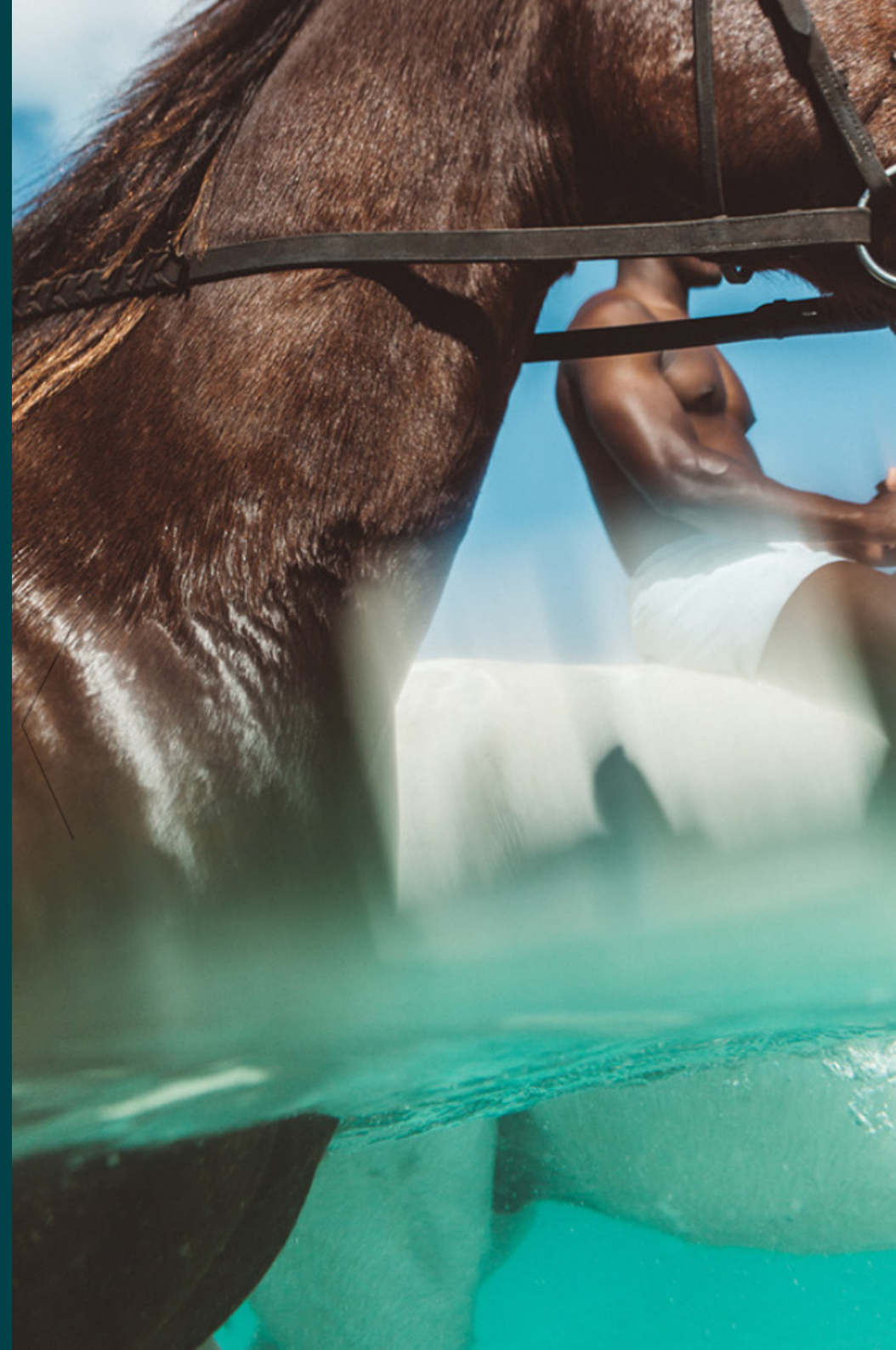


Cyprus Airways
inflight media solutions
Media kit 2025



About Cyprus Airways

Cyprus Airways is a full-service airline 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 six aircraft (Airbus A320s and A220s). Cyprus Airways Interline agreements with six airlines and has additional relationships with IET consolidator programs, include APG Airlines (GP) and Hahn Air (HR).

