

Wizz Air Targeted media 2026





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 and emerging economies. Over the next 12 months more than 75m passengers (travelling consumers) will fly with WIZZ.

**Wizz Air is
Europe's fastest
growing airline**

75+ million
passengers per year

1,500+
flights every single day

45
Countries (Europe,
CIS and Middle East)

180+
destinations

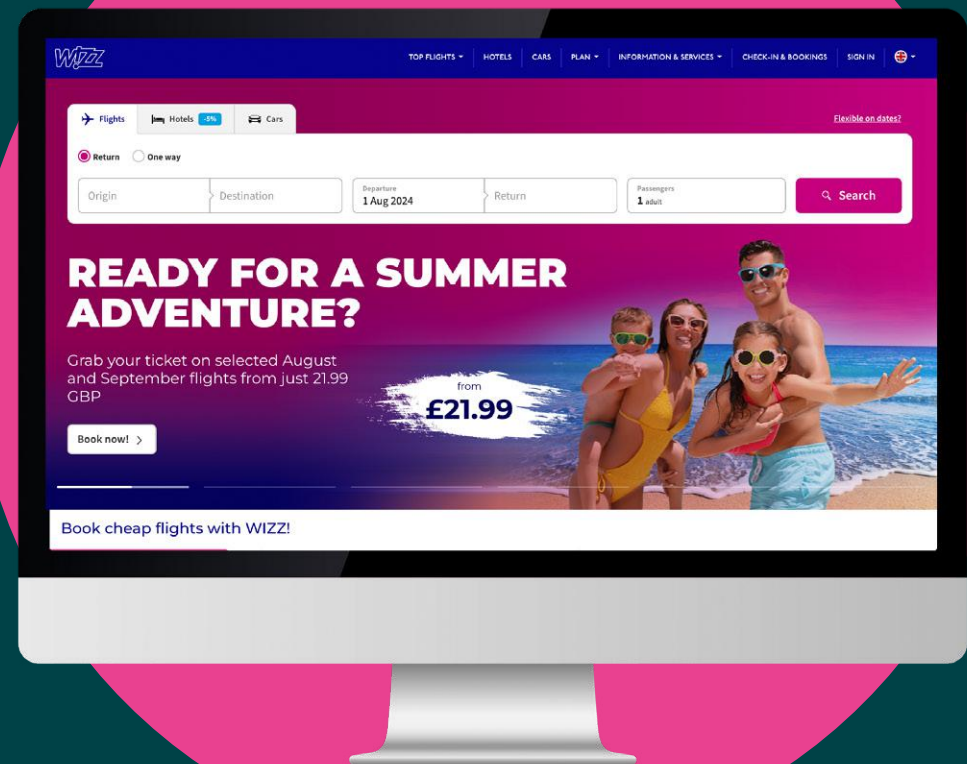
Reach passengers at every step of their journey

Here at LXM Media, 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. And we can ensure your brand's campaigns reach your target market at specific points throughout their travels.

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



With LXM AdMaster, LXM's targeted ad-serving solution, we can analyse that passenger data and tailor advertising campaigns to relevant, **confirmed** international travellers.



Our first-party data offers a unique, targeted media solution

Our first-party data is what sets us apart. We know where Wizz Air's passengers are **flying from** (outbound country or specific airport), **flying to** (inbound country or specific airport), **the travel period**, and **language** in which they have completed the booking or check-in process.

All our first-party data is **GDPR compliant**.

Targeted media vs social media

	E-mail confirmations	Boarding passes	Google /social media
Targeted	✓	✓	✓
Exclusivity	✓	✓	✗
Confirmed travellers	✓	✓	✗
Tracking/measuring	✓	✓	✓
High visibility rate per pair of eyes	✓	✓	✗
Strong ad recall	✓	✓	✗
Brand awareness	✓	✓	✓
Crucial pre-flight stage	✓	✓	✗
Ad blocker	✓	✗	✓



Applicable targeting / audience filters:



Travel period
(included in the standard media rate)



Browser
Language

18-80

Age



Outbound
airport



Outbound
country



Inbound
airport



Inbound
country

Wizz Air destinations

Wizz Air's top 10 largest arrival markets:

-  1. Italy
-  2. Poland
-  3. Romania
-  4. United Kingdom
-  5. Spain
-  6. Germany
-  7. Hungary
-  8. Albania
-  9. Bulgaria
-  10. France



Travel documentation sponsorship

Advertising on Wizz Air boarding passes



On average, the typical passenger sees the advertising on their boarding pass up to 8 times each trip – achieving high visibility

OOH

Boarding pass advertising is an innovative OOH media solution

45m

Over 45 million boarding passes will be printed by Wizz Air passengers in 2026



The boarding pass is an official travel document and compulsory for travel

>60%

More than 60% of passengers check-in at home



Each boarding pass contains a security barcode scanned at least 4 times per journey



