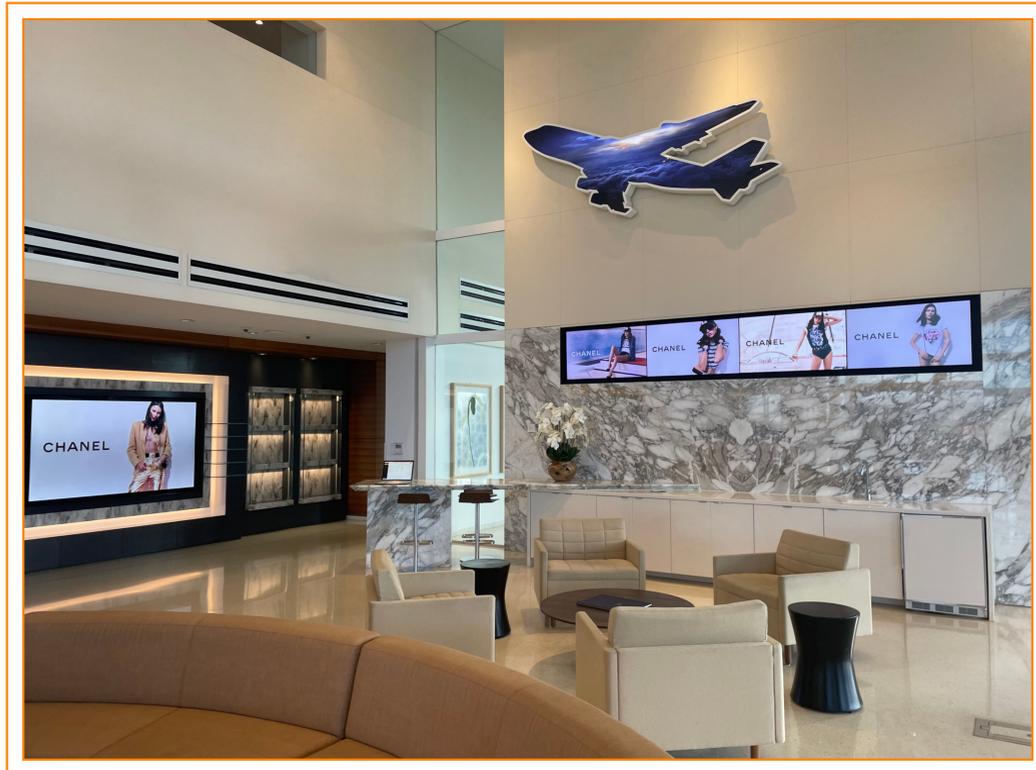




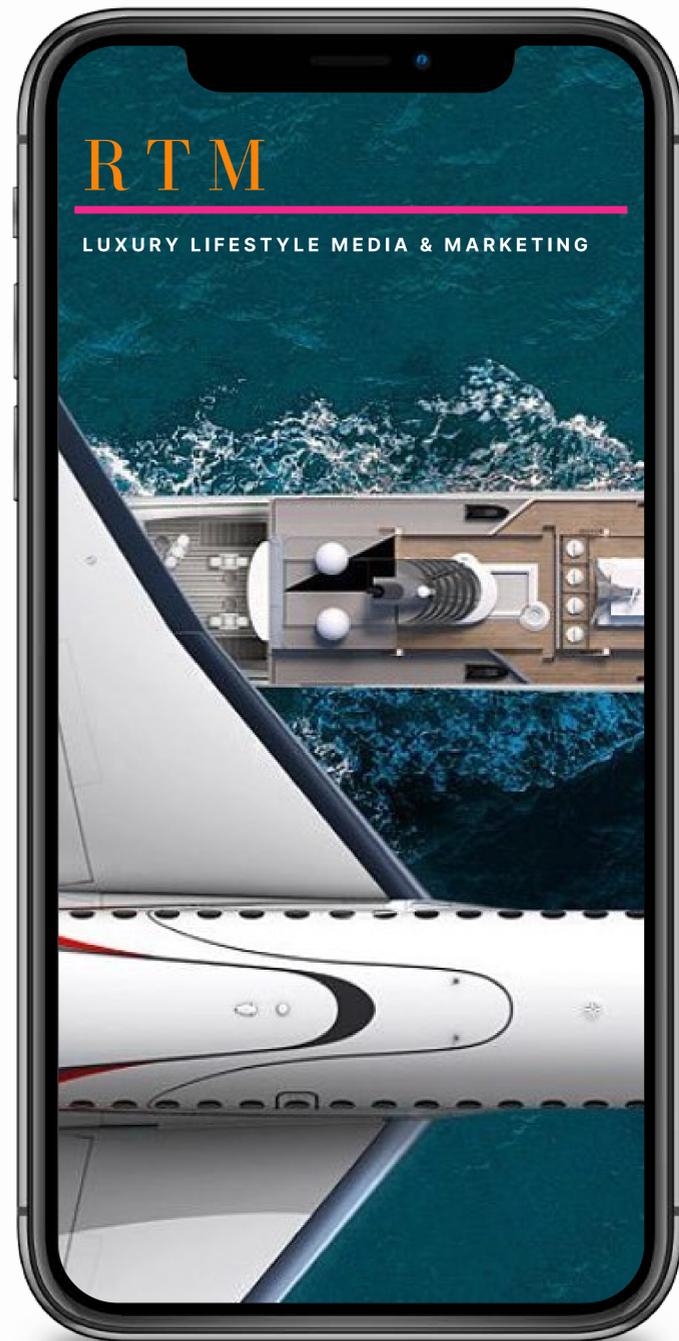
ROARING THUNDER MEDIA

LUXURY LIFESTYLE PRIVATE AVIATION MEDIA & MARKETING

ABOUT US



Roaring Thunder Media offers custom-tailored advertising and marketing programs that target the ultra-high net worth consumer through both traditional and digital advertising across North America & the Caribbean. With over 20 years of experience in servicing the luxury market, we provide brands with the opportunity to engage the world's most elite clientele.



RTM MEDIA OFFERINGS

- IN FBO DIGITAL 65IN - 75IN MONITORS
 - INTERIOR LARGE FORMAT BANNERS & WRAPS
 - EXTERIOR LARGE FORMAT BANNERS & WRAPS
 - EXTERIOR TARMAC SPONSORSHIPS
 - COMPLETE FBO "TAKE OVER" DOMINATION PROGRAMS
 - BRANDED IN-FBO PRODUCT DISPLAYS & VITRINES
 - SAMPLING PROGRAMS
 - ONBOARD GIFT BAG AND PRODUCT PLACEMENT
 - IN-FBO COLLATERAL DISTRIBUTION
 - WIFI SPONSORSHIP
- (*BASED ON SITE VISITS, LOCATIONS & CATEGORY EXCLUSIVITY)

services

Tarmac Media



Digital & Static Media



On Board Media



Experiential Event Activations



Product / Collateral Display



demographics



THE UHNWI | THE PRIVATE JET TRAVELER

