

# EPITOME

BOOK OF ICONS



YOUR GLOBAL EXPOSURE

*Books to remember*





YOUR OPPORTUNITY

In 2025, the annual Forbes list of the world’s richest people reported a record number of 3,028+ billionaires.

Also there are now more than 600,000 UHNWIs, many of whom travel solely by private jet. They fly together with their entourage: family, staff, PAs, and friends. Their direct influencers.

*\*An Ultra-High-Net-Worth-Individual is defined as a person with a minimum of \$30 million in investible assets.*

OUR PHILOSOPHY

The world nowadays is full of quick content; however, we aim with a different approach. We trigger your potential client’s attention with a piece of art. A high-quality production befitting of the luxury environment. A large (A3 size, A2 when open!), exquisite book packed with amazing pictures, offering you 16 pages to introduce your iconic company’s story in a different way. Your DNA in true essence. Full colour, double-page spread images as branded content to catch the attention of the reader. Detailed photographs complemented with lively overviews of your product, together with other ultra high end brands.

YOUR MARKETING

You probably already know who your potential new clients are. But how to reach them? During their travels, they pass through jet centers worldwide, spending time in the VIP lounges. It’s in this trusted environment that EPITOME. Book of Icons® allows you to reach them. This exclusive publication introduces your iconic company or product directly to your clients.

OUR EPITOME. BOOK OF ICONS®

EPITOME. Book of Icons® was created by two entrepreneurs with more than 20 years’ experience in the world of extreme wealth. They have catered to royalty, presidents and the ultra rich. Their lifestyle is no secret to them. Thanks to this insider knowledge, your company remains firmly top of mind with your clients. Your iconic company deserves its place alongside other icons from a variety of industries. EPITOME. Book of Icons® will be available to potential clients as they wait to depart on their next trip, giving you the exposure, you need to their full travelling entourage.

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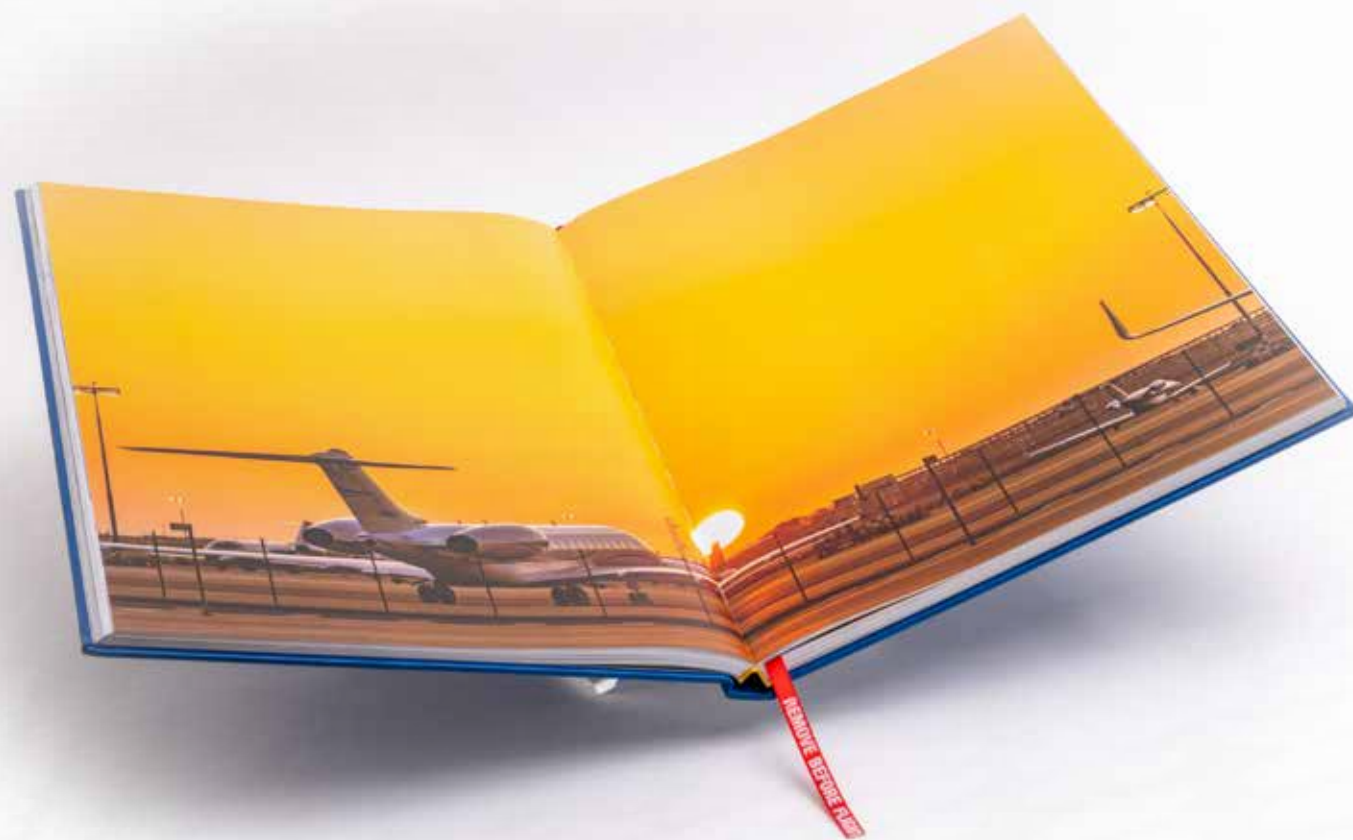


Private Jets  
Yachts  
Real Estate  
Travel  
Art & Collectables  
Automotive  
Leisure  
Fashion  
Culinary



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## JET CENTRES

Nowadays, almost every airport has a dedicated jet centre (aka Fixed Base Operator, FBO).

All private jets are centered at this special area at the airport, which is completely separate from the commercial aviation facilities.

There are currently, 25,000+ private jets, and this number is steadily rising. These jets account for 15,000 flight hours every day in America alone. It's a world that stays hidden to most of the public.

Jet centres provide a luxury setting , with VIP lounges for both arriving and departing high end travellers. Epitome. Book of Icons® will be distributed to 600+ VIP lounges worldwide annually, so private jet users are guaranteed to see the book multiple times at multiple FBOs.

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