



EMPTY LEG
— LIST —

MEDIA KIT

Live empty-leg discovery for private aviation.

Useful route discovery, live availability, direct enquiries and premium partnership opportunities.

Part of the publishing group behind The Flying Engineer

Updated August 2026



50,000 aviation professionals in our network — and growing fast.

Shared group reach gives Empty Leg List a stronger commercial story from the first page.

50,000+

AVIATION PROFESSIONALS

Shared group audience

+5% / month

NETWORK GROWTH RATE

Current momentum figure used for positioning

3,000+

AVIATION COMPANIES

Shared group ecosystem

56

COUNTRIES REPRESENTED

3M+

ANNUAL PAGE VIEWS

Wider group publishing footprint

42.6K

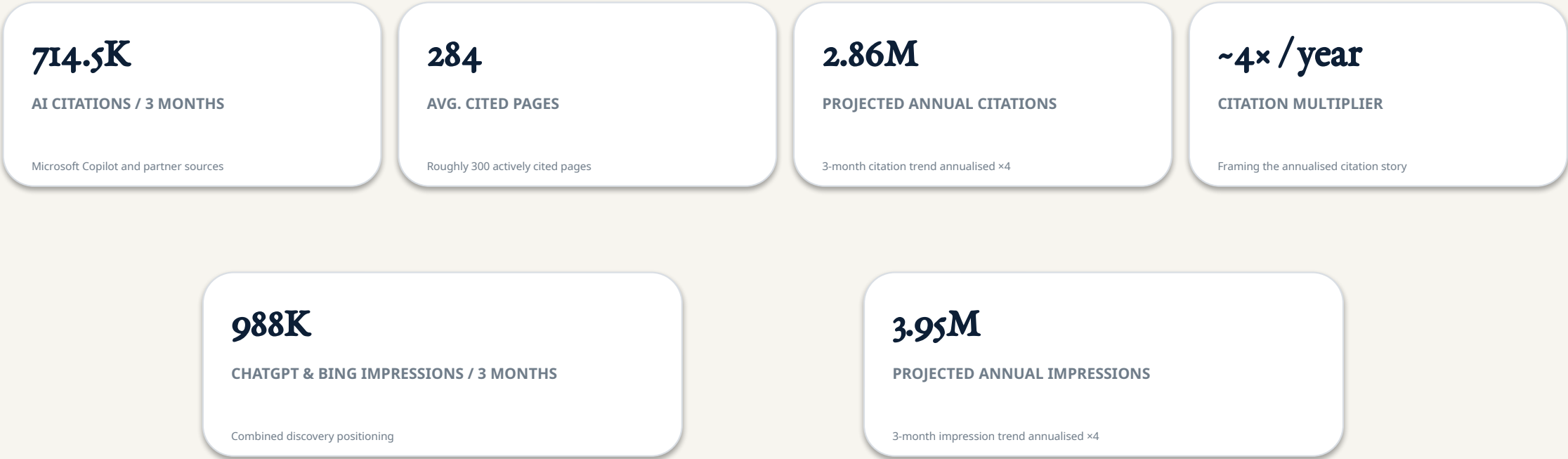
RANKED KEYWORDS

Search visibility across the ecosystem

Lead with audience, reach and momentum — then show what Empty Leg List helps users do.

AI platforms already cite our ecosystem heavily.

This is one of the strongest proof points in the deck, so it should appear near the start.



In short: AI already discovers, cites and surfaces our content at scale.

AI figures are presented as wider group performance and used to strengthen the Empty Leg List narrative.

Who uses Empty Leg List and why it matters.

The platform reaches users and partners at the moment they are exploring routes, aircraft and premium-travel options.

Private flyers

Users comparing real one-way private-jet opportunities, timing and destination options.

Operators & brokers

Companies that want live empty legs discovered faster and turned into enquiries.

Corporate travellers

Decision-makers looking for time-efficient, flexible travel options.

Luxury travellers

People who value privacy, convenience and premium experiences around the trip.

Destinations & hotels

Brands that want exposure beside real route intent, not generic traffic.

Aviation partners

FBOs, handlers, concierge, ground transport and related services.

The audience story is strongest when it combines intent, timing and relevance.

What users can actually do on Empty Leg List.

This keeps the deck useful and grounded: the platform is built around action, not just awareness.

01 Find live routes

Search city, airport or country and see current flights on the board.

02 Understand the trip

View route, aircraft, timing, seats and operator-published pricing when available.

03 Explore context

Open city, route and aircraft pages that add discovery around the listing.

04 Act quickly

Enquire directly or set alerts before short-lived availability disappears.

