

NEWS RELEASE



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FOR IMMEDIATE RELEASE

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AircraftOwner Magazine Launches Interactive Online Edition

Leading aviation magazine among first to create an exact, online copy with powerful search, browse and linking capabilities that connect buyers with advertisers

St. Paul, Minn. (September 20, 2006) – Aircraft Owner, Inc., publishers of *AircraftOwner* magazine, today announced an exact, interactive copy of their magazine is now available online at www.AircraftOwner.com. Leveraging new and innovative Web technology, *AircraftOwner's* print edition online allows buyers to browse ads, connect directly from an ad to an advertiser's Web site and search among hundreds of advertisers and products.

“AircraftOwner is bridging the gap between print and online media. Now, buyers can flip through the pages of the online magazine almost as if they were holding it in their hands,” said Greg Herrick, publisher. “Our application of this Web technology is a first for the magazine industry. Advertisers and readers alike will now reap the benefits of connecting online as well as through a hard copy, print edition.”

Free Online Subscriptions Extend Advertiser Reach

AircraftOwner's print edition online is available free-of-charge to the world's aviation marketplace through an online subscription. Subscribers are notified of new editions via email. Each month's issue is also available for viewing through AircraftOwner.com. The online magazine joins [AircraftOwner.com's](http://AircraftOwner.com) robust site featuring free classified airplane ads and links to owner-pilot resources such as flight planning and airport locator sites.

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“As America’s largest circulation aviation marketing publication, *AircraftOwner* has always guaranteed greater penetration of the marketplace by constantly monitoring our circulation to assure we deliver only the most qualified buyers. Now, with complimentary subscriptions to the online edition, advertisers can extend their reach even further,” Herrick said.

The print edition of *AircraftOwner* is received by more than 129,000 (129,781) 100-percent qualified owner-pilots, including individuals and corporations who own and operate general aviation aircraft for business or pleasure. *AircraftOwner*’s circulation is audited by the Audit Bureau of Circulation. Electronic subscriptions are available to buyers who receive the print edition, as well as buyers who do not receive the print edition but are interested in purchasing advertisers’ products and services.

Advertisers interested in reaching *AircraftOwner*’s fully qualified aviation marketplace can call Scott Plum, associate publisher at 651-638-8431 or SPlum@AircraftOwner.com. The advertising deadline for each month’s issue is the 15th of the month preceding.

About *AircraftOwner*

AircraftOwner is America’s largest aviation marketing publication that reaches a controlled circulation of more than 129,000 qualified recipients. The advertising-exclusive tabloid offers display and classified ads and is mailed free-of-charge to owner-pilots, corporate flight departments, fixed base operators and aircraft dealers and brokers. *AircraftOwner.com*, the fully integrated companion Web site, is open to everyone and allows visitors to search display and classified ads free-of-charge. *AircraftOwner* also publishes an exact copy of its print edition online. E-mail subscriptions to this fully interactive print edition are offered free-of-charge to aviation buyers worldwide.

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