

JON PALMER

COPYWRITING & CONTENT MARKETING PORTFOLIO





JON PALMER

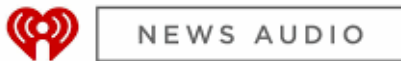
Editor, Copywriter, Content Marketer, and Project Manager



I know the digital media space like the back of my hand. I combine the lessons I've learned from a decade in local online journalism and news editing with strategic, data-driven marketing techniques to create informative, engaging content.



In my most recent role as the sole Content Writer for Magellan Jets, I managed content creation, brand storytelling, copywriting, editing, and SEO for an award-winning aviation company. I've created everything from blogs and landing pages to social and email campaigns to sales collateral and whitepapers. Prior to my pivot to the marketing space, I wrote and edited hundreds of news and entertainment articles in some of Boston's most respected newsrooms.



BLOGGING

Informative Content

I created dozens of blogs designed to establish Magellan's position as an industry leader and trusted source of information about the world of private jets. These pieces covered everything from industry news and travel tips to comparisons of specific aircraft and deep dives into common queries about the private jet experience.

(Click on the blogs to read them)

**Note: All blogs I wrote were published under founder Joshua Marc Hebert's name.*



NEW EUROPE TRAVEL REQUIREMENTS: WHAT TO KNOW ABOUT ETIAS

@ Joshua Marc Hebert • August 3, 2023

Starting next year, travelers to most European countries will need to apply for authorization from a [new system called ETIAS](#). When the system goes into effect next year, non-European Union residents will have to submit their information to ETIAS prior to their trip to an EU country. Read on for everything you need to know about the new ETIAS system if you're planning on travelling to Europe in 2024.

[BOOK PRIVATE JET CHARTER TO EUROPE](#)

WHAT IS ETIAS?

ETIAS stands for European Travel Information and Authorization System, and it's a special travel authorization form—not a visa—that will soon be required for travel to European Union member countries. It's being put into place for security reasons, so the EU can better track who is entering. It [has been compared to the ESTA system](#) the United States put into place in 2008.

WHO WILL NEED ETIAS?

Anyone who currently can travel to EU countries without a visa, including American passport holders, will be required to have an ETIAS starting next year.



5 TIPS FOR FLYING PRIVATE IN EUROPE

Your villa is booked, your yacht is ready, and you're all set for your private travel? It's a different experience than in

[READ MORE »](#)

Joshua Marc Hebert • May 15, 2023



PETS AND PRIVATE JETS: 5 TIPS FOR EASY TRAVEL WITH YOUR FURRY FRIEND

...ing your pets at home
...ong with you—pets and

2023



DE-ICING 101: WINTER PRIVATE JET TRAVEL AND AIRCRAFT DE-ICING

Winter can be a difficult time for private jet travel, especially when increased flight volume around the holidays is met with weather-related delays. When every

[READ MORE »](#)

Joshua Marc Hebert • November 21, 2023


BLOGGING

SEO Blogs

Our blog strategy involved writing about sporting and cultural events that attracted high-net-worth individuals who often charter private flights. I maintained a calendar of these events and conducted research into the search terms they use to find flights. I also made sure each "destination" blog had an on-page widget (see below) the reader could use to request a flight, putting them in immediate contact with our sales team.

My approach to SEO blogging involves searching for target keywords, seeing what questions come up in Google's "People also ask," and answering those questions within the blog. Page titles, headers, section heads, and alt text for images (commissioned by me but created by our graphic design team) were all optimized based on my keyword research and SEO best practices.

(Click on blogs to read them)



ITALIAN GRAND PRIX

CHARTER A PRIVATE JET TO THE 2023 ITALIAN GRAND PRIX: FLYING PRIVATELY TO MILAN

Held since 1921, the Italian national Grand Prix and other events of the Formula 1...

[READ MORE »](#)

Joshua Marc Hebert • Aug



CHARTER A PRIVATE JET TO THE 2023 U.S. OPEN: FLYING PRIVATELY TO NEW YORK

Magellan Jets program customers — We've waived your Advance Booking Day window for flights to the US Open. Book your trips to New York with

READY TO FLY PRIVATE TO THE 2023 ITALIAN GRAND PRIX?


It's not just about getting from Point A to Point B—When Magellan arranges your European travel, we'll make sure you're flying on a jet that's as memorable and stylish as your destination. We're ready to serve as your personal flight department, travel advisor, and luxury concierge as you explore Milan and other European destinations.

Use the convenient instant quote tool below to search and book private jet charter flights to the 2023 Italian Grand Prix (or any other destination you choose), or [call 877-550-5387](tel:877-550-5387) to speak with a Private Aviation Consultant today to plan and schedule your trip.

One way
 Round trip
 Multi leg

FROM	TO
From <input type="text"/>	To <input type="text"/>
DATE Jun 12 2024 <input type="text"/>	DATE Return <input type="text"/>
TIME 09:00 <input type="text"/>	TIME 09:00 <input type="text"/>

[SEARCH >](#)



MAGELLAN JETS

FLYING TO THE MASTERS: PRIVATE JET FLIGHTS TO AUGUSTA, GEORGIA

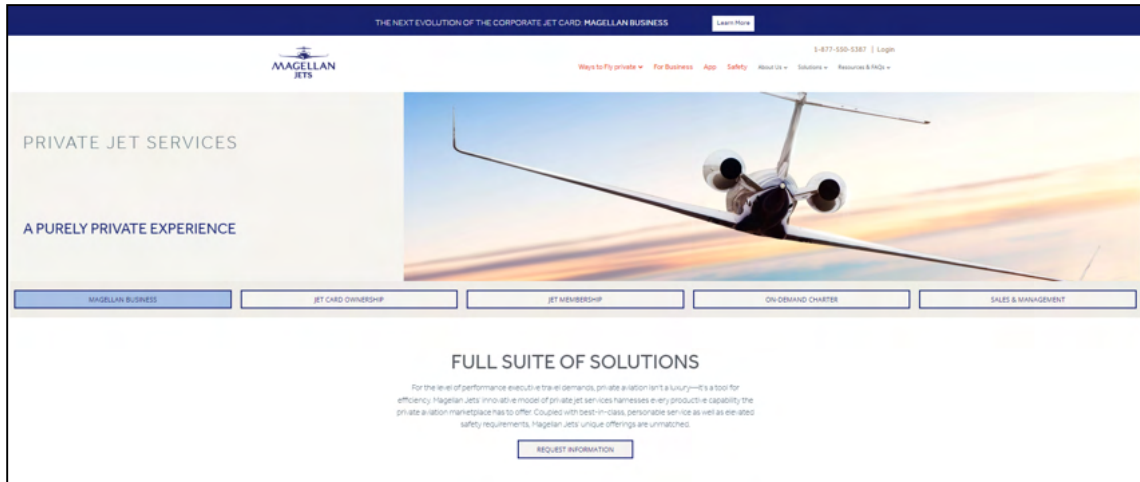
Spring is here, and with it comes a long list of events to excite sports fans: March Madness, the Kentucky Derby, and for golf lovers,

[READ MORE »](#)

