

YEAGLEY MEDIA

MEDIA KIT 2026

ABOUT US



Yeagley Media delivers bespoke advertising and marketing solutions designed to connect brands with ultra-high-net-worth audiences through premium placements across private aviation, yachting, and luxury lifestyle channels. With decades of combined experience in the elite market, we craft tailored campaigns that engage the world's most influential and affluent consumers across North America and the Caribbean — in partnership with Hibiscus Miami Beach Magazine.

services

Tarmac Media



Digital & Static Media



On Board Media



demographics



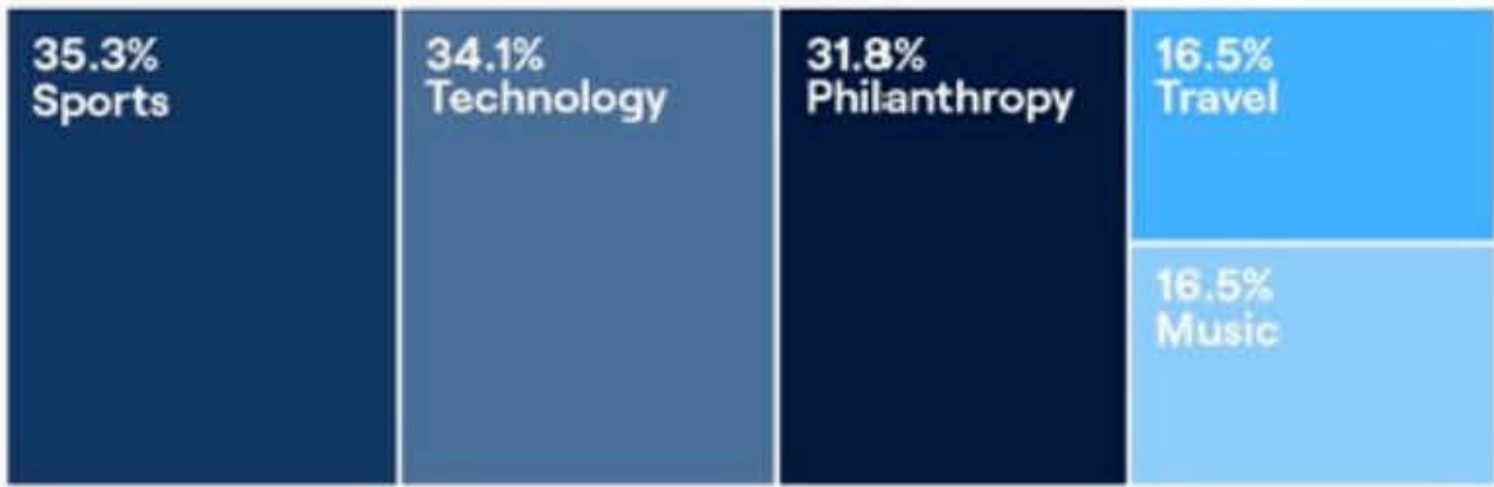
THE UHNWI | THE PRIVATE JET TRAVELER

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

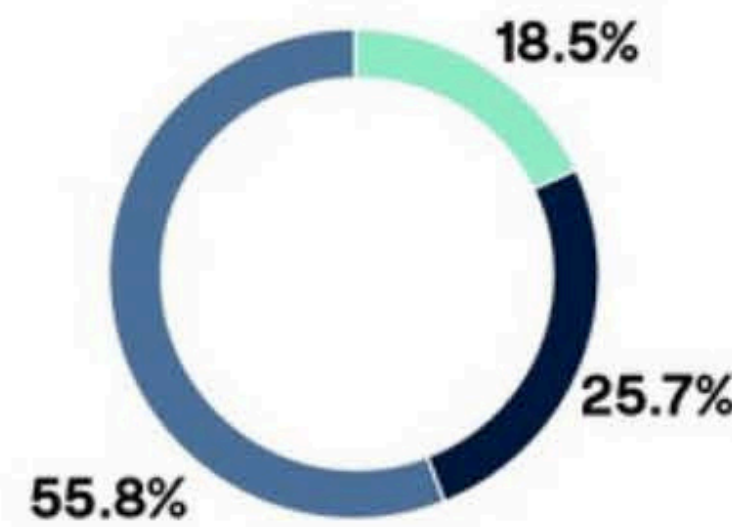
Top five billionaire interests, passions and hobbies of those <50
Proportion of individuals