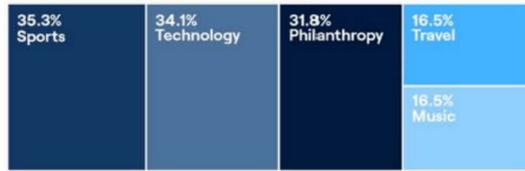
Interests, passions and hobbies

Across the billionaire population as a whole, sport and philanthropy stand out as the two favorite interests. Sports ranks highest among young billionaires, while technology ranks a close second, ahead of travel and music. Aviation, art and politics, in the top five among older billionaires, does not appear to be as much of interest to young billionaires. This likely reflects the stage of life young billionaires are in or differences in cultural preferences among the generations, or both.

Interests and hobbies

Top five billionaire interests, passions and hobbies of those <50

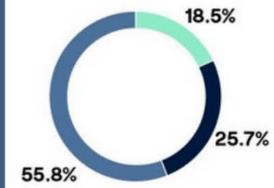
Proportion of individuals



Source: Wealth-X, an Altrata company 2023

Source of wealth of those <50

Self-made Inherited Inherited/self-made



Source: Wealth-X, an Altrata company 2023

A standout trend is the larger prevalence of solely inherited wealth among the younger cohort of billionaires. This is partly attributable to the higher female representation in the under 50 population, as inheritance is a far more common source of wealth among women than men.