Each boarding pass includes only one exclusive advertisement

Travel documentation examples

Wizz Air BOARDING PASS WIZZ PRIORITY PONE / APCJ / PRB

Name: XXX-XXX
Gender / Passenger type: Female / ADT
PNR / SEQ: W9 5742
DEP / DEST: 00 / Xxx / 2022
Flight number: W9 5742
Flight date: 00 / Xxx / 2022
Travel document type: Passport
Travel document number: XXXXXXXX
Expiry date: 00 / Xxx / 2024
Nationality: EU/EEA / HU

FLIGHT DATE: 00 / Xxx / 2022

Flight number: W9 5742 | Cabin class: 23.10 | Departure: 23:40

TERMINAL: 2A | Arrival: 01:45

EXTRA CABIN BAG: Guaranteed in cabin area

CHECKED-IN BAGGAGE: 1 Checked in baggage 1x max. 32 kg

PLEASE BOARD USING FRONT DOOR

Have your boarding card with you.

21:10 ARRIVE AT THE AIRPORT | 22:10 SECURITY CHECK | 23:10 GATE CLOSURE

21:40 BAGGAGE DROP-OFF | 22:55 GATE | 23:40 PLANE DEPARTS

Your Bolt ride awaits. Enjoy the rides during your visit.

Download Bolt

Name	Destination	Flight number	Date	Departure time	Services	Seq. no	Seat
XXX	XXX	W9 5742	00 Xxx 2022	23:40	PRB	0125	2A

Prime positioning and sizing for unmissable impact

Wizz Air BOARDING PASS WIZZ PRIORITY PONE / APCJ / PRB

Name: XXX-XXX
Gender / Passenger type: Female / ADT
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DEP / DEST: 00 / Xxx / 2022
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coming home to an empty fridge?

here's something to welcome you back...

£2.50 off your next two orders when you use this code: HAU8FEUDUM

Terms and conditions apply. Only valid for new customers. Voucher valid 08.08.22 to 17.09.22. See deliveroo.co.uk for full terms.

To eat more amazing, just download the app or visit: deliveroo.co.uk

- Fresh food from the restaurants you love - delivered fast.
- Tracking to keep up-to-date with your order - so you know when to buck in.

Download Deliveroo

Name	Destination	Flight number	Date	Departure time	Services	Seq. no	Seat
XXX	XXX	W9 5742	00 Xxx 2022	23:40	PRB	0125	2A

Tailor your advert to engage and inspire the audience

Wizz Air BOARDING PASS WIZZ PRIORITY PONE / APCJ / PRB

Name: XXX-XXX
Gender / Passenger type: Female / ADT
PNR / SEQ: W9 5742
DEP / DEST: 00 / Xxx / 2022
Flight number: W9 5742
Flight date: 00 / Xxx / 2022
Travel document type: Passport
Travel document number: XXXXXXXX
Expiry date: 00 / Xxx / 2024
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Madame Tussauds BUDAPEST

ARE YOU TEAM RONALDO OR TEAM MESSI?

GET UP CLOSE TO YOUR STARS AND SAVE UP TO 15% ON ADMISSION. SHOW THIS BARCODE PRINTED OR ON YOUR MOBILE PHONE AT THE TICKET OFFICE.

BRAND NEW MADAME TUSSAUDS MADAMETUSSAUDS.HU

15% DISCOUNT ON YOUR ENTRY!

Cannot be combined with any other discount and applies to full price tickets (adult, child, senior). Terms & Conditions Apply. See attraction website for details: <https://www.madametussauds.hu/en/gifts/>

Name	Destination	Flight number	Date	Departure time	Services	Seq. no	Seat
XXX	XXX	W9 5742	00 Xxx 2022	23:40	PRB	0125	2A

Promote your destination specific product, client or event

Pre-flight email marketing

98%

98% of Wizz Air passengers book their flight online

92%

The average open rate of Wizz Air's pre-flight emails is 92%

(vs average email marketing open rate 2.3%)

2.5x

Typically, passengers open their Wizz Air pre-flight confirmation email 2.5 times

60m

Over 60 million pre-flight emails will be sent out in 2026



Flight confirmation emails are ad-block free



Travellers receive an instant email with flight confirmation and details of their booking



A unique flight confirmation code is provided which is required for online check-in



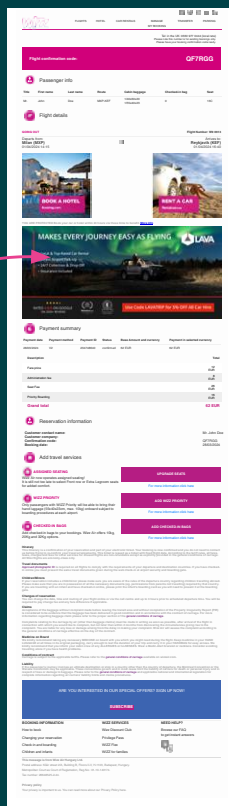
There are two clickable digital ad banners on each pre-flight email

Static or animated ads on each pre-flight email offer external redirections to any advertiser's website, booking page, e-shop, landing page or app store etc.

