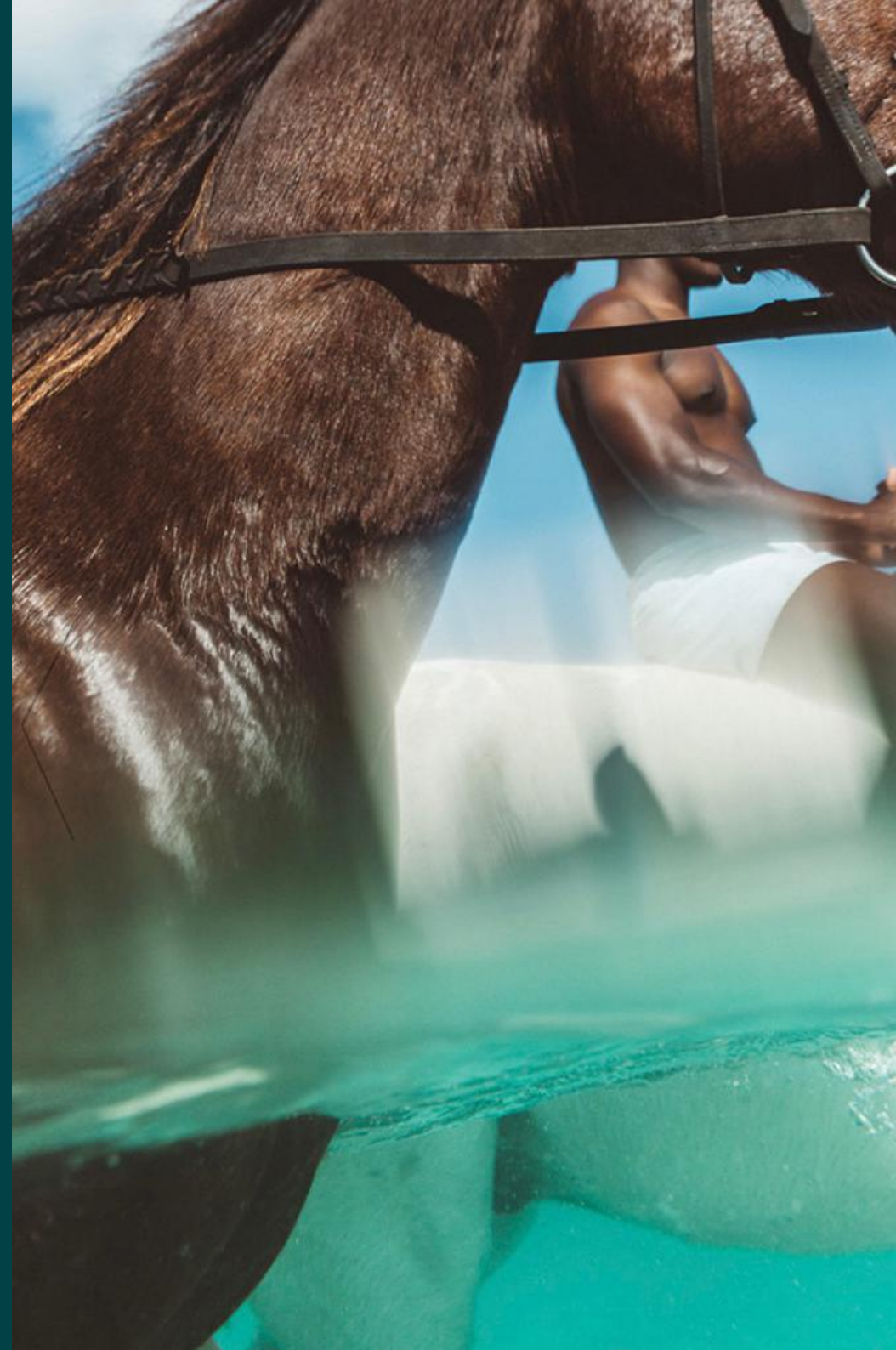


Cyprus Airways  
inflight media solutions  
Media kit 2024



# About Cyprus Airways

Cyprus Airways is based at Larnaca Airport. The flag carrier proudly embodies the warm hospitality that Cyprus is famous for, delivering unparalleled service on the ground and in the sky.

The airline's route network – flights to Europe, the Middle East and beyond – is served by Airbus A320 and A220 aircraft. Cyprus Airways codeshares with Aegean Airlines, Air Baltic and Bulgaria Air.

Its high-end Business Class (with around 12,000 passengers a month) is the ultimate choice for luxury travel to and from Cyprus.

And the focus isn't just on two-legged passengers. Cyprus Airways is the only airline that allows dogs to travel inside the aircraft cabin in the eastern Mediterranean.

**20**

direct routes on  
schedule in 2024

**1 million**

seats on sale in  
the next 12 months

**300%**

2023 has seen a 300%  
increase in passengers

**12,000**

business class  
passengers every month



# Where we fly

20

Cyprus Airways flies to 20 destinations across Europe and the Middle East





# About the audience

Cyprus Airways's passenger demographic represents some of most attractive consumers in Cyprus thanks to their high disposable income.

While focusing primarily on Cypriot nationals and members of the Cyprus diaspora worldwide, around 31% of passengers are international residents living in Cyprus.