Top 5 Industries

Finance/Banking/Investment	19.3%
Real Estate	7.3%
Non-Profit & Social Organizations	5.7%
Industrial Conglomerates	5.5%
Oil, Gas & Consumable Fuels	5.1%

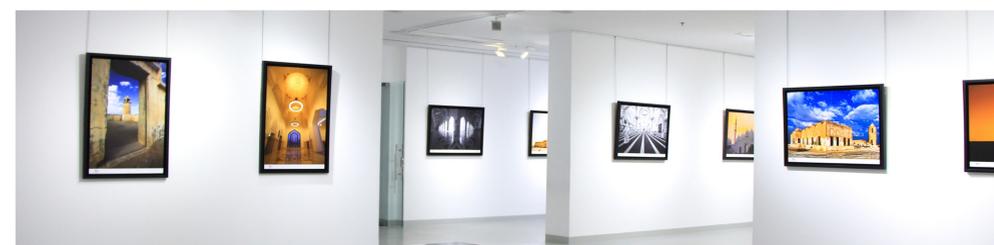
Global Jet Owners

63.6	Age
96.8%	Male
3.2%	Female
75.1%	Self-Made Wealth
16.9%	Inherited/Self-Made Wealth
8.0%	Inherited Wealth
\$1.66 billion	Average Net Worth (USD)
\$195.5 million	Average Liquidity (USD)
11.8%	Liquidity/Net Worth Ratio
1.3	Average Number of Planes Owned
\$16.4 million	Average Value of Planes (USD)
1.0%	Value of Planes/Net Worth Ratio



CLIENT CATEGORIES

- Fashion
- Jewelry
- Timepieces
- Travel
- Real Estate
- Marine
- Aviation
- Auction Houses
- Financial Services
- Art
- Home Design
- Beauty
- Automotive
- Wine & Spirits





EXPERIENTIAL ACTIVATIONS

Luxury advertising takes risks and offers unique experiences to create a strong emotional connection with customers. Experiential marketing is key to creating unforgettable brand experiences that resonate with customers on an emotional level. By targeting specific demographics and leveraging technology, luxury brands can create immersive experiences that generate buzz, drive sales, and differentiate themselves from competitors.

Luxury brands can tailor their experiences to appeal to their target audience, whether it's a high-end fashion show or a private wine tasting event. These experiences not only create buzz around the brand but also provide an opportunity for customers to interact the products in a meaningful way.





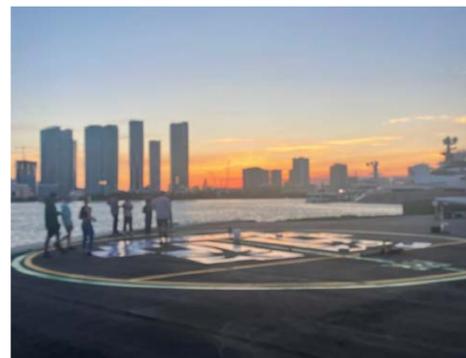
BLADE



HELIFLITE



EAST 34TH ST HELIPORT NYC



WATSON ISLAND MIAMI

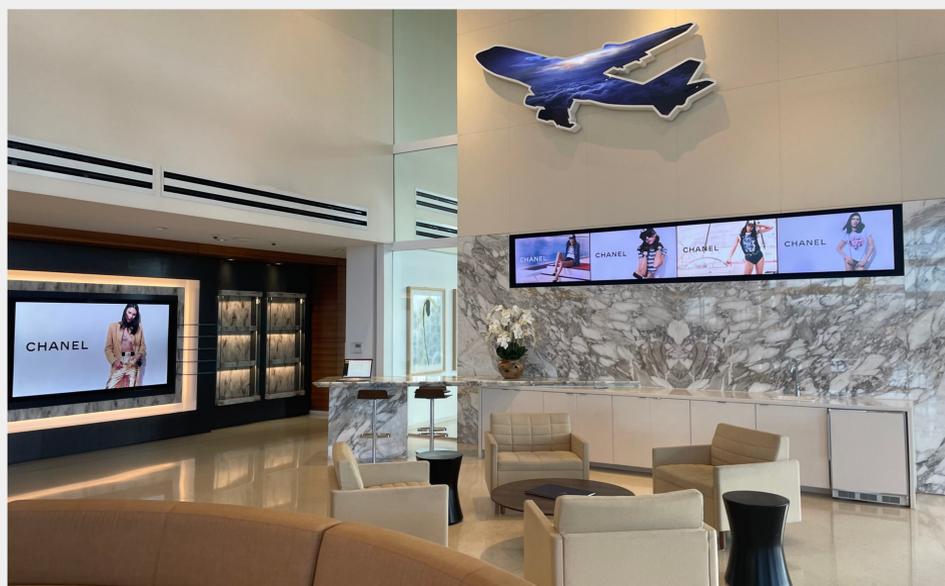


VERTICAL PARTNERSHIPS



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portfolio





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