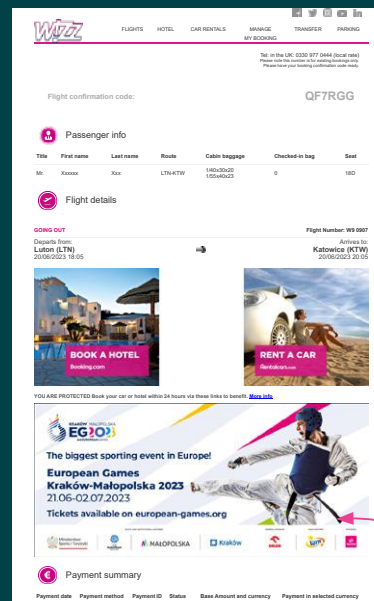
	Standard email marketing	WIZZ pre-flight email marketing
Volume	100,000	100,000
Open rate (%)	3%	92.80%
Opened	3,000	92,800

Pre-flight email advertising examples

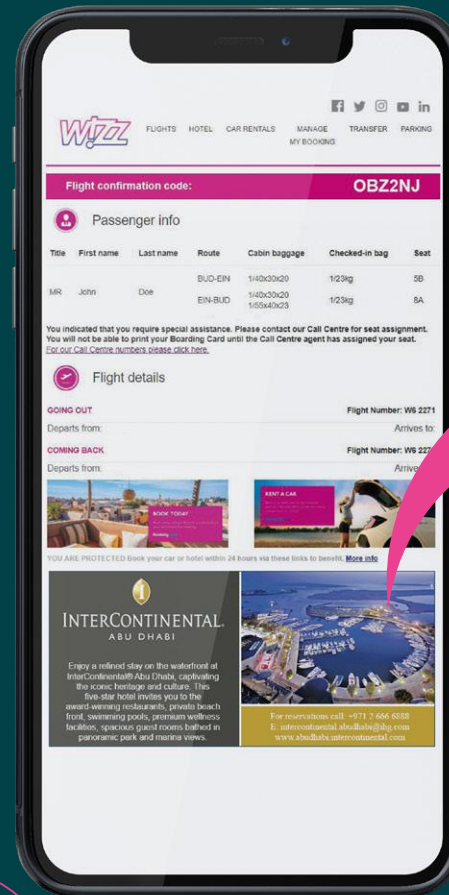
Targeting a selected online consumer audience using our first-party data filters offers unique digital marketing opportunities at a **crucial pre-flight** stage when travelling consumers make important decisions for their trip.



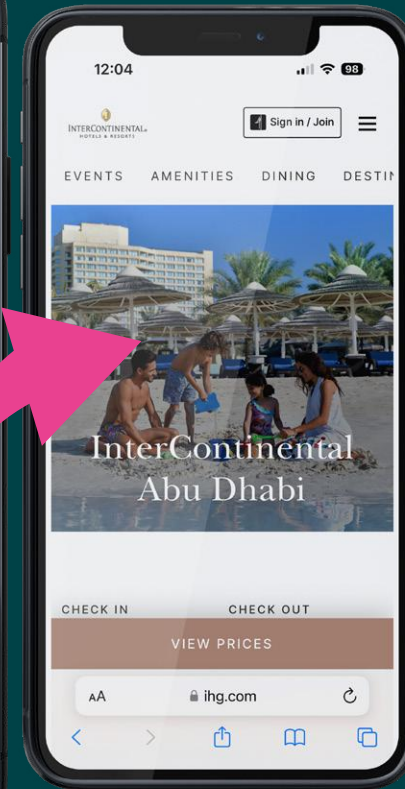
Prime positioning



Destination specific



Clickable banner, animated or static, taking the user to any external link



Technical specifications and media rates

Travel documentation sponsorship

Standard CPM:

150 EUR CPM (includes travel period filter)

Additional filter surcharge:

15 EUR CPM each filter applied

Exclusivity per route surcharge:

15 EUR CPM

Minimum order volume:

100,000 units

The standard monthly performance report includes number of total delivered units, number of daily delivered units and number of units left to deliver.

Boarding pass specs: Each travel document contains only one advertisement - **1372 px (W) x 630 pc (H)**

Pre-flight email marketing

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150 EUR CPM (includes travel period filter)

Additional filter surcharge:

15 EUR CPM each filter applied

Exclusivity per route surcharge:

15 EUR CPM

Minimum order volume:

100,000 impressions

Standard monthly performance report includes number of total delivered impressions, number of daily delivered impressions, number of impressions left to deliver.

Email Confirmation specs: Static or animated clickable digital ad banner - **1372 px (W) x 630 pc (H)**

Filters

●
Outbound
country

●
Outbound
airport

●
Inbound
country

●
Inbound
airport

●
Language version
(28 languages)

●
Age



Contact

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