

Wizz Air inflight media solutions Media kit 2025



About Wizz Air

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 75m passengers will fly with Wizz Air.

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 Europe's fastest-growing airline

75m+
passengers
expected in
2025

750+
routes across
Europe and
beyond

52
countries

185+
destinations

224+
Aircraft with an
average age of
4.6 years
(500 aircrafts by
2030)

92.9%
average load
factor 1,000+
flights per day

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



Advertising opportunities



Pre-flight email advertising



Travel documentation / boarding pass sponsorship



WIZZ magazine



WIZZ Abu Dhabi magazine

Booking

Pre-flight

Onboard

Destination

Reach Wizz Air's passengers at every step of their journey. From digital targeted advertising to high-quality premium print engagement, your brand's message can engage with millions of travellers. Choose one opportunity or create a multi-platform campaign to create a cohesive message for your product.

Audience demographics

More than 75m passengers a year travel with Wizz Air. These travellers are some of the most affluent across Europe and the Middle East, with a third earning more than €75,000 a year.



51%

30-45 yrs



34%

earn €75,000+



38

Average age



63%

ABC1



47%

University graduates



24%

of passengers fly with
Wizz Air 12 times a 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. 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.

Inflight media is unique, because of its growing – and captive – audience

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

WIZZ magazine

12+ million readers every issue

Bimonthly • English language • Award-winning stories and design

WIZZ magazine is the only publication found in every seatback across Wizz Air's route network. Its authentic, expert and high-quality content is proven to enhance brand perception. Place your message side-by-side with award-winning material in this take-home magazine passengers use as inspiration for booking their next trip.

Features the Café and Boutique menu at the back of the magazine

90%
90% of passengers' engaged with the magazine for 5 minutes or more

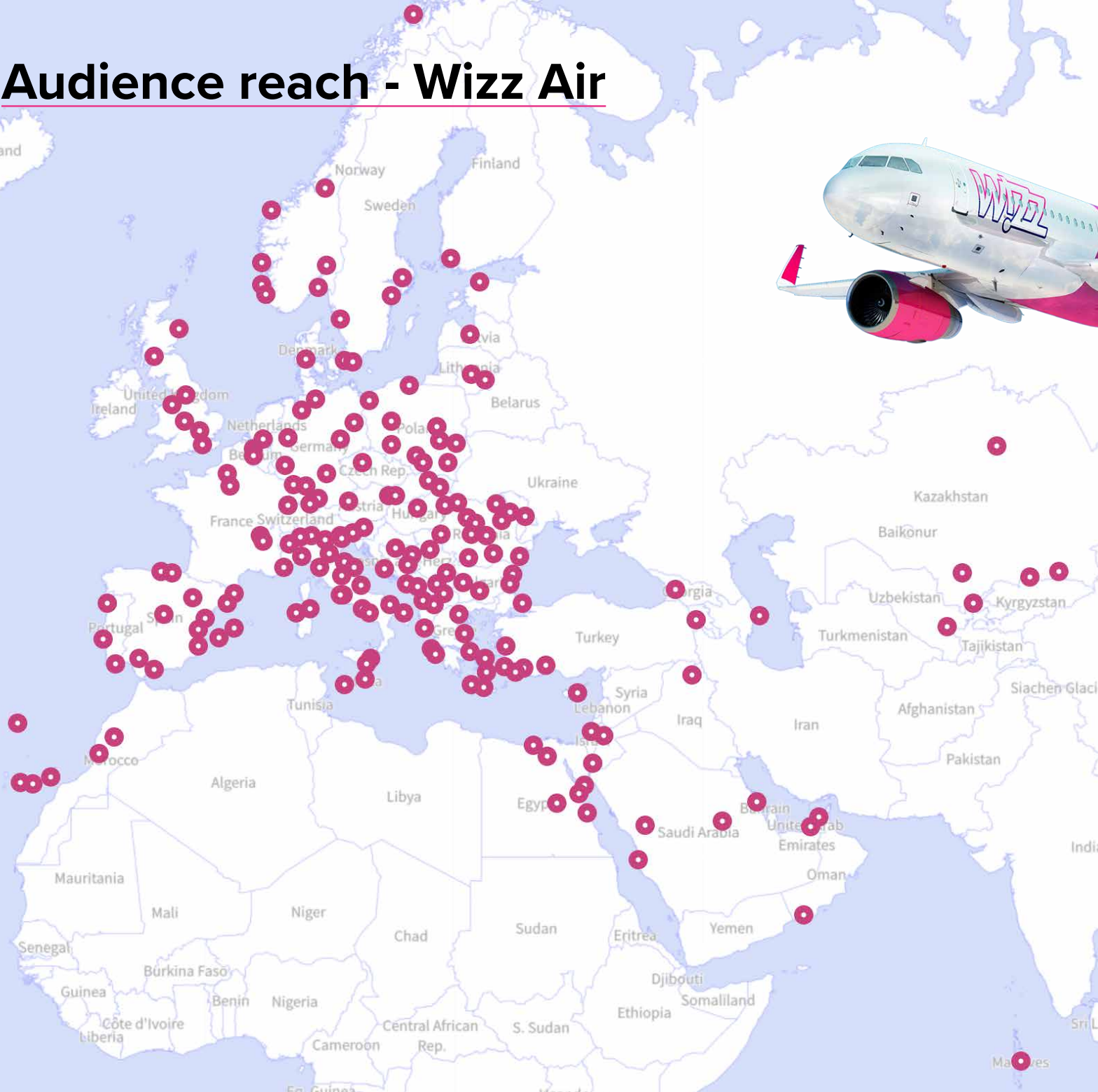
3
international media awards won in 2024

