**Jet Linx Aviation // SOAR Magazine // Communications**

**Objectives:** A common question faced by companies today – how do we tell our story? Taken further, how do we provide color to the services we provide, speak to the ways in which we enhance a lifestyle, and elevate the expertise of our incredible team? The answer has taken form in SOAR magazine, our flagship company publication, published quarterly to inspire, inform, educate and entertain our readers across multiple audiences. The magazine 1) establishes members of the Jet Linx team as experts in private aviation, 2) defines our brand and points of service, 3) provides a closer, more personal look at our company, community involvement and culture and 4) aligns Jet Linx with other well known, respected luxury brands. It is produced quarterly, and reaches a network of nearly 10,000 current clients, prospects, community influencers and team members. Jet Linx has a pledge to be “Your Personal Jet Company” and each issue of the magazine reinforces the values and experience of the team delivering the best private aviation services in the industry.

**Execution:** SOAR is produced in-house by a team of three, responsible for editorial direction, creation of all content & creative design. Each issue includes an intriguing mix of stories related to Jet Linx business development + milestones, local community involvement & outreach and employee profiles, mixed with & enhanced by articles dedicated to the affluent lifestyle and travel, luxury brands & partners, and aviation industry information. The book is oversized, highly visual and produced with a high-gloss cover to attract attention and play alongside other national luxury lifestyle publications such as Elite Traveler and JetSet Magazine. The design of the piece has continued to evolve, boasting bold spreads with bright and interesting imagery and elements that both directly and subtly reinforce Jet Linx brand standards.

**Results:** Since SOAR launched in 2014, the appetite for the publication has grown both within the company and among our target audience. Our first issue was 44 pages, and current editions exceed 144 pages per issue. Each book brings excitement to our clients and other readers, as well as regular praise for the quality of the magazine and the information included. With SOAR anchoring the company content marketing strategy, we have witnessed strong growth in our brand recognition in our Base cities nationwide. Sales have followed – Jet Linx is now the 3rd largest Pt. 135 Operator in the country, and has enjoyed strong growth in our Jet Card client base as well, with numerous sales attributed directly to the stories told within the pages of the magazine. Clients and team members alike reference the magazine as a source of company pride – for each audience, it reaffirms our brand promise and our commitment to being the best in the business. Our team nationwide is confident our commitment to this piece has moved the needle in reaching new audiences and attracting new clients and aircraft owners. SOAR has also proven a valuable asset in attaining new strategic partnerships, as partners find confidence and quality in our company through the magazine and are eager to be included in ads or editorial content. Stories from the magazine are repurposed on our company blog, building pages upon pages of unique content for SEO optimization. The publication stands out in the travel and hospitality industry as well, receiving a Gold Award in 2017 from the Hospitality Sales & Marketing Association (HSMAI) Adrian Awards.