





This **English** and **Arabic** dual language, quarterly publication is the only magazine found in every seatback across Wizz Air Abu Dhabi's route network. It's the only form of inflight entertainment onboard a Wizz Air Abu Dhabi flight.

Getting to the heart of a city's story, WIZZ Abu Dhabi magazine surprises, amuses and enlightens Wizz Air Abu Dhabi's adventurous passengers. Our on-the-ground network of writers and photographers across Wizz Air destinations immerse themselves in the places they visit, trying out local experiences, meeting local characters and finding out what makes a destination really tick.

The magazine also features airline news and insight, plus the Café & Boutique menu with refreshments, snacks and duty-free products that can be purchased onboard.



**أبو ظبي** لا تفتقر إلى المغامرة، بل إنها مليئة بها. من الكثبان الرملية لياوا إلى الجبال الحارة للحجاز، هناك شيء للجميع. هذا الشهر، نأخذكم إلى قلب الصحراء، حيث نبحث عن أسرار بيئية مخفية تكشف عن عالم مليء بالأسرار القديمة والحديثة.







# Our audience

**51%**

of passengers are between 30-45 yrs

**38%**

of readers use the magazine to source ideas for their next trip

**34%**

of passengers earn in excess of €75,000

**24%**

of readers purchased a product they saw in the magazine

**38**

Average age of passenger

**24%**

of passengers fly with Wizz Air 12 times a year

**47%**

of passengers are university graduates

**63%**

ABC1 audience profile

# Inflight media

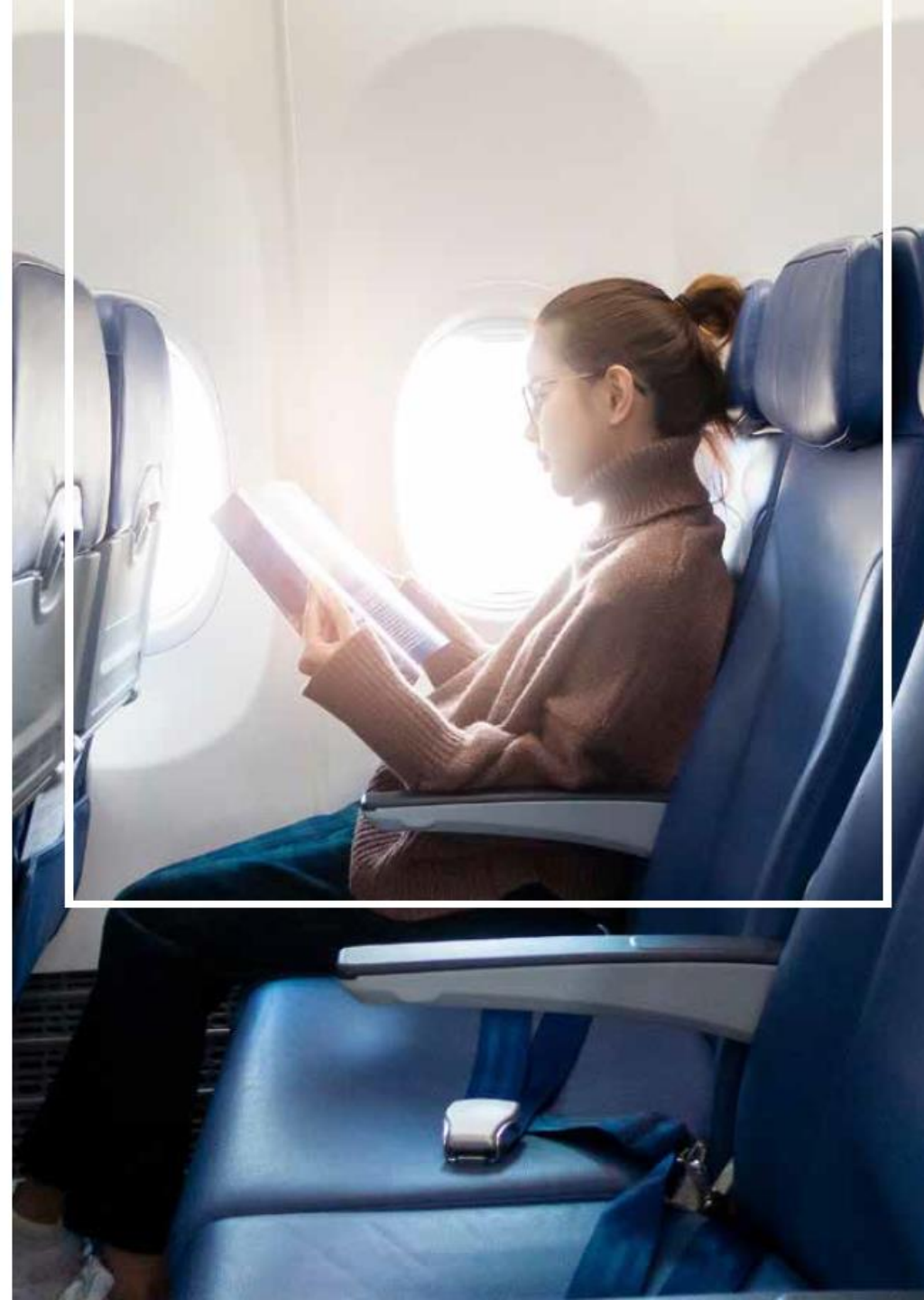
As more people take more journeys, inflight media becomes stronger and more influential. This sector stands unique in today's advertising world, because of its growing - and captive - audience. Because readers can't skip your ads while on a plane, you will be investing in their undivided attention.

