

GlobalAir.com Expanding After Successful 2018

Plans for aggressive growth trajectory, energizes commitment to the aviation community and extends leadership as premiere aviation content publisher.

LOUISVILLE, KY – (January 30, 2019) – GlobalAir.com announced on Tuesday that it hired a Kentucky marketing firm along with new staff to develop the company’s strategic goals and growth. Boxcar, a nationwide marketing firm, was selected among three regional communications firms to help execute GlobalAir.com’s marketing initiatives and increase its online advertising revenue as a premier aviation content publisher.

“Our 2019 initiatives will be the largest advancement and growth ever for our company, and it’s important the aviation industry knows that we are committed to the development of products and services designed to increase their productivity. Whether it is a flight department looking to purchase private lift or the marketing firm needing eyeballs to display their products on our App,” stated Jeffrey Carrithers, President and CEO of Globalair.com.

“We are reaching around the globe to new aviation enthusiasts, flight departments, professional pilots and aviation professionals with the site’s refined features, relevant articles, aircraft listings and a personalized flight center. We’re glad Boxcar is part of our GlobalAir.com team.”

The company has also hired Air Force-veteran Kirk Hilbrecht as operations manager to lead GlobalAir.com’s growth initiatives.

“Kirk’s ability to apply decisive tactics to our strategies will ensure we reach our planned objectives,” stated Carrithers. “His honed-project management skills produced by his 20 plus years in military service will serve GlobalAir.com well.”

Established in 1995, GlobalAir.com is one of the first aviation publishers of its kind on the internet. Today, GlobalAir.com receives more than 165,000 unique visitors a month with online aviation services that includes [Aircraft Exchange](#) which lists aircraft for sale or lease, [Airport Resource Center](#) (ARC) that displays U.S. airport data, [Aviation Business Directory](#) and [Aviation Events](#). Globalair.com’s highly successful aviation magazine App “[BuyPlane](#)” has had over 16,000 downloads since it’s launch in late 2017.

About Globalair.com:

Based in Louisville, Kentucky (KLOU), GlobalAir.com serves the general aviation and business aircraft communities by offering clients and online visitors a wide range of premium aircraft and aviation-related data and services. Services offered by GlobalAir.com include [Aircraft Exchange](#) which lists aircraft for sale or lease, [Airport Resource Center](#) (ARC) that displays U.S. airport data, [Aviation Business Directory](#) and [Aviation Events](#) all containing thousands of companies and listings. GlobalAir.com’s website receives more than 165,000 unique visitors per month and has helped connect the aviation industry since 1995. Globalair.com’s highly successful aviation magazine App “[BuyPlane](#)” has had over 16,000 downloads since it’s launch in late 2017. For more information regarding GlobalAir.com, visit <https://www.globalair.com>, or call 502-456-3934.

About Boxcar PR:

At [Boxcar PR](#), we provide BOLD work that WORKS. Our team consists of seasoned communication professionals, young emerging talent, rockstar creatives, public relations pros, political junkies and everything in between. We are a premiere boutique agency serving small businesses and multi-national brands alike. Our team is as diverse as our talents. We have four offices – Louisville, KY, Lexington, KY, St. Paul, MN, and Washington, D.C. Visit [Boxcarpr.com](#) to take a closer look at our team, our talents and our socials!