38%
of readers use the magazine to source ideas for their next trip

24%
of readers purchased a product they saw in the magazine



Audience reach - Wizz Air



13+m

passengers carried on UK routes in 2024

22+m

passengers carried on Italian routes in 2024 (domestic and international)

38+m

passengers carried on CEE routes in 2024

WIZZ magazine rate card

Feb-Mar 2025

Copy deadline: 05.01.2025

Apr-May 2025

Copy deadline: 05.03.2025

Jun-Jul 2025

Copy deadline: 05.05.2025

Aug-Sep 2025

Copy deadline: 04.07.2025

Oct-Nov 2025

Copy deadline: 05.09.2025

Dec-Jan 2025/26

Copy deadline: 05.11.2025

> Standard Ad Positions

Full page (ROP)	€24,115
Double page spread	€29,976
Half page ad horizontal	€12,057
Half page ad vertical	€13,262

> Sponsored articles/advertorials

Full page advertorial (300 words)	€27,732
Double page spread advertorial (600 words)	€34,472
Half page advertorial (150 words)	€13,865
Quarter page advertorial (70 words)	€6,932

> Premium Ad Positions

Opening double page spread	€35,971
Inside front cover	€27,732
Inside back cover	€26,878
Outside back cover	€37,939

> Special requests

Talk to us about gatefolds, tip-ons, supplements and advertorials etc.

WIZZ Abu Dhabi magazine

1.2+ million readers every issue

Quarterly • English and Arabic language • Engaging content

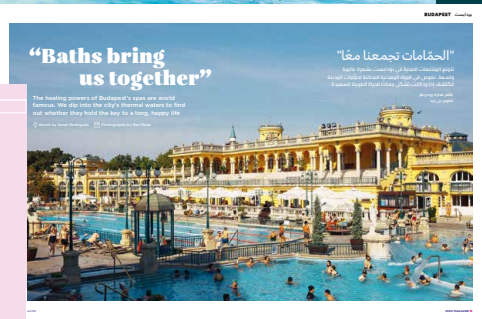
The only publication found in every seatback across Wizz Air's Abu Dhabi route network, WIZZ Abu Dhabi magazine features content specific to the UAE and beyond. Place your brand in this take-home magazine passengers use as inspiration for booking their next trip.



