

HiSky  
inflight media solutions  
Media kit 2025



# HiSky takes flight

HiSky is one of Europe's fastest-growing hybrid airlines, offering a smart balance between low-cost efficiency and full-service comfort.

Launched in 2021, the airline has quickly expanded its footprint with a modern Airbus A320 family fleet. In 2025, HiSky flies to 24 destinations across Romania, Moldova, Western Europe and New York in the USA.

With three operational bases – Bucharest, Cluj-Napoca and Chisinau – HiSky has emerged as a preferred carrier for both leisure and business travellers seeking direct routes, reliable service and competitive fares.

**24**

destinations in 2025

**2.3m**

passengers expected  
in 2025

**8,600**

flights operated in  
its first two years





# About HiSky

HiSky has seen strong year-on-year growth since its launch. The airline operated more than 8,600 flights during its first two years.

In 2024, HiSky carried over 1.9 million passengers, a 28% growth on the previous year. With new destinations and additional aircraft joining the fleet, HiSky aims to reach 2.3 million passengers in 2025.

The airline reached a historic milestone in June 2024 when it launched a direct flight from Bucharest to New York's JFK – the first transatlantic service by a Romanian airline in over two decades.

The airline continued to enhance its service offerings in 2023 with the introduction of a new Business Class, reinforcing its position as a premium carrier in the regional market.



# Where we fly

24

HiSky operates scheduled flights to 24 destinations



● Main bases ● Routes ● Charter destinations



# About the audience

Whether they're digital nomads, holidaymakers, expats or business executives, HiSky travellers are tech-savvy, brand-aware and responsive.

HiSky passengers represent some of the most dynamic and influential demographic in Romania and Moldova.

- **Age range:** 25–55 (core segment)
- **Travel purpose:** 60% leisure & diaspora / 40% business
- **Nationality:** Predominantly Romanian (60%) and Moldovan (40%)
- **Travel frequency:** average 2–5 return trips per year
- **Engagement:** 82% of passengers actively engage with the inflight magazine, on average 25 minutes per flight



# 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.

- With no digital distractions, passengers are focused on inflight reading
- Association with a credible airline publication enhances brand perception
- Magazines are often taken home, shared with family and friends, and retained as travel keepsakes
- Opportunity to reach affluent, mobile Romanian/Moldovan consumer audiences during moments of discovery

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

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

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

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



# HiSky magazine

HiSky's inflight magazine is a quarterly publication available in every seatback across the airline's expanding route network, reaching more than 600,000 passengers per issue.

In Romanian and English, it is the only onboard reading material. It offers passengers engaging content that highlights the culture, destinations and experiences across HiSky's European and transatlantic routes.

The magazine also features airline news, travel tips and the inflight menu, providing a comprehensive guide for travellers during their journey in the sky and on the ground.

HiSky magazine  
reaches up to  
600,000 readers  
every issue



# Rate card info

## July - October 2025

Copy deadline: 30th June

## November 2025 - January 2026

Copy deadline: 3rd October

## February - April 2026

Copy deadline: 5th January

## May - July 2026

Copy deadline: 3rd April

## August - October 2026

Copy deadline: 3rd July

### > Standard Ad Positions

Full Page (ROP)	12,199 EUR
Double Page Spread	20,430 EUR
Half page	6,099 EUR

### > Premium Ad Positions

Outside back cover	15,858 EUR
Inside front cover	15,248 EUR
Inside back cover	14,638 EUR
First Right-hand page	13,418 EUR
Opening double page spread	22,473 EUR

### > Advertorials

Full page advertorial	12,808 EUR
Double page spread advertorial	21,451 EUR
Half page advertorial	6,404 EUR
Quarter page advertorial	3,201 EUR



## Contact

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