Source: Wealth-X, an Altrata company 2023

Source of wealth of those <50

Self-made Inherited Inherited/self-made



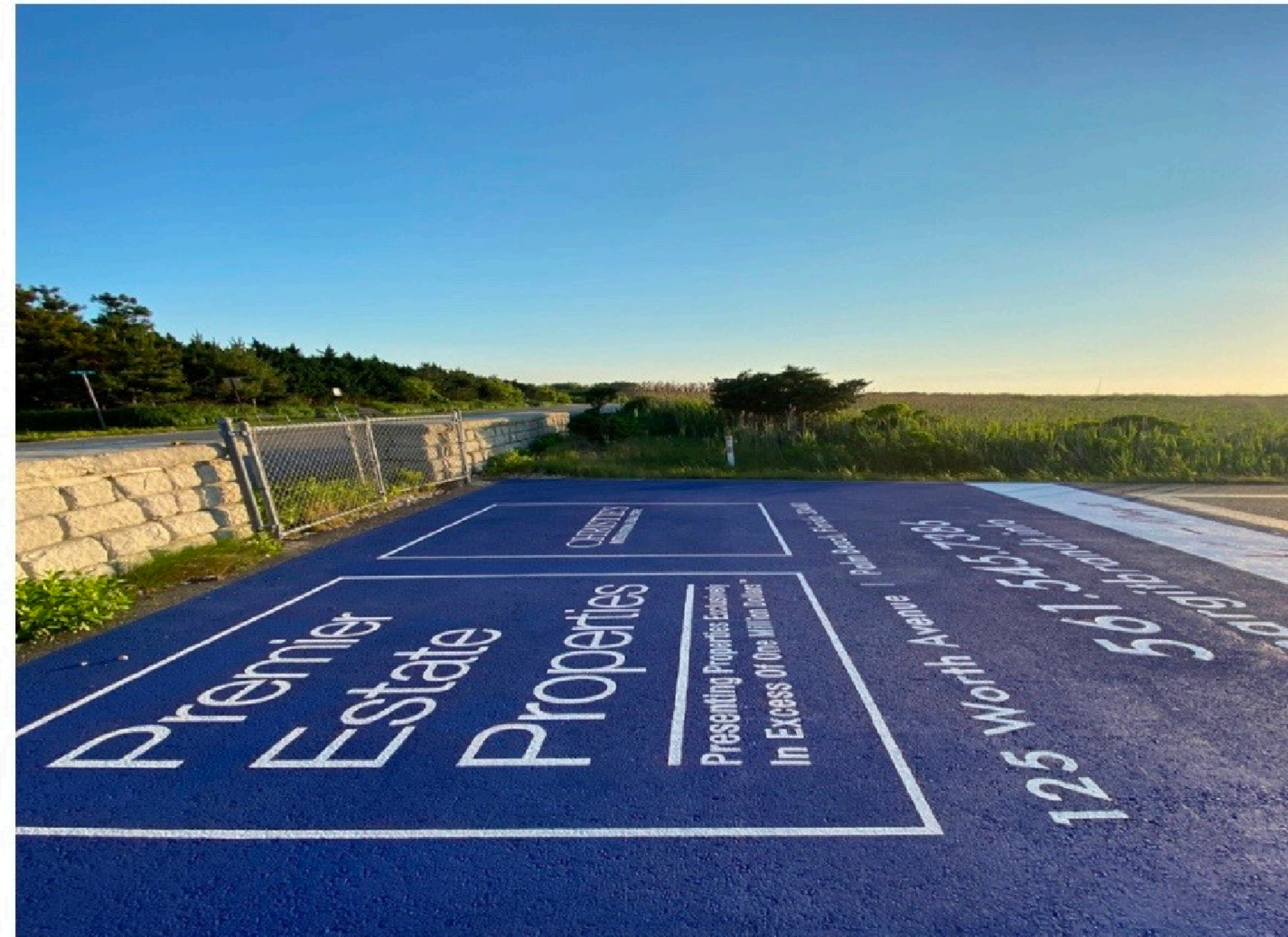
Source: Wealth-X, an Altrata company 2023

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	Global Jet Owners
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





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