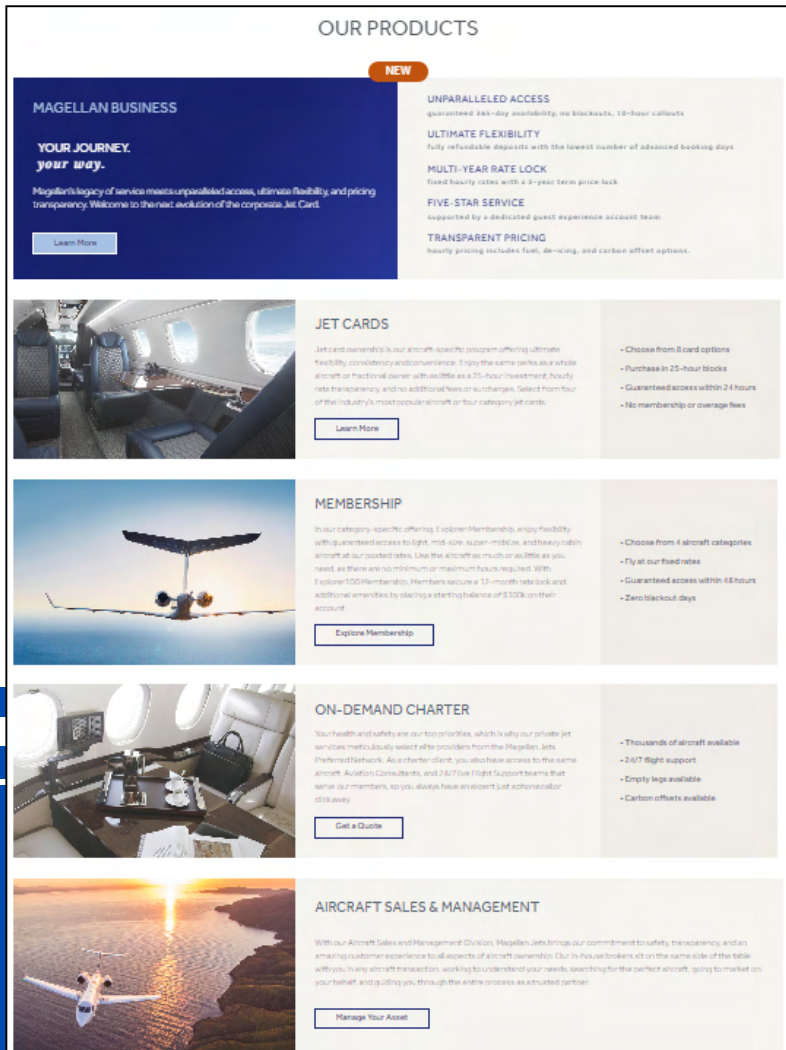
Joshua Marc Hebert • March 15, 2023

LANDING PAGES

Private Jet Solutions Page



(View The Page Here)



I re-wrote much of the existing copy on the Magellan Jets website and eventually, working together with our UX designer, refreshed the entire site. Working from goals set by our VPs and Marketing Director, I outlined basic mock-ups of new pages. While our designer worked off of those mock-ups, I set to work on copy that explained the differences between our product offerings and the different levels of private jet membership. I also improved page SEO across the site, helping us rank higher for key private jet search terms.

LANDING PAGES

Private Jet Membership Page

INTRODUCING
EXPLORER 100

48 HOUR CALLOUT TIME <small>Explorer100 members have access to aircraft at their program rates with just a 48-hour callout. Need a jet even faster? Explorer100 gives you the flexibility to book 24 hours ahead with a modest scheduling premium.</small>	12 MONTH RATE LOCK <small>With pricing across the private aviation market more unpredictable than ever, Explorer100 members enjoy protection against pricing volatility with their full-year rate lock—allowing them to plan ahead with certainty.</small>	A RISK-FREE PRIVATE AVIATION INVESTMENT <small>At any time during your Explorer100 membership, you'll have ability to exercise a refund clause if market changes force you to pivot your business and reconsider your private aviation investment.</small>
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COMPARE OUR PROGRAMS

EXPLORER 100 Want even greater flexibility, convenience, and consistent pricing from your private jet membership? When you place \$100K on your account, you'll lock in fixed 12-month pricing across all four aircraft categories and bring your callout window down to 48 hours:

1 \$11,500 INITIAL INVESTMENT	2 LOAD YOUR REFUNDABLE DEPOSIT ONTO YOUR ACCOUNT TO LOCK IN YOUR RATES FOR 12 MONTHS	3 FLY WITH PEACE-OF-MIND AND A 48-HOUR CALLOUT TIME.	4 \$4,500 ANNUAL DUES
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EXPLORER Our award-winning private jet membership program guarantees access to light, mid, super-mid, and heavy-cabin aircraft. You'll avoid pricing uncertainty, flying at our hourly rates with no blackout days, guaranteed backup & recovery, and a 72-hour callout window.

1 \$16,500 INITIAL INVESTMENT	2 PAY AS YOU GO WITH HOURLY RATES ON ALL AIRCRAFT CATEGORIES	3 \$4,500 ANNUAL DUES
---	--	---

[\(View The Page Here\)](#)

JET MEMBERSHIP BENEFITS

- 1 AVOID MARKET UNCERTAINTY**
The private aviation market is facing a level of demand never before seen, making pricing and availability extremely volatile. With your Explorer Membership's fixed rates, there's less cost ambiguity—and with our industry-leading network of top-rated aircraft and crews, there will always be a jet available when you need it.
- 2 GUARANTEED BACKUP AND RECOVERY**
Pre-flight mechanical issues are a major inconvenience and usually come with a large price tag. Magellan members don't have to worry about lengthy delays or additional fees if their aircraft unexpectedly goes offline—we'll secure a recovery flight option for you from our Magellan Jets Preferred Network at no additional cost.
- 3 SUPPLEMENT YOUR EXISTING FLEET**
Membership is an ideal tool for corporations or individuals who already own aircraft and need a supplemental flight option. Utilize our pay-as-you-go memberships when your aircraft is down for maintenance, when you simply require more cabin space, or when your required flight range is more than your existing assets can manage.
- 4 YOUR OWN PRIVATE FLIGHT DEPARTMENT**
Both membership levels are supported 24/7 by our highly experienced team and backed by FAA-certificated pilots. They'll work with you to find the perfect aircraft for your needs and to ensure a seamless and enjoyable experience—all while making sure every leg of every flight adheres to our stringent safety requirements and protocols.

LANDING PAGES

Red Sox Partnership Page

The screenshot shows the top portion of the website. At the top left is the Magellan Jets logo. To the right is a navigation menu with items: Ways to Fly private, For Business, App, Safety, About Us, Solutions, and Resources & FAQs. A phone number 1-877-550-5387 and a Login link are also present. The main content area features a large banner with the text "PROUD PARTNER OF THE BOSTON RED SOX" and the Red Sox logo. Below this is a "LEARN MORE" button. To the right of the text is a photograph of a man in a colorful shirt standing next to a private jet on a tarmac. Below the banner is a green bar with the text: "Magellan Jets, the leader in purely private aviation solutions, is proud to partner with their legendary hometown team." Below this is a stylized baseball field logo. In the bottom right corner, there is a small orange chat bubble icon.

(View The Page Here)

OUR PRODUCTS

FLY LIKE AN OWNER <small>Jet-specific ownership</small>	PAY-AS-YOU-GO MEMBERSHIP <small>Category-specific program</small>	VARIABLE MARKET PRICING <small>One-off or sporadic travel</small>
JET CARD OWNERSHIP <ul style="list-style-type: none"> Choose from 8 card options Purchase in 25-hour blocks Guaranteed access within 24 hours No membership or onerage fees <p>BUILD YOUR JET CARD</p>	MEMBERSHIP <ul style="list-style-type: none"> Choose from 4 categories of aircraft Fly at our fixed rates Guaranteed access within 48 hours Zero blackout days <p>EXPLORE MEMBERSHIP</p>	ON-DEMAND CHARTER <ul style="list-style-type: none"> Thousands of aircraft available 24/7 flight support Empty legs available Carbon offsets available <p>GET A QUOTE</p>

OUR CORE VALUES

We believe the foundation of exceptional service begins with the best people in the business that see each interaction as an opportunity to grow a relationship. Our internal culture is felt externally by our customers because of the alignment in thought on the core values that make up our company.