Features the Café and Boutique menu at the back of the magazine

90%
90% of passengers' engaged with the magazine for 5 minutes or more

Inspiring content tailored to Wizz Air Abu Dhabi's English- and Arabic-speaking passengers



Audience reach - Wizz Air Abu Dhabi

Wizz Air Abu Dhabi is one of UAE's national airlines, and the second-largest airline at Abu Dhabi Airport



WIZZ Abu Dhabi rate card

Mar-May 2025

Copy deadline: 05.02.2025

Jun-Aug 2025

Copy deadline: 05.05.2025

Sep-Nov 2025

Copy deadline: 05.08.2025

Dec-Feb 2025/26

Copy deadline: 05.11.2025

> Standard Positions

Full page (ROP)	€16,369
Double page spread	€22,098
Half page	€8,184

> Advertorials

Full page (300 words)	€18,005
Double page spread (600 words)	€24,307
Half page (150 words)	€9,002

> Premium Ad Positions

Opening double page spread	€20,578
Inside front cover	€17,149
Inside back cover	€21,607
Outside back cover	€23,150

> Special requests

Talk to us about gatefolds, tip-ons, supplements and advertorials etc.

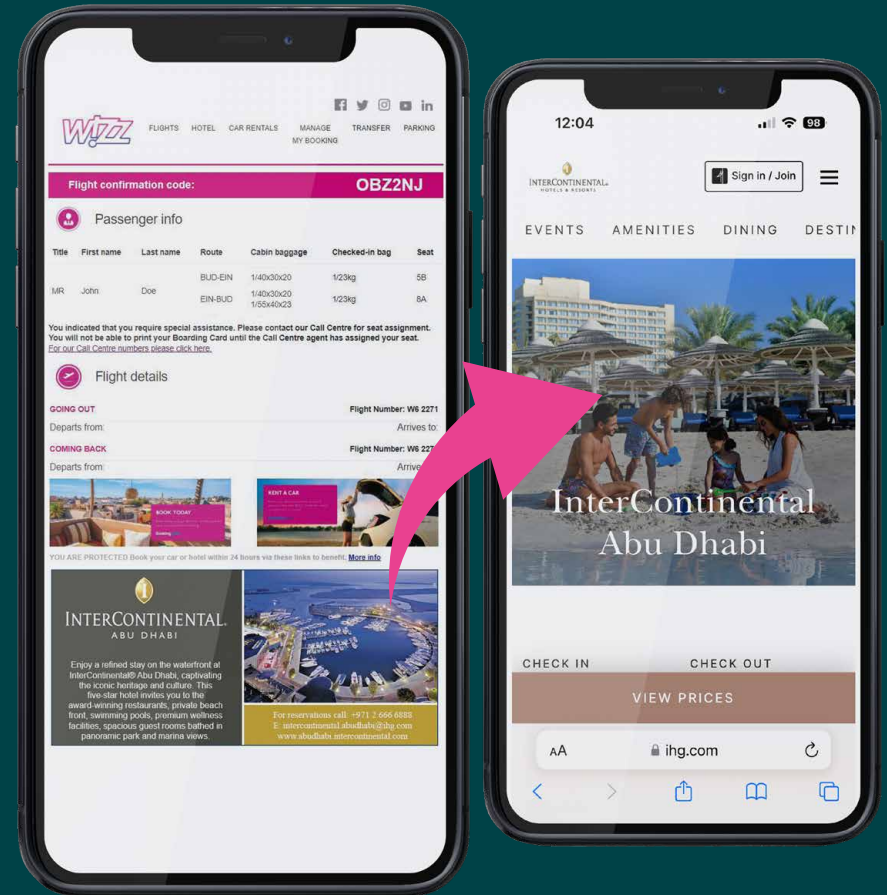
Targeted solutions



Travel documentation / boarding pass sponsorship

Thanks to our in-depth knowledge of Wizz Air's audience – and our exclusive access to the airline's first-party passenger data – we know what these travellers want, where they fly and all about their travelling habits and behaviours.

We offer desirable advertising on some of the most crucial travel documentation, including boarding passes and pre-flight emails.



Pre-flight email marketing - Target a specific destination

Confirmation email advertising has options for a clickable banner, animated or static, taking the user to any external link

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