

The Wizz Air logo, consisting of the word 'WIZZ' in a large, white, outlined, stylized font. The 'Z' has a unique shape with a circular dot at its base.

**WIZZ AIR ABU DHABI MAGAZINE**  
**MEDIA KIT**



# Say Hello

## TO 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 66m passengers will fly with WIZZ.

**66m**  
passengers will fly  
with WIZZ

**1,300+**  
routes across  
Europe and beyond

**55**  
countries

**200**  
destinations

**200**  
aircraft in its fleet

**93.3%**  
load factor

Café & Boutique p35-46  
المقهى والبوتيك ص 35-46



**Kings of the skies**  
in Abu Dhabi

Meet the experts  
taking care of the nation's  
beloved desert falcons

ملوك السموات  
في أبو ظبي

تعرفوا على الخبراء الذين يعتنون  
بالصقور ، هذه الطيور الوطنية المحبوبة

wizzair.com



# The Wizz Air Group

**The Wizz Air Group consists of 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:**

- EMEA and Global Sustainable Airline of the Year (2022 CAPA)
- World's 2nd most popular airline (aeroTelegraph/Adwired 2022)
  - World's highest load factor airline (March 2022 ch-aviation)
  - 2021 Airline of the Year (Aviation 100)
- Most Sustainable Company in the Airline Industry (World Finance 2021)
  - Airline of the Year (2023 Air Transport Awards)



# Wizz Air Abu Dhabi

**38**

destinations

The Wizz Air Abu Dhabi network now consists of 38 destinations on 3 continents, connecting Europe, Asia and Africa through its base at Abu Dhabi International Airport

**10**

new routes

Wizz Air Abu Dhabi keeps growing its network by adding exciting new routes to Italy, Kuwait, Saudi Arabia, Turkiye, Cyprus, Uzbekistan, Kyrgyzstan, and others.

**1.2**

years

Wizz Air Abu Dhabi has the youngest fleet at Abu Dhabi airport, with average aircraft age of 1.2 years. The airline expects to have 55 aircraft by the end of the decade

**2**

languages

WIZZ Abu Dhabi magazine is a bilingual English and Arabic publication and is the only form of entertainment during the flight

# 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.

# 38

The Wizz Air Abu Dhabi network now consists of 39 destinations on 3 continents, connecting Europe, Asia and Africa through its base at Abu Dhabi International Airport

# 2<sup>ND</sup>

Wizz Air Abu Dhabi is now the second largest inbound airline carrier at Abu Dhabi Airport

# 8

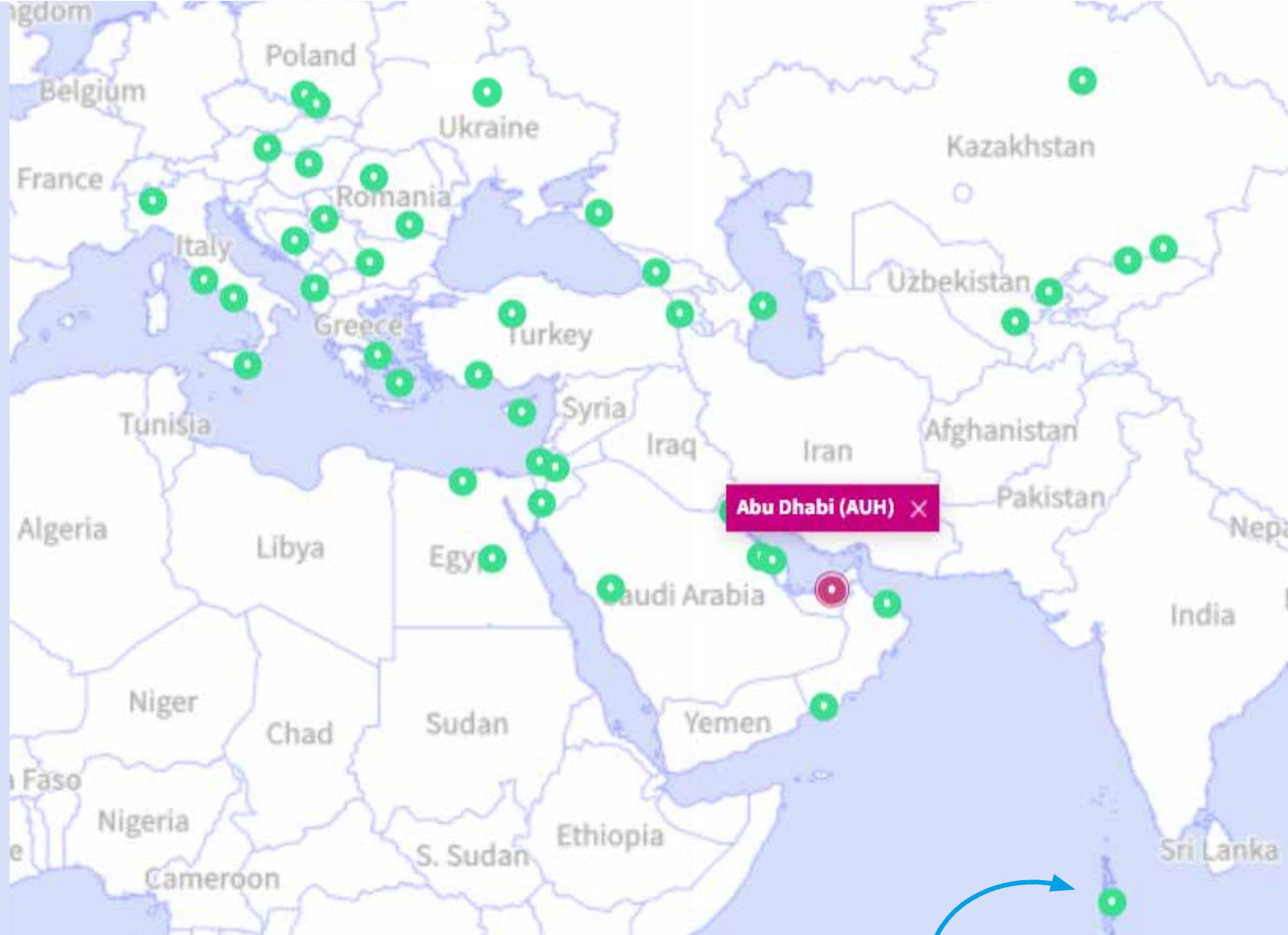
Wizz Air Abu Dhabi has the YOUNGEST fleet at Abu Dhabi airport, with average aircraft age of 1.2 years. The airline expects to have 55 aircraft by the end of the decade

