



# Business Aviation

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**A**s the world's most successful enterprises and individuals know, business aircraft enhance organizational efficiencies, commerce and trade.

This special report – produced in co-operation with the Canadian Business Aviation Association, and timed to appear with the CBAA Convention 2010 in Calgary – will provide insight into the compelling world of business aviation.

Among its topics this report will discuss:

**Economic recovery.** While a faltering global economy led to cost-cutting measures across organizations and industries, businesses are investing in productivity enhancing efforts such as business aviation once again. What is the outlook for business aviation in 2010 and beyond?

**Business leadership.** According to a recent report by research firm NEXA, on average 92 per cent of business aviation users are among the most innovative, most

admired, best brands, and best places to work, and also dominate the list of companies strongest in corporate governance and responsibility.

**Options.** While some organizations prefer whole ownership of business aircraft others choose fractional models or charter services. What is the best mode of business aviation for your business?

**Multipurpose.** From the efficient movement of key personnel to equipment and the delivery of medical services to remote locations, business aviation benefits society and the economy in countless ways. How did the business aviation community help during the 2010 Winter Games?

**Innovation.** Whether its sophisticated onboard amenities that further enhance productivity or advanced propulsion systems that offer both lower-emissions and better fuel performance, innova-

tion is at the heart of business aircraft.

**Safety (SMS).** Canada is a leader in Safety Management Systems (SMS) and is used as a model for standards in the EU. Why is SMS a key benefit?

**CBAA Convention 2010.** Taking place in Calgary between July 7 and 8, the CBAA Convention Trade Show and Static Display will include expert insight from thought leaders such as keynote speaker Richard Aboulafia and showcase the latest in business aircraft and provide insight into the advantages they bring.

All this and more in this special report.

#### WHY REACH REPORT ON BUSINESS MAGAZINE READERS?

- > *ROB Magazine is the #1 business publication for reaching senior executives with business purchase influence.*
- > *Compared to the adult population aged 18+ ROB is the #1 business*

*magazine in each of the following categories – ahead of Financial Post, Canadian Business and Macleans magazines.*

*ROB magazine readers are:*

- > *200% more likely to have business travel purchasing influence;*
- > *150% more likely to have taken a business trip via air in the past month;*
- > *66% more likely to have taken an international business trip by air in the last year.*

#### EXCLUSIVE ADVERTISING OPPORTUNITY

This special supplement will be positioned opposite an exclusive full-page, full-colour sponsor advertisement.

**Bonus:** The Globe will provide a PDF e-version of each installment.

Included with your print advertisement, this report will appear online at [globeandmail.com](http://globeandmail.com) for 7 days and thereafter will be archived for 90 days.

Sources: NAD bank, PMB 2008 studies.



Canadian  
Business Aviation  
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CONTACT YOUR GLOBE AND MAIL ACCOUNT MANAGER, OR PROJECT MANAGER  
RICHARD DEACON AT 604.631.6636, OR VIA E-MAIL AT [RDEACON@GLOBEANDMAIL.COM](mailto:rdeacon@globeandmail.com)