1	Lead With Safety	Maintain an uncompromising commitment to excellence.
2	Care Deeply	Own everything you do and constantly improve.
3	Create Amazing	Develop, cultivate and share a prosperity mindset. We value memorable experiences that build trust and loyalty.

OUR PARTNERSHIP

We've grown alongside Boston's baseball community for years through our work with David Ortiz, the David Ortiz Children's Fund, and the Red Sox Foundation. We're proud to work with the Red Sox to give back to the Greater Boston community that has meant so much to us since the beginning of our story.

"We're thrilled to partner with the Boston Red Sox, an organization and brand that we as Boston locals have revered for our entire lives. Throughout our 15 years as a company, it's always been important to us to be active in our Greater Boston community, and this partnership represents that commitment. We're excited to help both players and fans elevate their travel with our safe, reliable, purely private solutions."

Joshua Hebert - Magellan Jets CEO

"The Red Sox are proud to partner with Magellan Jets, a brand with a shared commitment to providing world-class experiences with a demonstrated history of service to our community. As Magellan becomes a more visible brand around the ballpark, we look forward to collaborating on future initiatives and events that bolster the important work of the Red Sox Foundation."

Troup Parkinson - EVP, Partnerships, Boston Red Sox


BOSTON RED SOX

[READ OUR PARTNERSHIP PRESS RELEASE](#)

EMAIL COPY

I wrote the copy for most Magellan Jets emails, including email drip campaigns to prospects, promotional emails tied to new products or whitepapers, monthly newsletters to our clients, and internal announcements. I worked with our Marketing Director and Email Specialist to target C-suite figures at Fortune 500 companies, corporate flight departments, and wealthy individuals who flew privately with targeted messaging that positioned our products as their safest and smartest option.

(Click emails to view in full)



TROPICAL STORM IDALIA
FORECAST TRACK

STORM TEAM | **MAGELLAN JETS**

Need To Get Out Of Florida?

As Hurricane Idalia gains strength in the Caribbean, [evacuation orders have been issued for Florida counties](#). Should you need to evacuate by plane, the entire Magellan Jets team is at your disposal, but you need to contact us as soon as possible to facilitate your flight. The sooner a decision is made to fly, the greater our ability will be to match you with favorable availability and pricing.

Several Florida airports, including Tampa International, are under protective shutdowns—our Flight Support Department can assist in finding alternate airports if needed. If you need to leave Florida, contact us immediately via the following channels:

[PHONE](#)

[EMAIL](#)

[APP](#)



MAGELLAN JETS

We Take Flying Personally

Our guests enjoy personalized service from aviation professionals who know them by name—a level of attention you won't get anywhere else in the industry. Here's the kind of elevated service Magellan's Jet Card Owners experience and you can expect:

- **Ownership, Your Way** — Customize your program, from your preferred aircraft and annual hours to tailored add-ons.
- **Focused On You** — We take pleasure in getting to know you and your family and anticipating your needs.
- **Unlimited Support** — From expert personalized consultation to our Guest Experience concierge team, our entire operation is at your disposal.
- **Risk-Free Investment** — Our Jet Cards are refundable, giving you increased confidence in the face of economic uncertainty.

BUILD YOUR IDEAL JET CARD PROGRAM

Featured Empty Leg Flight



LIGHT JET Phenom 300

KTTN
Trenton, NJ

KPBI
West Palm Beach, FL

12/27 - 12/29

2:26

West Palm Beach, FL → Trenton, NJ

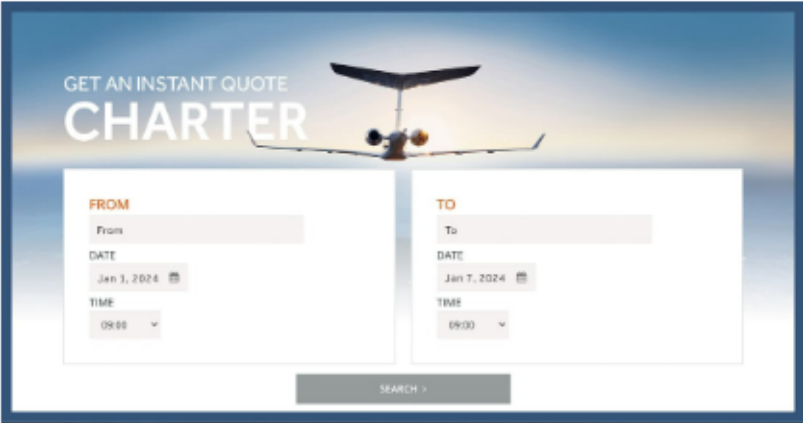

Available December 27-29, 2023

\$10,000

BOOK NOW

EMAIL COPY

Our marketing emails were sent to tens of thousands of recipients. In one particular campaign, the emails we created to push downloads of our free whitepapers led to millions in revenue from clients and corporations who purchased our Jet Cards.



GET AN INSTANT QUOTE
CHARTER

FROM	TO
From	To
DATE Jan 3, 2024	DATE Jan 7, 2024
TIME 09:00	TIME 09:00



SEARCH >

Ready to Take off in 2024?

It's time to secure your 2024 travel—no matter where you're headed, rely on Magellan Jets for all your on-demand private charter needs. You'll enjoy:

- **Worldwide Access**—A network of thousands of carefully selected aircraft and crew members at your fingertips
- **Expert Consultation**—Private Aviation Consultants ready to match you with the perfect aircraft for your mission
- **Attentive Service**—24/7 in-house Flight Support and tracking, Guest Experience concierge, and more


GET AN INSTANT CHARTER QUOTE NOW



The Most Client Value
For 2023

Magellan Jets Launches Lower Pricing Paired With Enhanced Product Offerings


VIEW FULL UPDATES



Why Financial Stability Matters

Learn why working with a strong, stable, and financially resilient private aviation company is key to success and peace of mind.

GET YOUR FREE GUIDE



**Magellan Jets
vs. Wheels Up**

Fixed rates, 365-day access, a larger service area, and the industry's lowest daily minimums. View our Membership comparison.

COMPARE OUR PROGRAMS

SALES COLLATERAL

"The Magellan Way" e-Book/Brochure

I wrote all of the copy included in "The Magellan Way," a document used in both digital and printed form by our VPs, consultants, and sales reps when pitching clients.

LEADERSHIP



JOSHUA HEBERT
Founder & CEO

Through Joshua's 25 years of experience in finance, marketing, and aviation, he has learned to value great relationships as the key to success. Creating connections with clients is what fuels his passion for Magellan Jets, where he's had the privilege of uniting people across the world through private aviation since he founded the company in 2008.

Joshua has built his career upon continually learning, innovating, and cultivating connections, beginning on Wall Street at Faine Webber/UBS and Shearson Lehman Brothers. Before founding Magellan, Joshua founded Jets International in 2001. He is a member of the Young Presidents' Organization, a Founding Chair of the Alumni Advisory Board for Raising a Reader Massachusetts, and former Chairman of the Air Charter Safety Foundation.



