



WIZZ

MEDIA KIT



Summer 2024

THE BUSIEST SUMMER IN WIZZ AIR'S 20-YEAR HISTORY

- Every minute 3 Wizz Air flights take off somewhere in Europe or the Middle East, carrying more than 22 million holidaymakers between June to September 2024
 - There are over 1,600 daily flights scheduled for Summer 2024
- This is an increase of 170% in passenger numbers (compared to the pre-pandemic levels of 2019)
 - Fleet growth: every month on average, three brand-new aircraft will join Wizz Air's fleet

Say Hello

EUROPE'S FASTEST GROWING AIRLINE

Since its first flight in May 2004, Wizz Air has grown to become Europe's fastest growing airline, connecting some of the continent's biggest economies. It is now the fifth largest European airline, and over the next 12 months more than 72m passengers will fly with WIZZ.

72m

passengers
annually

1,300+

routes across
Europe and beyond

52

countries

188

destinations

200

aircraft in
2024

94.1%

load factor





The Wizz Air Group

The Wizz Air Group consists of 4 Subsidiaries: Wizz Air Hungary, Wizz Air UK, Wizz Air Abu Dhabi (a new national carrier of the UAE founded in 2021) and Wizz Air Malta (founded in 2022).

Wizz Air is the proud recipient of a number of industry awards including:

- Europe's leading low-cost airline World Travel Awards (WTA 2023)
 - Airline Of The Year (Air Transport Awards 2019, 2023)
- Most Sustainable Airline of the Year (World Finance Sustainability Awards 2021, 2023)
 - World's 2nd most popular airline (aeroTelegraph/Adwired 2022)
 - Economy Class of the Year (Aviation Business Awards 2021)

Fly the greenest



Wizz Air offers Europe's greenest choice of air travel, and it has one of the youngest fleets on the continent with exceptionally modern, fuel-efficient engines.

76



destinations around Europe, Africa and Middle East from hubs at London's airports **Gatwick** and **Luton**

14m



In 2023 Wizz Air carried its biggest UK audience - over **13 million passengers** on UK routes

330

In 2023, Wizz Air continued to expand with **330 brand-new routes** joining the network and extending its presence for the first time in Egypt, Luxembourg, Maldives, Türkiye, Kuwait, Saudi Arabia and Iraq.

24m



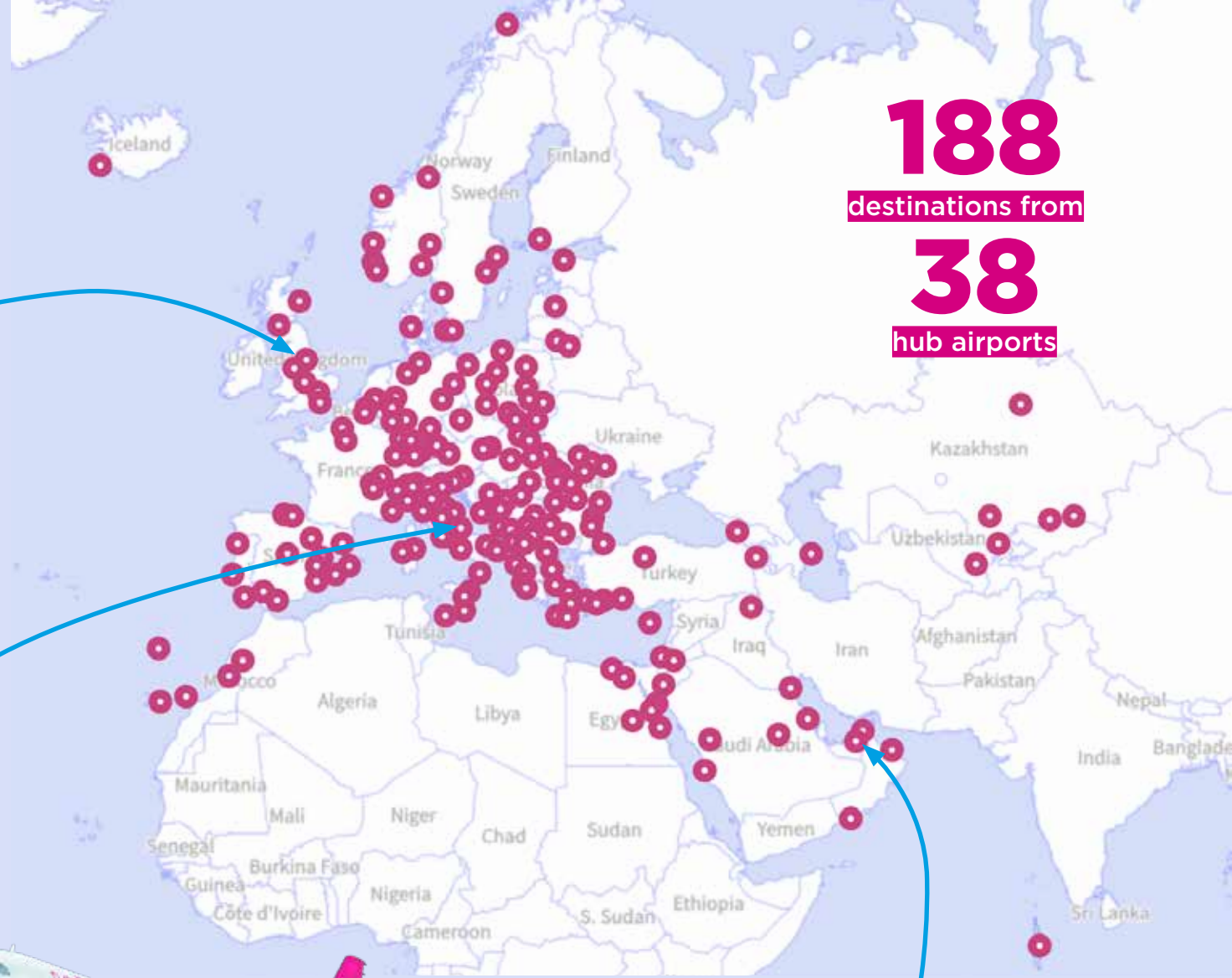
Italy is Wizz Air's biggest market, in 2023 it carried **10 million passengers** on international routes and over **9 million passengers** on domestic routes in Italy.