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 and cats to travel inside the aircraft cabin in the

12

direct routes
scheduled in 2025

15

Charter routes

1 million

seats on sale in
the next 12 months

6

Cyprus Airways interline single-ticket agreements –Middle East Airlines, Air India, Qatar Airways, Sky Express, Arkia Israeli Airlines and Bulgaria Air

12,000

business class
passengers every month



Where we fly

Cyprus Airways has an exciting network of destinations across Europe and the Middle East



● Main base ● Routes ● Charter destinations

LXM
MEDIA

cyprus
airways

About the audience

Cyprus Airways's passenger demographic represents some of the most attractive ABC1 profile 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%

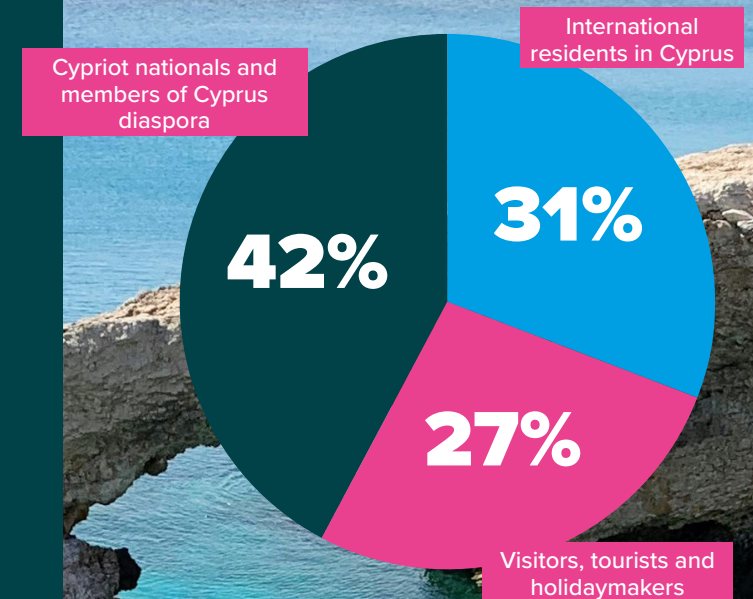
book their trip over
6 months in advance*

42%

book more than one flight with
Cyprus Airways per year*

27%

earn in excess
of €100k per year*



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

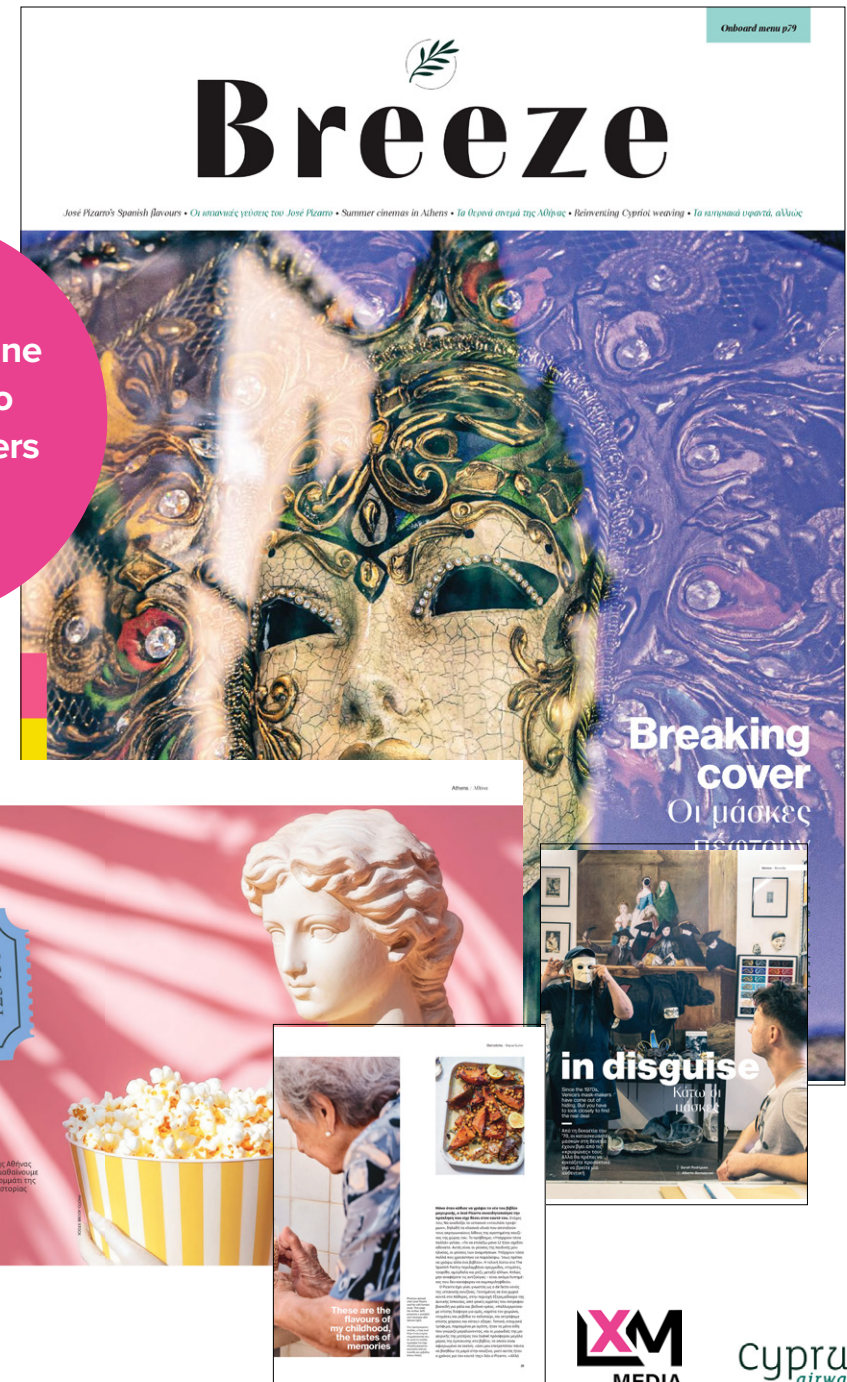
Inflight media has the most affluent readership of any of the world's media