789

UPCOMING FLIGHTS

3x / day

BOARD REFRESHES

24 / 45 / 30

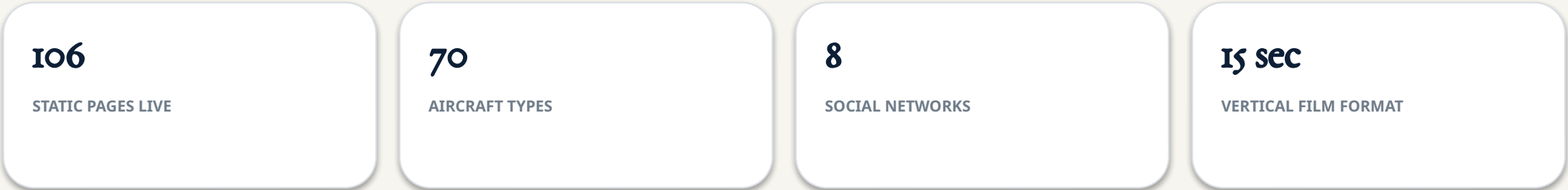
CITY / ROUTE / AIRCRAFT PAGES

Direct

ENQUIRIES, ALERTS & SHARING

A live market, not a static directory.

Short-lived inventory is organised into pages, filters, alerts and media so it stays useful beyond the live board.

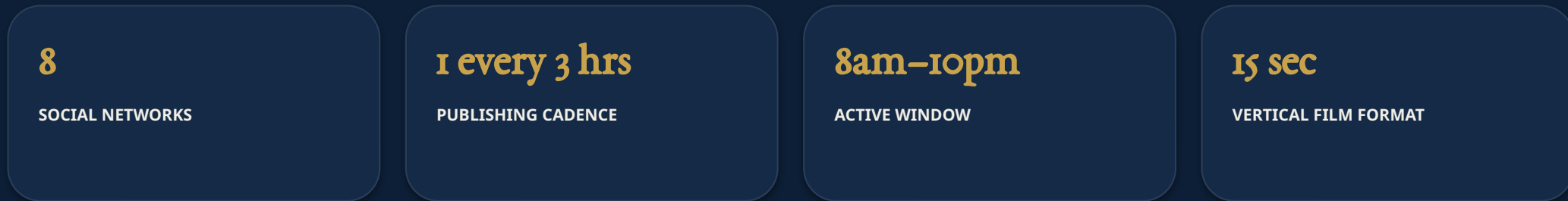


Built around expiring inventory

- 24 city pages with route discovery and live availability context
- 45 route pages with maps, alerts and corridor-level listings
- 30 aircraft pages aggregating recurring supply and demand signals
- Direct enquiry paths and alert capture across the site

A live route can become a media asset automatically.

Eligible flights can be turned into short-form videos and distributed across multiple platforms without manual editing each time.



Facebook • Instagram • YouTube • TikTok • X • LinkedIn • Threads • Pinterest

Where the platform becomes commercially useful.

The best partnerships use context: a route, destination, aircraft type, operator feed or premium-travel need.

Featured operator

Priority visibility for operators that want live empty legs discovered faster.

Route sponsor

Own high-value corridors with branded presence around discovery and alerts.

Destination partner

Connect hotels, villas or tourism brands with users already looking at the destination.

Aircraft partner

Align a manufacturer, broker or service brand with aircraft-type discovery.

Sponsored film

Wrap selected live routes into branded short-form content for social distribution.

Custom campaign

Build around events, seasons, launches, repositioning offers or lead generation goals.

Turn repositioning sectors into discoverable demand.

Empty Leg List is designed around the distribution problem: empty legs exist, but they expire fast and are scattered across many sources.

Live feed or listing support

Keep active inventory visible with consistent route, aircraft, date, capacity and price handling.

Direct enquiry path

Give interested users a clear route from listing to actionable request.

Featured placement

Increase prominence across relevant city, route or aircraft discovery areas.

Alert-based demand

Be visible when a user has already signalled interest in a corridor.

Video distribution

Convert suitable live routes into short-form content for wider reach.

Campaign analytics

Track exposure, clicks, enquiries and campaign performance where applicable.

Meet users when a route becomes interesting.

Empty-leg discovery naturally connects aviation with hotels, villas, transfers, concierge and destination experiences.

Hotels & villas

Destination-led visibility around routes and cities already appearing on the board.

FBOs & ground services

Commercial presence close to arrival airports and aviation decision-makers.

Ground transport

Premium transfer and chauffeur brands positioned around live arrival intent.

Concierge & experiences

High-end local services linked to route and destination discovery.

Tourism boards

Seasonal and event-led campaigns built around premium access.

Luxury partnerships

Custom collaborations for brands with a natural private-aviation fit.

Best campaigns add value to the trip rather than interrupting it.



EMPTY LEG
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PARTNER WITH EMPTY LEG LIST

Put your brand around real private-jet intent.

Tell us the routes, destinations, aircraft or audience you want to reach and we will shape the right exposure mix around it.

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