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 50% more engaged reading inflight than when on the ground

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







# Integrate your message

## CREATIVE ADVERTISING SOLUTIONS TAILOR-MADE FOR YOUR BRAND

Native advertising and sponsored content provide a unique opportunity to tell your company's story in a way that mirrors the look and feel of WIZZ magazine. Rather than placing an advert beside a story, you become the story.

Whether you're seeking to deliver the message about a single product, raise awareness about your company with a lengthy campaign, or create a jaw-dropping and bespoke editorial magazine of your own, our award-winning creative team can work with you to tell your story in the best possible way.

We can create Q&A interviews with a personal touch, a travel feature that feels fresh and engaging, an expert column, special inserts (gatefold section, pull-out insert or mini magazine) and more.

# Rate card

## PER QUARTERLY ISSUE ISSUE

Full page (ROP)	€15,590
Inside Front Cover	€18,708
Inside Front Cover Spread	€21,046
Inside Back Cover	€17,149
Outside Back Cover	€19,643
Double Page Spread	€21,826
Half page	€7,795

## ADVERTORIALS

Full Page 300 words	€16,369
Double Page Spread 600 words	€22,917
Half page 150 words	€8,575

## SPECIAL REQUESTS

Talk to us about Gate-folds, Tip-ons, Supplements, Advertorials etc.

## PRODUCTION SCHEDULE

<i>Issue</i>	<i>Copy deadline</i>
Sept/Oct/Nov	11/08/2023
Dec/Jan/Feb	10/11/2023
Mar/Apr/May	09/02/2024
Jun/Jul/Aug	10/05/2024
Sept/Oct/Nov	12/08/2024

## SPECIFICATIONS

### *Full page*

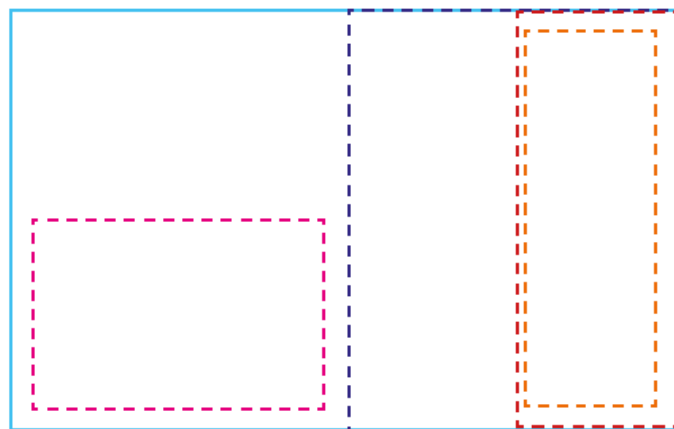
Trim: W 200mm x H 253mm  
Bleed: W 206mm x H 259mm  
Type: W 188mm x H 241mm

### *Double page*

Trim: W 400mm x H 253mm  
Bleed: W 406mm x H 259mm  
Type: W 385mm x H 238mm

### *Half page Horizontal*

Trim: W 174mm x H 106mm



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