ANTHONY TIVNAN
Co-Founder & President

With 20+ years of experience in the private jet industry, Anthony speaks as the voice of the customer, translating clients' needs and expectations into results. Anthony strives to create and retain strong guest and vendor relationships through his belief in personal attention and open communication, obtaining the trust of every client he works with.

Under Anthony's leadership, Magellan Jets has seen incredible growth, breaking into the Inc. 5000 Hall of Fame, making Boston Business Journal's Fast 50 list six times, and winning Robb Report's Best of the Best award for Private Jet Membership. Before co-founding Magellan in 2008, he served as Executive Vice President at Jets International. Featured by Boston Magazine as one of "10 Boston Men of the Moment," Anthony served on the boards of Camp Harbor View and Everybody Flights and has worked closely with the David Ortiz Children's Fund.

Leadership

Magellan Jets sets itself apart from the rest of the private aviation industry with a tireless focus on delivering elevated service. This year, the company made a series of important executive leadership investments aimed at delivering outstanding experiences, bringing aboard Matthew Harris, Executive Vice President, Chief Operating Officer, Josh Lesnick, Chief Commercial Officer, and Terrance Truta, Chief Technology Officer. These key hires will drive service enhancements, create new product & loyalty offerings, and integrate new technologies, helping Magellan further its commitment to helping guests live their best lives.



GREGORY BELEZERIAN
Founder & Vice President



JOSEPH DACOSTA
Chief Financial Officer



JOSH LESNICK
Chief Commercial Officer



MATTHEW HARRIS
Chief Experience Officer



TERRY TRUTA
Chief Technology Officer



SCAN FOR BIOS

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(View "The Magellan Way" on Issuu)



**MAGELLAN
BUSINESS**

Magellan Business



**YOUR JOURNEY.
your way.**

Welcome to the next evolution of the corporate Jet Card.

Available Aircraft:

- Premium Light Category
Embraer
PHENOM 300
- Premium Mid-Size Category
Hawker
800XP
- Premium Super Mid Category
Bombardier
CHALLENGER 300
- Premium Heavy Category
Gulfstream
G450/G550
- Premium Long-Range Category
LONG RANGE
OPTIONS AVAILABLE

Key Features:

- > REFUNDABLE DEPOSITS THAT NEVER EXPIRE
- > 1- OR 3-YEAR TERM PRICING LOCK
- > MULTIPLE AIRCRAFT FOR DAILY USE
- > ALL AIRCRAFT EQUIPPED WITH WI-FI
- > 365-DAY AIRCRAFT ACCESS
- > ZERO BLACKOUT DAYS
- > NO AIRCRAFT INTERCHANGE FEES
- > HELICOPTER/TURBOPROP ACCESS

Ideal For:

- > BOARD MEETINGS
- > FLIGHT DEPARTMENT MANAGEMENT
- > SUPPLEMENTAL LIFT
- > INCENTIVE & LARGE GROUP TRAVEL
- > EXECUTIVE TRAVEL
- > ROAD SHOWS
- > CONFIDENTIAL M&A MEETINGS
- > VIP CLIENT TRAVEL
- > TEAM TRAVEL

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www.MAGELLANJETS.com | 877-550-JETS 26/30

CAMPAIGNS

Pricing Guide & Program Comparison Campaign

Our most successful campaign revolved around our most popular piece of collateral, which compared our programs side by side with those offered by our competitors. I conducted industry research and competitor analysis in order to update this guide and run new campaigns for it on a quarterly basis. I wrote the copy and gave the design team mock-ups with which to create the final product.

(View The Guide)



MAGELLAN JETS

COMPARING TOP PRIVATE JET PROGRAMS & PRICING

Q1 2024 REPORT

www.MAGELLANJETS.com | 877-550-JETS 2/9

JET CARD OWNERSHIP
One of the more popular programs available today, Jet Card Ownership guarantees a significant level of aircraft availability. Typically, these programs are category- or aircraft-specific, and require a block purchase of flight hours at the time of signing—with hourly rates and scheduling parameters guaranteed. Additionally, most Jet Cards don't involve long-term commitments, with terms lasting 12-24 months depending on the program.

MEMBERSHIP
With an initiation fee, memberships typically grant access to a variety of aircraft on a pay-as-you-go basis at a fixed hourly rate. Membership terms usually last 12 months, with no limit on how often you can fly as a member. Some programs require additional monthly fees and overhead costs on top of the initiation or renewal fee, and may also limit availability to the range of aircraft to which members are guaranteed access.

FRACTIONAL
Fractional programs involve a much higher level of commitment, as you are acquiring a piece of an asset that's shared across a variety of users. These programs require substantial asset acquisition fees that can run six to seven figures, as well as recurring monthly management fees regardless of whether or not you fly. Despite that level of investment, you still may not necessarily fly on the aircraft in which you've invested—rather, you have access to a fleet of aircraft along with other fractional owners like yourself.
Additionally, fractional programs have occupied hourly rates and variable fuel rates which, in conjunction with monthly management fees and an allocation of your initial asset acquisition fees, should be incorporated to establish a "true" hourly rate. Fractional programs involve a commitment of three to five years.



PROGRAM BENEFITS COMPARISON

COMPANY	FLIGHT TIME CALCULATIONS	BLACK OUT DATES	PEAK DAY SURCHARGES	GUARANTEED INTERCHANGE TO LARGER JETS
Magellan Jets	Point to Point	None	None	Yes*
NetJets	Actual	Yes	None	No
Sentient Jet	Actual	None	Yes	Yes
Wheels Up	Point to Point	Yes	Yes	Yes
Flexjet	Actual	Yes	None	No

* At no additional cost



Rates as of December 2023

Vs. NETJETS

NetJets does not offer a Heavy Jet option for their 25-hour Jet Card program; for larger aircraft, they require a multi-year lease agreement. It's also worth noting that NetJets has 10 no-fly days and 45 peak days; Magellan has zero blackout days or peak days, offering 365-day aircraft access. NetJets hours expire after the term, while Magellan hours do not. Additionally, Magellan guarantees the ability to upgrade your aircraft at no additional cost, while NetJets only allows upgrades based on availability.

COMPANY	PRODUCT	LIGHT	MID	SUPER MID	HEAVY
Magellan Jets	Jet Card	\$8,049	\$9,936	\$12,306	\$15,241
NetJets	25-Hour Jet Card	\$11,156	\$12,596	\$15,996*	Not Offered

Rates include fuel and FET

*This rate is for a Citation Sovereign. NetJets also offers a Challenger 350 card for an all-in rate of \$20,516, while Magellan offers a Challenger 300/350 card for an all-in rate of \$13,596.

Vs. FLEXJET

Flexjet has 10 blackout days and 30 peak days, while Magellan Jets guarantees 365-day access with zero blackout or peak days. Magellan also offers a much wider range of Jet Card options than the Flexjet 25 program, including both non-jet-specific and premium jet cards in each cabin class. Premium offerings by class are: Gulfstream G450/550 (Heavy Jet), Challenger 300/350 (Super-Mid), Hawker 800XP (Midsized), and the popular Phenom 300 (Light Jet). In addition, Flexjet's hours expire after the end of the term, and the company does not guarantee upgrades or allow renewals in a 12-month period.

