

# experience

*April 2010*

Thanks for your interest in writing for the Bombardier Business Aircraft magazine, *Experience*. We look forward to receiving your queries, but before you send them please read this information carefully; it answers many frequently asked questions and will help you understand our magazine.

## **Background**

Bombardier Business Aircraft is the private-jet division of Bombardier Aerospace, a world leader in corporate and commercial aviation (Learjet, Challenger and Global aircraft; Skyjet private jet-charter and jet-membership and Flexjet fractional-ownership programs).

*Experience* has been published twice annually for the last seven years; Spafax began producing *Experience* in 2010.

**What are we about?** The editorial and design of the magazine reflect the global savvy of its readership (see below) and explores the best-kept travel secrets and destinations in the world, plus the newest-of-the-new in culture, cuisine, style, ideas, people and philanthropy. Our readers can go anywhere and see anything and likely buy anything in the world—what they are seeking is a unique *Experience*, which we must deliver in every issue.

**Who are our readers?** *Experience* readers are more than 10,000 of the most mobile travelers in the world. The magazine enjoys one of the globe's wealthiest demographics—from Hollywood producers and directors to *Fortune*-listed CEOs to household-name entrepreneurs and corporate leaders. This is an international magazine that speaks to an international clientele of billionaires, an elite demographic who have the financial capacity to *Experience* the finest things in life.

It is very important to keep these facts in mind when you are pitching us stories:

- Readers are *98% male, 73% high-net-worth individuals and company owners*. Their *average corporate revenue is \$14.46 billion* and their *average individual wealth is more than \$3 billion*.
- Distribution is *59% U.S. and 5% Canadian; 21% Europe; 8% Latin America; 4% Middle East and Africa; 3% Asia-Pacific*.

**What makes an *Experience* story?** Content wise, our stories must be ahead-of-the-curve destinations, ideas, people, products and services that can survive our six- to 12-month lead time. We look for an underlying quality, authenticity, uniqueness and “sense of place” that defines our subjects. We commission stories that relate to our key lifestyle areas: travel; food, wine and spirits; wellness, anti-aging and style; design and

architecture; sport (yachting, automotive and other racing, equestrian, golf); technology and high-tech gadgets; culture (particularly art) and the world of ideas.

Through tone and writing style, we engage our audience with intelligence, insight and spot-on service. Our stories exemplify narrative journalism at its best, exploring the world through first-hand, experiential pieces that highlight broader trends afoot. Our readers are highly educated and well-traveled business people so our content must be very smart.

### **How do you pitch to us?**

- Before you pitch, read some back issues (<http://issuu.com/synergypublishing/docs/bombardierexperience-12>, [issuu.com/toastdesign/docs/bombardier\\_experience\\_13](http://issuu.com/toastdesign/docs/bombardier_experience_13)) so you can tell us which section or department you're targeting.
- We do not accept queries from PR writers or related professions, only from journalists with no vested interests in the stories they query.
- E-mail editorial queries ([experiencemagazine@spafax.com](mailto:experiencemagazine@spafax.com)) with the word "editorial query" in the subject line.
- Outline your story idea and your approach, writing your query in the same tone that you're proposing for your piece.
- We do not accept unsolicited manuscripts.
- We do not accept verbal/phone queries (for your own intellectual property protection).
- Our policy is to reply in writing in 30 days or less. If you have not heard back from us in a month, please accept our sincere thanks and feel free to query other publications.
- Payment is upon acceptance, within 30 days of invoice.

### ***Experience* Departments**

All *Experience* stories strive to tell our readers *why* they should be interested in a particular subject or trend and *why now*. We strive to tell the story-behind-the-story: the mythology and history, the how-to and the expertise, the uniqueness and exclusivity of the people, places and things we cover.

**Must Have** Our signature front-of-book section is a roundup of short pieces on global mobile lifestyle products, services and trends. These include but are not limited to: travel destinations and hotels; food, wine and spirits; wellness, anti-aging and style; design and architecture; sport (yachting, automotive and other racing, equestrian, golf); and technology and high-tech gadgets. It kicks off with a sexy lead page featuring a truly Must-Have product with a travel-lifestyle angle. *Approximately 20 pieces of 25 to 100 words each.*

**Smart Places** An insider's guide to the cultural, business, intellectual and artistic gatherings, exhibitions, conferences and events in the world of ideas. *Approximately 6 pieces of 25 to 100 words each.*

**In Transit** The latest news on things with wings, wheels, rotors, hulls and more, including concept vehicles and vessels, trends in materials and construction, exclusive

journeys and all the accoutrements that go with a highly mobile lifestyle. *Approximately 10 pieces of 25 to 100 words each.*

**Movers** A two-page Q&A on an expert in some field that emblemizes the business-jet lifestyle. *500-700 words.*

**Footprint** Profile of a philanthropist whose global activities inspire other business-aircraft travelers to consider their impact on the wider world; can include a call to action (charitable, project information). *800-1000 words.*

**Getaway** Our regular columnist previews the opening of an upcoming, exclusive hotel. Not open to freelance submission (though similar suggestions may appear in Must Have, see above).

**Features** Our feature stories range from 750-2000 words and fall into the following categories:

**Exclusive destinations** From private-island getaways to journeys to the remotest corners of the earth, voyages that are made even more possible with access to a private business jet.

**Lifestyle destinations** Wineries, wellness retreats, fine golf courses and the world's best sporting-event locations are among the places we visit in each issue.

**Adventure destinations** Soft-adventure and hard-core excitement appeal to our high-achieving readership, who we want to thrill with once-in-a-lifetime adventures.

**Profiles** People who embody the business-jet lifestyle on many fronts (work, play, philanthropy) are worthy of feature-length profile, including glamorous celebrities, thinkers, designers and CEOs.

**Aviation stories** Technically astute and closely-observed first-person reporting on a selected craft from the BBA fleet every issue.

**BBA pages** The corporate pages in the magazine—including the back-page “In My Own Words” aviation interview with a BBA client—provide an insider's look at the quality, features, craftsmanship and news behind the scenes at BBA. These stories are sometimes open to freelance contribution but are not open to queries.

*We look forward to hearing from you!*