**15%**

book their trip over 6 months in advance\*

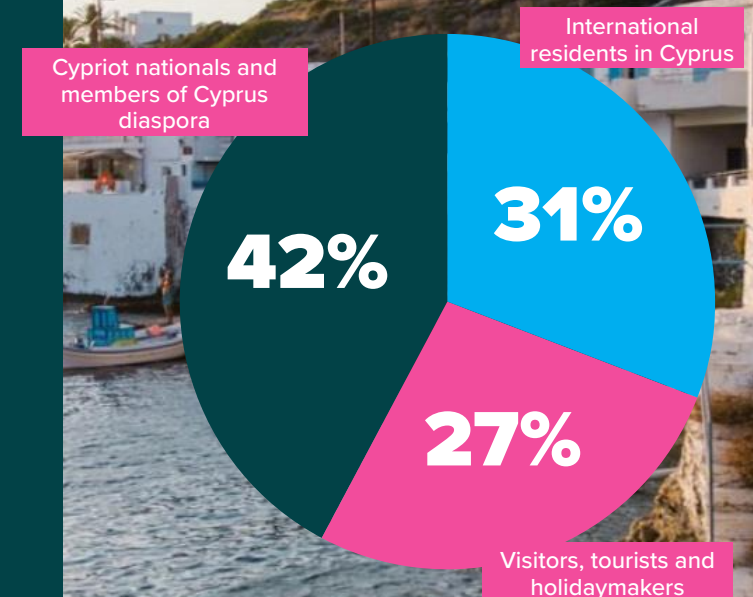
**42%**

book more than one flight with Cyprus Airways per year\*

**27%**

earn in excess of €100k per year\*

\*ABC1 Profile, average



# The power of inflight media

As more people take more journeys, inflight media becomes stronger and more influential. This sector stands unique in today's advertising world, because of its growing - and captive - audience.

Combine our deep understanding of who is travelling, as well as where and when, with the inspirational content we produce, and it makes for a potent opportunity to get your message across - and make sure it really sticks.

**Reach a highly responsive audience in a distraction - free, captive environment**

**Travellers are more engaged reading inflight than when on the ground.**

*This enables for 50% increase in ad recall compared to traditional media*

**Inflight media has the most affluent readership of any of the world's media**



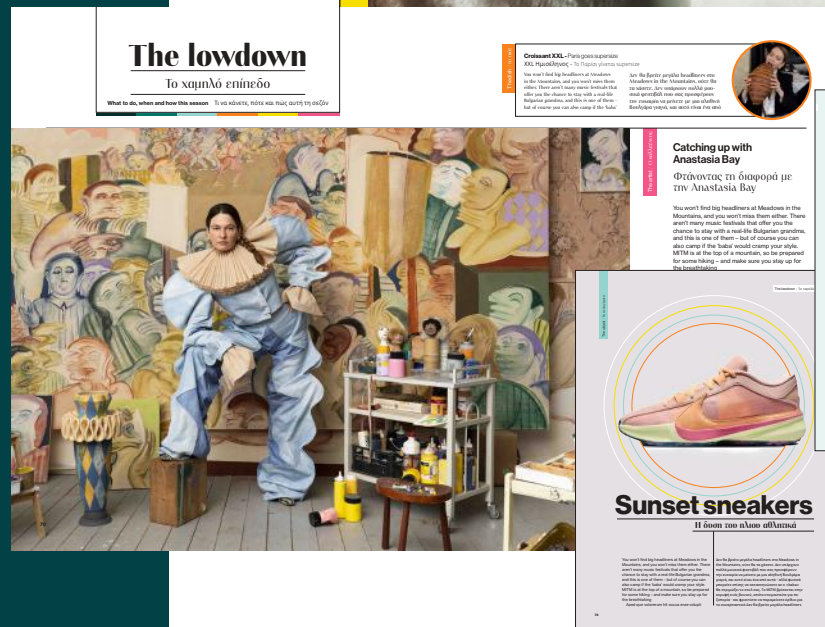
# Breeze magazine

Breeze magazine reaches up to 250,000 readers (including 35,000 Business Class passengers) every issue. This English- and Greek-language quarterly publication is the only magazine found in every seatback across Cyprus Airways's route network, and is the main form of inflight entertainment onboard a Cyprus Airways flight.

For first-time and returning visitors, it offers that first contact with Cyprus. Breeze will shine a spotlight on the island every issue, with compelling content that champions the curiosities and culture of this beautiful Mediterranean island. It will also feature fresh, engaging stories in destinations across Cyprus Airways's network.

The magazine also includes airline news and insight, plus the inflight menu with refreshments that can be bought onboard.

**Breeze magazine reaches 250,000 readers every issue**



# Rate card info

## **Edition 1**

July-October 2024

## **Edition 2**

November-February 2025

## **Edition 3**

March-May 2025

## **Edition 4**

June-July 2025

## **Edition 5**

August-September 2025

## **Edition 6**

October-December 2025

### > Premium Positions

Opening double page spread	19,778 EUR
First Right Hand Page	9,190 EUR
Inside Front Cover	9,890 EUR
Inside Back Cover	9,490 EUR
Outside Back Cover	10,888 EUR

### > Standard Positions

Full page (ROP)	8,990 EUR
Double page spread	17,980 EUR
Half page horizontal	4,495 EUR
Half page vertical	4,945 EUR

### > Sponsored articles/advertorials

Full page advertorial	9,440 EUR
Half page advertorial	4,720 EUR
Quarter page advertorial	2,360 EUR

## Contact

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