COMPANY	PRODUCT	PHENOM 300	CHALLENGER 300
Magellan Jets	Jet Card	\$8,687	\$12,647
FlexJet	Jet Card	\$9,981	\$17,243

Rates include fuel, but not FET

CAMPAIGNS


Pricing Guide & Program Comparison Campaign

LinkedIn Ads


Emails

LinkedIn Ad Library

Ad Details

 **Magellan Jets**
Promoted

As you decide how to fly in 2024, download your FREE guide to the top private jet companies—compare Magellan Jets' programs and pricing side-by-side with other leading providers:



Comparison of Top Private Jet Companies and Programs

Finding a provider that is safe, secure, and a true fit for your personal needs requires a bit of research and due diligence. Download this informative guide to the top private jet companies and programs on the market as we break down: Types of...

MAGELLAN JETS

Compare The Top Private Jet Programs & Pricing With Your FREE Guide



COMPARING TOP PRIVATE JET PROGRAMS & PRICING


Hi GARRETT,

Finding the right private aviation solution to fit your travel requirements can be overwhelming. With Magellan's informative, complimentary guide to the top private jet providers, programs, and their rates, you will:

- Discover which types of programs are available on the market
- Learn which factors to consider while comparing providers
- Compare benefits and costs side-by-side

[GET THE GUIDE](#)

Instagram Posts



magellanjets • Follow

magellanjets FREE 2024 GUIDE: Comparing Top Private Jet Programs & Pricing

As you decide how you're going to fly in 2024, we've prepared your complimentary guide to the top providers, their programs, and the associated costs. Compare Magellan Jets side-by-side with other leading private aviation companies.

Click the link in our bio to download your FREE guide today!

#PrivateJets #MagellanJets #FlyPrivate #PrivateTravel #PrivateAviation #BusinessAviation #BusinessJets #BusinessTravel

22w

raj4321204 Why pay for @private.jet.card.comparisons when I can just use this 🙄

21w 3 likes

Liked by garrettspele and 32 others

January 4

CAMPAIGNS


"Where Smart Money Flies" Campaign

When news broke that several of our competitors in the private aviation space were folding or experiencing financial trouble, my team created the "Where Smart Money Flies" campaign to project Magellan as a strong and financially stable private jet company. This campaign included a landing page, a whitepaper, a blog, several videos, an email marketing drip, and social posts.

Landing Page

RECESSION-PROOF YOUR PRIVATE AVIATION PORTFOLIO

Working with a strong, stable, and financially healthy private jet provider is a must. Magellan is dedicated to responsible stewardship of your investment.



OUR BUSINESS MODEL

Magellan Jets is privately owned, asset-light, and completely debt-free. We don't use client funds to run our business, so your money stays untouched until it's time for you to fly. We're 100% solvent and able to meet all of our operational costs, so you can rest assured your investment goes directly toward your time in the air.

[Learn More](#)

- + A PROVEN TRACK RECORD
- + GROWTH AND PROFITABILITY
- + INVEST IN YOUR TRAVEL—NOT IN AN AIRLINE
- + A FULL SUITE OF SOLUTIONS

[\(View The Landing Page\)](#)

Blog



WHY SMART MONEY FLIES WITH MAGELLAN JETS

by Joshua Marc Hebert | May 26, 2023

Not all private jet companies are created equal—and with the financial troubles of multiple jet companies making the news recently, it's more important than ever for discerning fliers to seek out a private aviation provider that is strong, stable, and financially healthy. There is no provider better suited to putting customers at ease than Magellan Jets.

As a privately owned, asset-light, and completely debt-free company, Magellan's innovative, customer-focused business model is built for stability. Magellan is dedicated to the responsible stewardship of clients' investments, shepherding them through economic uncertainty and recessionary fears as a trusted partner. Here's how Magellan gives its guests the peace of mind to fly with confidence.

PROTECTING YOUR INVESTMENT

Many companies have been criticized over the years for recklessly spending client deposits or for not protecting client funds in the event of an economic downturn. Not so with Magellan Jets, where client funds are completely segregated from operational funds. Magellan NEVER uses client funds to run their business, so clients' money stays untouched until it's time for them to fly. Magellan is 100% solvent and able to meet all its operational costs, so guests can rest assured their investment goes directly toward their time in the air.

[\(Read The Blog\)](#)

CAMPAIGNS

"Where Smart Money Flies" Campaign

"Flying With Confidence: Whitepaper



The image shows the cover of the whitepaper and page 2/8. The cover features a pilot in a cockpit flying a small aircraft over a sunset. The text on the cover reads: 'MAGELLAN JETS', 'FLYING WITH CONFIDENCE', and 'CHOOSING A STRONG, STABLE, & RESILIENT PRIVATE AVIATION PROVIDER'. Page 2/8 is titled 'CHOOSING A STRONG, STABLE, & RESILIENT PRIVATE AVIATION PROVIDER' and contains the following text:

NOT ALL PRIVATE JET COMPANIES ARE CREATED EQUAL.

A great private aviation company serves as an essential partner to help you increase your productivity, your efficiency, and the success of your business—but no two providers are alike. Do they own and operate their own fleet, or act as a broker finding you the best fit for your needs? Do they take a one-size-fits-all approach with their programs, or do they offer flexible solutions to meet your varying travel requirements? How do they source the aircraft you'll be using? How do they use—and protect—your funds?

These topics all factor in the most pressing question for you and your business: Is your potential provider's model one you can trust in the face of economic uncertainty?

In the current atmosphere of volatility and with talk of recession in the market, working with a strong, stable, and financially healthy provider is a must. You'll want to be sure they can not only weather the storm of market volatility, but will also have the necessary resources and infrastructure to guarantee your aircraft and your expected level of service through economic downturns, supply chain issues, or any other unforeseen circumstances—otherwise, you could be stuck without access to a jet when you need it most.

You shouldn't have to worry about how the ups and downs of the market will affect your private flying experience. Understanding the business model of your potential partner and knowing whether their operations are built for resilience will give you the peace of mind to fly with confidence.

Page 2/8 also includes two images: a Magellan Jets office building and a private jet flying over a sunset.

[\(Read The Whitepaper Here\)](#)



The image shows pages 7/8 and 8/8 of the whitepaper. Page 7/8 is titled 'CHOOSING A STRONG, STABLE, & RESILIENT PRIVATE AVIATION PROVIDER' and contains the following text:

HOW DID YOUR PROVIDER NAVIGATE THE PANDEMIC AND RELATED SUPPLY CHAIN ISSUES?

When the global pandemic halted travel in 2020, did they struggle—or were they well-positioned to deal with reduced flight volume? Did their customers feel like they received the attention and service they expected? Were they able to offer their program customers a pause or term extension in light of the unprecedented shutdown? Were their customers able to fly at all when they needed to?

In the third and fourth quarters of 2021 and into 2022, the private jet industry faced an availability crunch spurred by high demand, supply chain issues, and COVID spikes. During this time, many providers cut programs, exited contracts with their customers, and stopped taking on new clients. Many customers simply weren't able to access a jet.

In these times of economic stress, some private jet companies were able to pivot and develop products or programs that specifically addressed their customers' emerging and changing needs. Meanwhile, asset-heavy providers were slow to change or could not change at all, resulting in program pauses/shutdowns and throttled access to aircraft. Some providers even capitalized on market instability by encouraging customers to put funds on account that they could not even use for up to two years.

A private jet company may say they're prepared for economic volatility, but their actions during recent private aviation market troubles will speak louder than their words. Look for a provider that was able to keep their programs open and didn't leave their customers on the tarmac.

Page 7/8 also includes an image of the interior of a private jet.

