

JCDecaux *Elite*

PRIVATE AVIATION MEDIA NETWORK



Reach

**the world's highest concentration of
Ultra-Wealthy Consumers with JCDcaux
Elite's Private Aviation Media Network!**

Our portfolio of digital advertising screens across 30 private airports in the U.S. makes an impact with a consumer group you can't reach anywhere else.

JCDcaux Elite's digital network serves top business and leisure destinations for the nation's elite. With coverage in 8 of the top 10 DMAs in the U.S., this exclusive advertising opportunity targets the nation's best business markets, luxury ski and beach retreats, and renowned entertainment destinations.





Elite

Digital Network

Reach ultra-high net worth consumers across the nation with this network of 68 digital screens located in 41 private airports. With digital flexibility, full-motion creatives and high-visibility in premium locations throughout the terminal, advertisers are guaranteed to capture the attention of these elusive customers.



Reach

Elite Audiences

71% of all private jets are in North America.

Ultra High Net Worth Consumers

\$190M is the median net worth for full owners of private jets.

over 300 private aircraft are registered publicly to Fortune 100 companies. The average company owns 3 aircraft.

High Profile Business Travelers

95% of the nation's top businesses fly private.

A woman with curly hair is singing into a microphone. The background is a soft blue gradient.

Reach

Elite Audiences

Celebrities are
expected to buy
20%
of all new jets over
the next decade.

Celebrities and Musicians

A man with a beard and sunglasses is sitting in a chair, holding a large white document. He is wearing a dark suit jacket over a light blue shirt.

NFL clubs spend
an average of

\$4M

per season to lease planes
and major teams like the
Patriots and Cardinals own
their own jets.

Professional Athletes and Owners

\$12.5B was spent on sports-related
transportation in 2019.

JCDecaux®

