operators (FBOs) VIP terminals, and selected luxury hotels, UNIQUE engages the hard-to-reach Ultra High-Net-Worth Individuals (UHNWI) audience in comfort, presenting them with informed opinions and high-quality features on world affairs and luxury living.

Globetrotting in a private jet is not exclusively reserved for superstar athletes, musicians and actors, nor celebrities and newly rich young Instagrammers and YouTubers – statistics show that the record demand for private jets is predominantly for business, with 70% of private jet passengers flying for work purposes.

While our readership does include stars and royalty, dignitaries and ambassadors, they are largely CEOs, board members & senior directors, high-level executives and UHNWIs and their families.

UNIQUE is printed quarterly, with 75,000 copies distributed at private airport terminals and on board aircraft in over 100 countries, demonstrating our peerless reach to UHNWI travellers, giving them a sophisticated and contemporary magazine filled with thought-provoking editorial on business, politics, science, technology, travel, luxury, and society.

In our access, in our quality, and in collaboration with our partners... **we are UNIQUE.**



EDITORIAL EXCELLENCE

UNIQUE magazine is of the utmost in quality and production standards – befitting the status of our readership and our advertising partners.

With carefully curated luxury lifestyle content and thought-provoking editorial, UNIQUE is tailored to this sophisticated and discerning audience of wealthy and influential people.

Our website also carries selected content from our publishing portfolio, showcasing the finest luxury items and experiences.

BUSINESS
TRAVEL
LIFESTYLE
INSIGHT
PROPERTY
TRIPADS
TECHNOLOGY
SOCIETY



GLOBAL DISTRIBUTION

UNIQUE

45
cities in
North America

41
countries
in Europe

27
Airports
throughout KSA

5
GCC
countries

98
cities in
China & Macau

30
countries in APAC/
Australasia

SOARING PRIVATE JET TRAVEL

Whilst commercial aviation has been severely impacted by the health crisis, there has been a sharp uptake in private jet use

- Business jet take-offs and landings in the U.S. are **up 40% year-on-year** — and at their highest point since before the 2008 financial crisis.
- The U.S. accounts for more than 70% of the worldwide market, and in 2021 there were 197,103 private jet flights, according to data research and consulting company WingX, **23% above pre-pandemic levels**.
- In Europe, despite Covid Omicron shutdowns, private flights were **28% ahead of 2019**.
- In the Middle East, flights were **37% higher than in 2019** during a sample one-month span.
- Africa saw a **41% increase** and South America flying was **up by 60%**.
- Private Jet growth in Asia records an **18% surge**.
- The charter and fractional market data show even stronger trends and with airlines canceling flights and cutting routes, there are few signs that private flight demand trends will subside.

UNIQUE EDITORIAL CALENDAR

Summer: July/August/September THE GLOBETROTTING ISSUE

World travel is back! With health restrictions around the world finally being eased and travel becoming relatively risk free and less complicated, UNIQUE celebrates with a focus on some spectacular destinations... from the South Pacific splendour of Fiji through to the historically rich lands of Catalonia. We also focus on the years' horological launches, showcasing the most outstanding watches in 2025. We also present a detailed exploration of SAY Carbon luxury yachts, one of the world's finest whiskeys, a seasonal review of the best places to recuperate and recharge in a Spa Special, a study on responsible and volunteer travel with Biopshere Expeditions, and much more.

Autumn: October/November/December THE 12TH ANNIVERSARY ISSUE

UNIQUE private Jet magazine emerged from a lack of quality publications in the world of private aviation and over the last twelve years we have delivered a sophisticated and contemporary title that is deserving of its readers. To mark this wonderful milestone, our editors are curating a peerless guide to a luxury lifestyle. Encompassing the world's very best in hotel resorts and spas, private jets, super-yachts and luxury cars, watches and jewellery, high fashion, fine dining, property and art, this will be a must-read collectable edition.

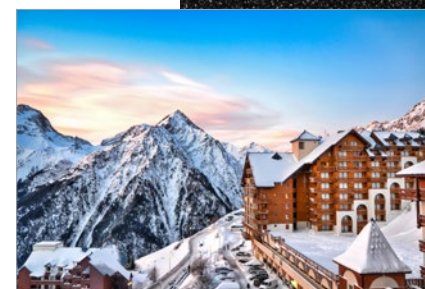
Winter: January/February/March THE WINTER WONDERLAND ISSUE

To mark the arrival of 2026, UNIQUE will present some of the best skiing and winter sports destinations on the planet! We also review our changing world and press a momentary pause on the dizzying pace of technology to look at which tech gadgets can improve and enrich our lives, which we might be wary of, and how our environment is evolving.

We also showcase the world's best in architecture, art, watches and jewellery, wellness suites and world travel.

Spring: March/April/May THE AWE-INSPIRING ISSUE

Unforgettable experiences with wildlife and jaw-dropping scenery is the focus of UNIQUE's Spring 2026 issue. Once-in-a-lifetime trips to some of the most spectacular destinations and encounters with unspoiled nature and incredible creatures is the central focus. We interview the best travel providers on the planet to compile our indispensable guide to essential experiences – a UNIQUE bucket list. We will showcase the world's most prestigious private islands, the finest spas, the most dramatic landscapes and some truly unique experiences. Also included will be a collation of the very best in jets, boats, cars, watches and property.





OUR GLOBAL RATE CARD

UNIQUE

Position	GBP £
Outside Back Cover (OBC)	29,950
Inside Front Cover DPS	29,950
Double Page Spread	19,950
Single Page	11,950
Single or Double page adverts requested to appear in the first 40 pages of the publication incur a 25% premium charge	
Series booking discounts:	
2 Insertions benefit from	10% discount
3 Insertions benefit from	15% discount
4 Insertions (or more) benefit from	20% discount

TESTIMONIALS



“As a leading global business aviation organisation, the reach and message created through effective marketing is core to the success of our business. Whilst there are endless marketing options within the lifestyle magazine sector, the balance between intellectual content and intriguing and informative stories displayed within UNIQUE is relatively unparalleled – particularly in the arena of exclusive private jet luxury publications. In addition to advertising in the publication, we also display UNIQUE within the majority of our VIP airport lounges globally and receive great feedback from our customers. We believe in and trust what the team at UNIQUE are doing and we have confidence that the publication is a solid platform to reach the most powerful and influential readership in the world.”

ExecuJet Aviation Group
www.execujet.com



“I wanted to express how pleased we are to be working with you and UNIQUE Magazine. Your publication is incredibly professional and you have consistently delivered above and beyond on all expectations. I am confident that UNIQUE will become the premier private aviation publication in the world. We have received tremendous feedback from our members and customers, and have some who won't depart without it on board!

Working with UNIQUE is a true win-win, and the entire team at XJet are incredibly happy to have such a dedicated and focused team on board.

Josh Stewart
Founder & CEO, XJET



Laucala Island

“Laucala Island is often referred to as the most exclusive private island in the world and therefore we are very particular which publications we are partnering with. We have chosen UNIQUE in order to reach the most discerning and well-travelled private jet clients. I have personally worked with the publisher, Dean Sanders, who was an absolute pleasure dealing with. The feature about Laucala was very well written and we are certain that it will benefit our unique Hideaway. As we say in Fijian “Vinaka Vakalevu”, meaning “Thank you very much” to the team at UNIQUE.

Christoph C Ganster
Managing Director, Laucala Island

UNIQUE CLIENTS

BVLGARI

CZAPEK

GENÈVE



AUTO
VIVENDI

roberto cavalli



RICHARD MILLE



MARC JACOBS



LONGCHAMP
PARIS

Let's talk...

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