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.

Breeze magazine
reaches up to
250,000 readers
every issue



Rate card info

Oct - Dec 2025

Copy deadline: 04.09.2025

Jan - Mar 2026

Copy deadline: 04.12.2025

Apr - Jun 2026

Copy deadline: 04.03.2026

Jul - Sept 2026

Copy deadline: 04.06.2026

> 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

Inflight entertainment sponsorship

Reach to up 25,000 unique users each quarter that engage with the onboard IFE content platform.
The average time spent on the IFE is around 35 minutes.

Contains: Flight map, videos (including the latest movies), audio, games, menu, Breeze magazine etc

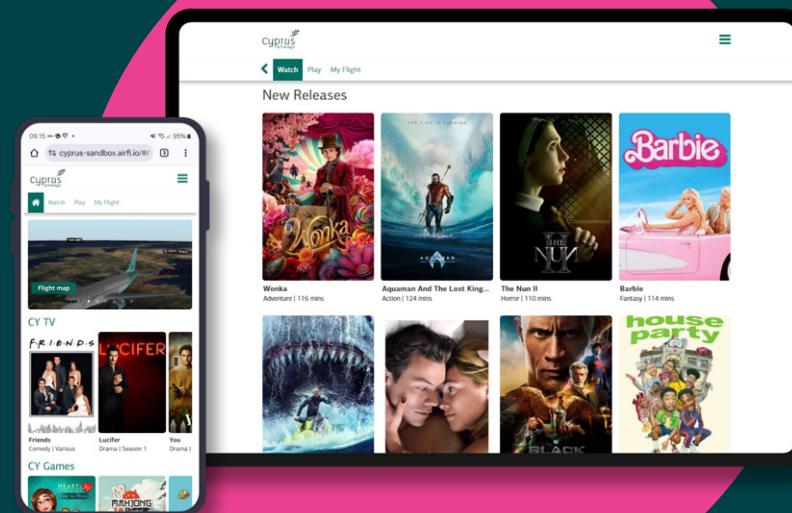
► Media options

Main menu (homepage)

Position #1	Carousel Leaderboard Banner	2,990 EUR per month - 8,970 EUR quarterly
Position #2	Banner within MAPS section	2,690 EUR per month - 8,070 EUR quarterly
Position #3	Banner within PLAY (Games) section	2,490 EUR per month - 7,470 EUR quarterly
Position #4	Banner within PDF e-book section	2,290 EUR per month - 6,870 EUR quarterly
Position #5	Banner within Video (Movies) section	2,090 EUR per month - 6,270 EUR quarterly

► Add-ons

Exclusivity (Minimum campaign duration – 3 months)	9,990 EUR per month - 29,970 EUR quarterly
Static landing page (including design costs)	1,990 EUR per month - 5,970 EUR quarterly
Roll over video up to 30 seconds (Minimum campaign duration – 3 months)	2,990 EUR per month - 8,970 EUR quarterly



Contact

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