Page 8/8 is titled 'CHOOSING A STRONG, STABLE, & RESILIENT PRIVATE AVIATION PROVIDER' and contains the following text:

WHAT TO ASK WHEN LOOKING FOR STABILITY IN A PRIVATE JET PARTNER

To summarize, here are some questions you can ask your potential provider to ensure confidence and peace of mind in your investment and your flight experience:

- WHAT IS YOUR BUSINESS MODEL?
- WHAT IS YOUR COMPANY'S FINANCIAL HISTORY?
- ARE YOU PROFITABLE?
- DO YOU OWN A FLEET?
- HOW ARE THE FUNDS I PLACE ON MY ACCOUNT USED?
- ARE MY FUNDS KEPT SEPARATE FROM YOUR COMPANY'S OPERATIONAL FUNDS?
- IS MY INVESTMENT REFUNDABLE?
- DO YOUR PROGRAMS GIVE ME THE FLEXIBILITY TO SCALE MY TRAVEL UP OR DOWN IF MY NEEDS CHANGE?
- WERE YOU ABLE TO KEEP PROGRAMS OPEN AND KEEP CUSTOMERS FLYING THROUGH RECENT DIFFICULT MARKET CONDITIONS?

Page 8/8 also includes a button that says 'CLICK OUR PRODUCTS TO LEARN MORE' and a list of products: JET CARD, JET MEMBERSHIP, CHARTER, SALES & MANAGEMENT. It also features logos for 'MAGELLAN JETS SAFETY' and 'PROUD PARTNER' with a 'TRUST & SECURITY' seal. At the bottom, it says 'www.MAGELLANJETS.com | 877-550-JETS'.

WHITEPAPERS

I wrote several whitepapers detailing how specific industries used private aviation. To better understand these clients' needs, I conducted research and spoke with consultants at Magellan who worked with customers in each of these target industries. Working together with our Email Specialist, I then sent these whitepapers to very targeted lists of business leaders and corporate flight/travel department heads in a campaign that resulted in millions in revenue from charter and Jet Card sales.



**MAGELLAN
JETS**

**HOW
CONSTRUCTION COMPANIES
USE PRIVATE AVIATION**

LEVERAGING PRIVATE AVIATION FOR A COMPETITIVE EDGE
IN THE CONSTRUCTION INDUSTRY

[\(Read The Whitepaper\)](#)

Improving Efficiency And Bringing Your People Closer Together.

Inefficiencies in logistics and personnel management can significantly impact your construction projects. One benefit construction companies find in private aviation is the ability to quickly move personnel between project sites, even visiting multiple sites in a single day—an itinerary that simply isn't possible with commercial aviation or other transportation modes. Multi-stop flights, site visits, and road shows are a staple of business aviation; the NBAA says 38 percent of business aviation missions involve multiple destinations.

Another great benefit of private aviation is the ability to stay productive while en route; in fact, the NBAA says executives are found to be productive 80 percent of the time on private aircraft, compared to only 30 percent of the time on commercial aircraft. Your employees will be able to conduct business and hold meetings in a quiet, private cabin. You have the plane to yourself, so your employees, intellectual property, and business dealings are completely safe and secure. You'll be able to visit several locations and return home the same day, greatly reducing employee fatigue—not to mention boosting their morale by keeping them away from their families for less time.



There's also the benefit to client relationships to consider. Your high-profile customers demand personalized attention and frequent updates. You can interact with clients more seamlessly by harnessing the speed and efficiency of private aviation. Having a jet at the ready will allow you to meet important customers where they are at a moment's notice, making them truly feel like VIPs.

You can also impress your clients by bringing them aboard the aircraft along with your team. It's about more than getting them from point A to point B; it's about making them feel valued. What better way to show prospective business partners what your firm can accomplish—and the extra mile you're willing to go for your relationship—than by organizing personalized tours of project sites by private jet? Using private aviation for client meetings and site visits demonstrates your commitment to the customer, strengthening trust and leading to repeat business and referrals.

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The Flexibility You Need To Keep A Competitive Advantage.

Growing your enterprise often requires the ability to pivot on a moment's notice. Business jets allow you to stay nimble, even when your largest competitors, flying wherever opportunity or need dictates. When there's a brief horizon for getting a deal done, would you rather be beholden to an airline's already jammed schedule or have access to a jet that's ready to leave whenever you are?

Having the flexibility of private aviation in your back pocket gives you a clear advantage in your industry. According to the NBAA, SJP 500 companies using business aviation outperform those that don't by 70 percent—and overall, business aircraft users outperform non-users by 23 percent in revenue growth.

Business aviation will ensure that you stand out among the competition. Being able to visit more job sites in less time, connect with your customers and employees, and respond quickly to issues as they arise will help you improve your ability to deliver projects on time and within budget. You'll be able to better respond to unforeseen problems, disruptions, or emergencies, which will in turn minimize downtime, enhance project efficiency, and keep clients satisfied.



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**MAGELLAN
JETS**

**HOW
RETAIL BUSINESSES
USE PRIVATE AVIATION**

LEVERAGING PRIVATE AVIATION FOR A COMPETITIVE EDGE
IN THE RETAIL MARKET

[\(Read The Whitepaper\)](#)

A More Direct Route, No Matter Where The Job Takes You.

Maintaining a well-oiled supply chain requires a good deal of travel. You'll need to move decision-makers, specialist teams, and logistical experts swiftly to critical locations along that chain—but those production and distribution centers may be located in small towns and remote areas that are underserved by commercial aviation. That's where business aviation comes in.

Imagine you are a regional or national manager tasked with conducting a series of on-site visits at storefront locations across your large territory. If you decide to use a commercial airline, you'll spend a good deal of extra time in transit and waiting for your plane to depart. First, you'll drive to your nearest large commercial airport, arriving hours in advance to make it through security. If a direct flight to your first destination isn't available, you may have to fly multiple legs, possibly with a long layover. Once you arrive at the commercial hub nearest your destination, you'll have to secure transportation to your site. Finally, you'll have to repeat the process when traveling to each other stop on your list, including your return home. It's all but certain you'll need to stay overnight in hotels, and each branch visit you add to your itinerary could also add an extra day to your trip.

With business aviation, however, the flexibility to land at smaller airports and shorter runways means you'll almost certainly be able to utilize arrival and departure airports closer to your stores and suppliers as well as your home base. Your manufacturers and vendors are spread out across the country and world, but business jets can make out-and-back day trips out of what used to be week-long endeavors. With all this transit time saved—the true luxury of private aviation—you'll dramatically increase efficiency.

No matter where your distribution centers, warehouses, or storefronts are located, business jets ensure they're only a quick flight away, allowing you to take a more hands-on approach to supply chain management. Fly your executives out to supervise a supply center build-out, warehouse retrofit, or new machine equipment installation. If your supply chain is disrupted, private aviation's higher level of access means you have someone on the ground faster to assess the situation and take crucial steps to mitigate risks and minimize loss.