188

destinations from

38

hub airports



28



One of the UAE's national airlines and now the second largest airline at Abu Dhabi airport, Wizz Air Abu Dhabi offers **28 direct routes** to Europe, Middle East and Western Asia.

Where we fly



EUROPE'S BIGGEST INFLIGHT MAGAZINE

Wizz Air magazine reaches the largest inflight audience of all Europe's airlines - over 12 million readers every issue.

This English language, bimonthly publication is the only magazine found in every seatback across Wizz Air's route network. It's the only form of inflight entertainment onboard a Wizz Air flight.

Getting to the heart of a city's story, WIZZ magazine surprises, amuses and enlightens Wizz Air'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.



About WIZZ magazine

**WE HAVE A CAPTIVE AUDIENCE
OF UP TO 12 MILLION READERS
EACH ISSUE**





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.

Digital solutions

REACH WIZZ AIR'S PASSENGERS AT EVERY STEP OF THEIR JOURNEY

Our targeted digital advertising solutions can be targeted by country of origin, flight destination, specific routes or nationalities.

Boarding passes

The second most important travel document after your passport! Passengers check-in and print their boarding passes at home before they head to the airport. Ad banners are viewed by passengers online on their computer screens via a click-through banner, and once they've printed the boarding pass with the advert, it's carried by passengers right up until they arrive at their destination. The boarding pass can also be used also as a discount voucher and can contain a unique QR code.

Digital banners

on booking confirmation emails

Confirmation emails are sent to all passengers instantly once the online booking process on wizzair.com is completed. Emails feature details of the flight - itinerary plus digital click-through ad banners, and reach passengers at crucial pre-flight stage when they are still planning their trip.

The collage features three main components:

- Flight Confirmation Page:** Shows a Wizz Air website interface with a flight confirmation code 'OBZ2NJ'. It includes a table for passenger information and flight details for routes between Budapest (BUD) and Eindhoven (EIN).
- Boarding Pass:** A digital boarding pass for flight W6 3342, featuring a QR code, passenger details, and a 'FREE CARRY-ON BAG' offer. It also includes a timeline of the boarding process from airport arrival to plane departure.
- Car Rental Advertisement:** A banner for 'SHARE NOW' car rental, promoting a 20% discount on bookings. The ad includes the text 'MAKES EVERY JOURNEY FEEL LIKE FLYING:' and 'REGISTER NOW: Enjoy fast, flexible and comfortable travel between the city and airport with SHARE NOW.'

BOARDING PASSES MUST BE PRESENTED SEVERAL TIMES THROUGHOUT THE JOURNEY

- ▶ at luggage drop-off
- ▶ at airport security
- ▶ at airport duty-free shops
- ▶ at the boarding gate
- ▶ during boarding when locating seats on the plane

Rate card

PREMIUM

Inside Front Cover	€25,794
Opening Double Page Spread	€34,490
Inside Back Cover	€23,373
Outside Back Cover	€37,939

STANDARD

Full page (ROP)	€20,970
Double Page Spread	€27,251
Half page	€10,485
Quarter page	€5,243

ADVERTORIAL

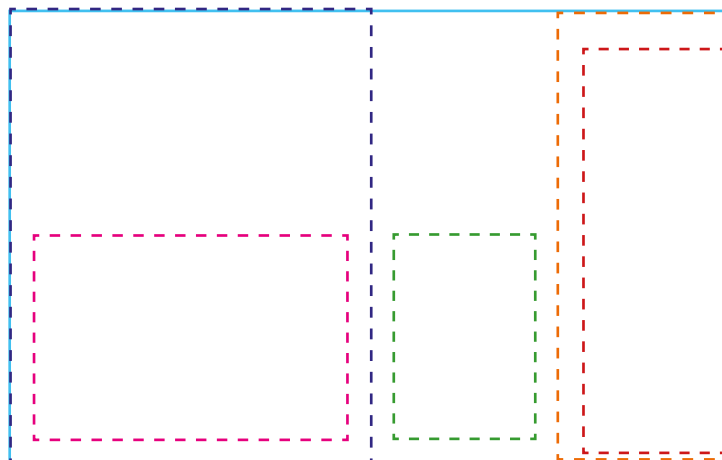
Full Page	€23,067
Double Page Spread	€29,977
Half Page	€11,534
Quarter Page	€5,767

SPECIAL REQUESTS

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

PRODUCTION SCHEDULE

<i>Issue</i>	<i>Copy deadline</i>
April - May	04/03/2024
June - July	03/05/2024
August - September	05/07/2024
October - November	06/09/2024
December - January	03/11/2024
February - March	03/01/2025



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 184mm x H 116mm

Half page Vertical

Trim: W 90mm x H 237mm

Half page Vertical (within editorial pg)

Trim: W 95.5mm x H 252mm
Bleed: W 98.5mm x H 259mm
(3mm to top, bottom and right side only)

Quarter page Vertical

Trim: W 90mm x H 116mm

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Contact:
Brano Haar
Magazine Publisher
haar@lxm-group.com
+447946173906