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USA Airport Locations

COMMERCIAL AIRPORTS



500
LOCATIONS

PRIVATE AIRPORTS



5,000+
LOCATIONS

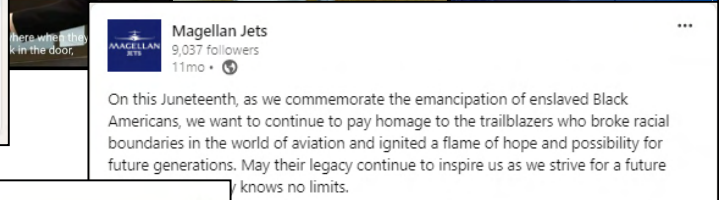
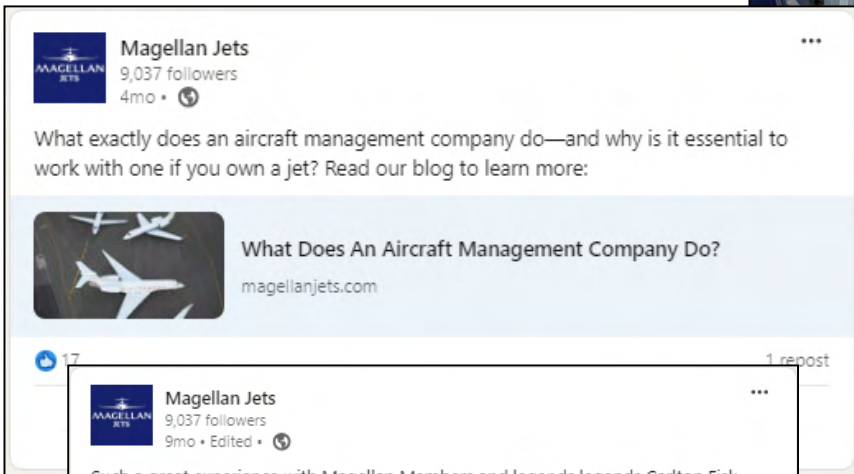
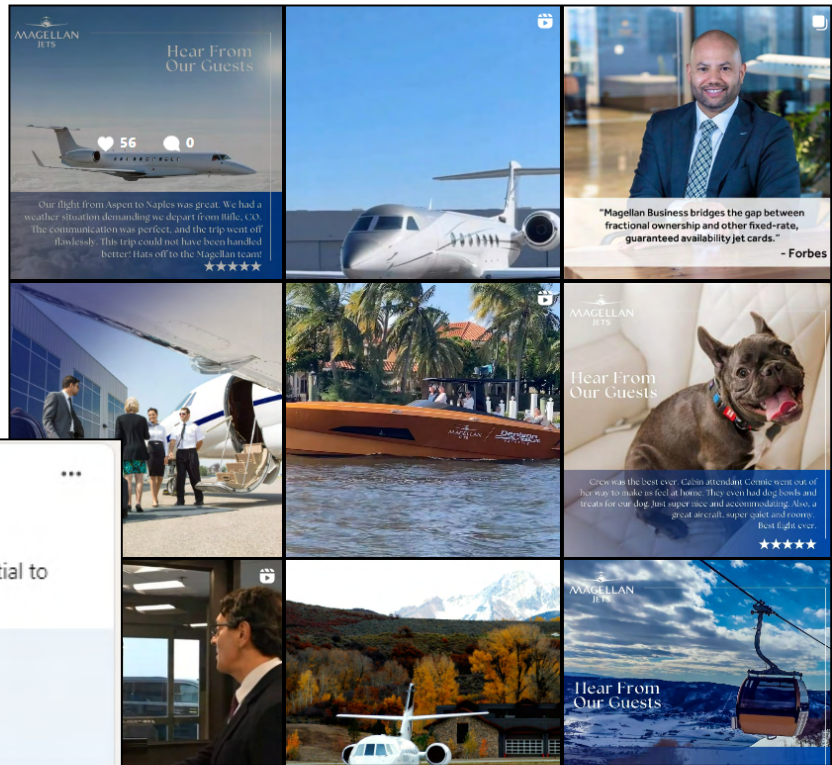
While commercial aviation reaches only some 500 airports nationwide, business aviation can reach nearly 5,000. Many of those airports connect out-of-the-way communities that lie far from commercial airlines' major hubs and provide a business lifeline to areas that are otherwise off the grid; according to the NBAA, 80 percent of business airplane flights are made into airports located in small towns and communities.



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SOCIAL MEDIA

I maintained a social media posting calendar for Magellan's Instagram and LinkedIn accounts, as well as the accounts of our CEO and our President. I regularly posted blogs, announcements, videos, client testimonials, event photos, and aircraft features across these accounts using HootSuite.



Such a great experience with Magellan Members and legends legends Carlton Fisk, Jim Rice, and David Ortiz. Their unwavering dedication to the sport and the profound stories they shared left an indelible mark. We discuss how they overcame, their leadership strategies, and the invaluable diamond. Grateful for this opportunity to connect at the historic Fenway Park.

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magellanjets Looking for private jet charter to the 2023 Ryder Cup in Rome? Click the "Magellan Jets Blog" link in our profile to learn everything you need to know—and to search flights with our instant charter quote tool.
September 15, 2023

THOUGHT LEADERSHIP PIECES

I worked with company leaders to ghostwrite social media posts and articles that sought to establish their stature in the business community.

(Click each article to read)



Inside Magellan Jets' new corporate headquarters in Quincy, Massachusetts

In Returning To The Office, Leadership Must Set The Example



Joshua Marc Hebert

Surround yourself with people whose eyes light up when they see you coming!!!!

February 8, 2023

Open Immersive Reader

As we close in on the three-year mark since the start of the pandemic, many organizations are still struggling with bringing employees back to the office—or at least getting them to something resembling their pre-COVID office presence. In some places, especially in cities like New York, the return to the workplace has been slow and difficult.

Much of the conversation around the return to office work has been a "battle" between bosses and their employees, but as those who have successfully returned to the workplace over two years know, it doesn't have to be this contentious. If you're a leader struggling to get employees to come back to a physical workplace, you may need to start looking in a different mirror.



INVESTING IN A SUSTAINABLE FUTURE

Joshua Marc Hebert April 2, 2021

Magellan Jets
9,036 followers
1yr +

A message from our President and Co-Founder, [Anthony Tivnan](#):

"Today, we honor the life, legacy, and enduring mission of Dr. Martin Luther King, Jr. As a person of color and business owner, I've been inspired by Dr. King's trailblazing spirit my entire life—and I know that his message resonates for all people. In standing at the forefront of Civil Rights and equality, Dr. King challenged the status quo and the very notion of what people believed was possible. Because of him, generations have been inspired to dream outside the box rather than simply accept living with the guardrails of "the way things have always been done." That mentality has shaped our culture and Core Values at Magellan Jets; it influences how we interact with our colleagues and customers every day; it will inspire us still as we continue to grow and innovate. I truly believe anything is possible, and as I look at where Magellan is today, I see that none of our success would be possible in a world without MLK."



Geoffrey Wiley, MBA, CSM and 129 others 6 comments · 7 reposts

Reactions

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and future generations is one of my greatest passions. In my last letter, I mentioned that one of those opportunities is for us to work toward a sustainable future by investing in new developments in science and technology and creating best practices for our industry. I'm inspired by the work of scientist and environmentalist David Attenborough in [RealLeaders](#) and business leaders to lead the fight against climate change. He believes that we need to prevent the catastrophic existential threats of climate change by taking action now. Humanity has got this far by being the smartest species that has ever lived on Earth. We need more than intelligence; we need wisdom. We need wisdom by creating and maintaining a legacy that makes the world a better place to live. We plan green initiatives that will fit our [jet card owners](#), [pay-as-you-go](#) needs, making it simple and easy for them to travel sustainably and responsibly. We're exploring green private aviation solutions.

PRESS RELEASES

I've written releases and worked on press campaigns around product launches, new executive hires, the grand opening of a new private business terminal at Hanscom Field, and even a "Fly With David Ortiz" contest in partnership with the Boston Red Sox. I capitalize on my years of newsroom experience to author releases that capture the attention of both local reporters and trade publication editors.

I routinely worked with company leaders and subject matter experts to develop hard-hitting quotes, rehearse talking points, and hone brand narratives.

(Click on the releases to read them)



MAGELLAN JETS LAUNCHES INDUSTRY'S MOST GENEROUS & FLEXIBLE CORPORATE JET CARD, MAGELLAN BUSINESS

we've launched the industry's most generous and flexible corporate jet card, Magellan Business, a revolutionary new program that builds on Magellan's legacy of

[READ MORE »](#)

October 17, 2023



MAGELLAN JETS LAUNCHES AIRCRAFT SALES & MANAGEMENT DIVISION, OPENS PRIVATE TERMINAL AT HANSCOM FIELD



MAGELLAN JETS LEADS PRIVATE AVIATION'S DIGITAL REVOLUTION WITH STELLAR AI PLATFORM ACQUISITION

We're leading private aviation's digital revolution with our acquisition of Stellar Labs, Inc. major investment in top talent & tech

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October 16, 2023



FLY WITH ORTIZ SWEEPSTAKES FEATURED ON MLB.COM

Magellan Jets, the David Ortiz Children's Fund, and The Red Sox Foundation have partnered to bring a lucky winner and guest the chance to fly on a private jet with Big Papi himself as he travels to his Baseball Hall of Fame induction ceremony later this month! The Fly With Ortiz Sweepstakes is an exciting opportunity for baseball fans to get a once-in-a-lifetime experience with the legendary Red Sox slugger and, with net proceeds benefitting the David Ortiz Children's Fund and The Red Sox Foundation, to support great causes. Now, the sweepstakes has been highlighted by Major League Baseball on MLB.com.

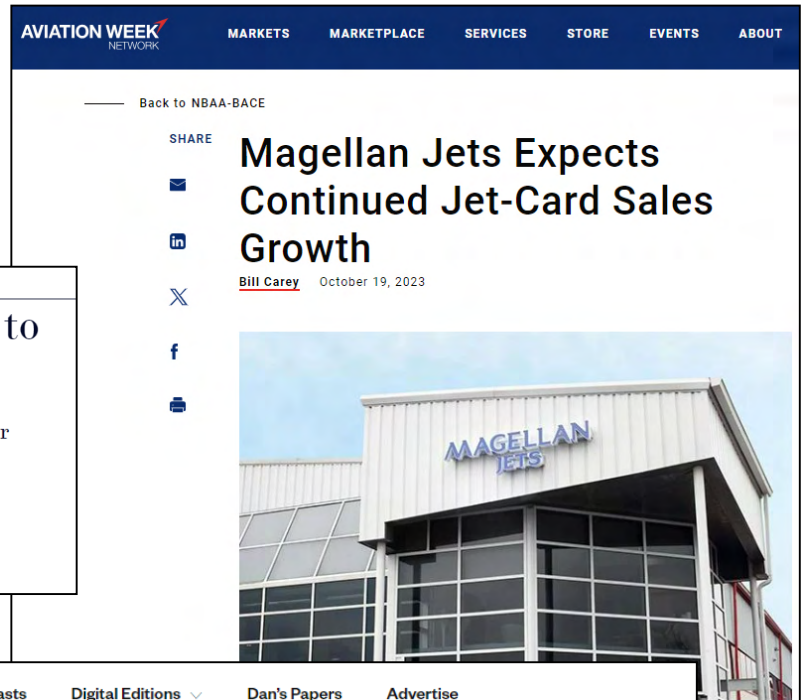
Fans can enter the contest by clicking here until Friday, July 8, 2022 at 8:59:59 p.m. Fans located in the U.S. and who are 18 years of age are eligible to participate—see Official Rules for full details.

The grand prize winner in the Fly With Ortiz Sweepstakes will fly to Cooperstown, New York with David Ortiz on a private jet provided by Magellan Jets. The grand prize also includes hotel accommodations for two, two tickets to the Hall of Fame ceremony, and airfare back to Boston after the ceremony.

Other prizes throughout the sweepstakes' run included a pair of baseballs signed by David Ortiz, as well as tickets to the Red Sox home game at Fenway Park Tuesday, July 26, 2022, where David will be honored in a pregame ceremony.

PRESS COVERAGE

The press campaigns I drove resulted in coverage from local news outfits, luxury travel publications, and private aviation industry hubs.



AVIATION WEEK NETWORK

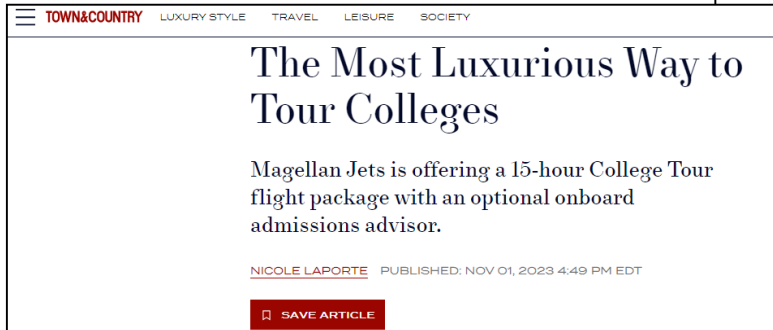

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Magellan Jets Expects Continued Jet-Card Sales Growth

Bill Carey October 19, 2023



TOWN & COUNTRY LUXURY STYLE TRAVEL LEISURE SOCIETY

The Most Luxurious Way to Tour Colleges

Magellan Jets is offering a 15-hour College Tour flight package with an optional onboard admissions advisor.

NICOLE LAPORTE PUBLISHED: NOV 01, 2023 4:49 PM EDT

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Palm Beach

New Condo Development Alba Palm Beach Teams Up With Magellan Jets

Posted on July 27, 2023



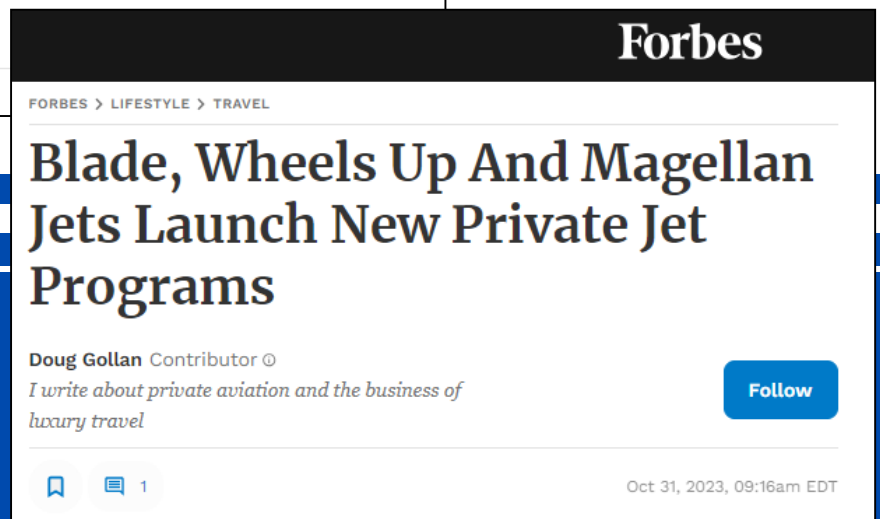
CorporateJetInvestor

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MAGELLAN JETS FORECASTS REVENUE OF \$115M IN 2022

NEWS BY CJI EXPERT FEBRUARY 22, 2022 PRINT THIS PAGE



Forbes

FORBES > LIFESTYLE > TRAVEL

Blade, Wheels Up And Magellan Jets Launch New Private Jet Programs

Doug Gollan Contributor

I write about private aviation and the business of luxury travel

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1

Oct 31, 2023, 09:16am EDT

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