# 20

Wizz Air plans to launch 20 routes to Saudi Arabia from 11 European cities, starting from 2023

# 4

In 2023, over 4 million passengers are carried by Wizz Air Abu Dhabi



Wizz Air Abu Dhabi now offers connections to **Maldives, Oman, Saudi Arabia** and **Sri Lanka** with stopover in **Abu Dhabi**.

# Where we fly

# About WIZZ Abu Dhabi Magazine





This **English** and **Arabic** dual language, quarterly publication is the only magazine found in every seatback across Wizz Air Abu Dhabi's route network. It's the only form of inflight entertainment onboard a Wizz Air Abu Dhabi flight.

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







# 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.

Travellers are 50% more engaged reading inflight than when on the ground

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

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





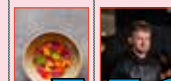
## New openings

From buzzing restaurants to the bars you'll want to be seen at, here's our round-up of the hottest new places to enjoy around the network

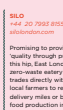


**THE LUMINARIES HOTEL**  
+45 27 98 0020  
theluminaries.com

Installation courtesy of Beas McClellan, while the living room has a hand-woven tapestry by Ferreira de Sá. Rooms are crisscrossed with local no-nonsense. Beas McClellan, who the living room has a hand-woven tapestry by Ferreira de Sá. Rooms are crisscrossed with local no-nonsense. Beas McClellan, who the living room has a hand-woven tapestry by Ferreira de Sá. Rooms are crisscrossed with local no-nonsense.



The determination to celebrate the best of Portugal extends to the top of the hotel. As the Lumina rooftop restaurant you can look into the sky and see the horizon.



**BLO**  
+44 20 7988 8555  
blobar.com

Promising to provide quality through purity, this No. 1 East London eatery trades directly with local farmers to reduce food production in-house. That means delivery miles or brings butter and making bread using its own flour mill. From the nose-to-tail approach to meat to the recycled furniture, Blo goes all in when it comes to sustainability.



**THE BEACHCOMBER**  
+44 20 7221 2455  
thebeachcomber.com

This homage to all things '80s opened in 1988, and despite several and an evolving drink menu, one thing never changes - the stellar choice of jazz and innovative cocktails. Owner Adam's pick? Acropolis, Jamaica and Marlowe. Plenty of bars and restaurants in the city are easy accessible from here, with Jungfermayer and Marlowe one just a 10-minute walk away. Plus, a 10-minute walk away, plus a 10-minute walk away, plus a 10-minute walk away.

**BOSS**  
+45 2750 91000  
boss.dk

If you're wondering what exactly an eco spa is, a trip to hotel Elise is well-drenched. Habloki (just an hour's drive from Thessaloniki) will soon set the record straight. This elegant boutique hotel uses herbs and fruits from its very own gardens to create oils and potions for its treatments. You'll notice these fresh ingredients over at the bar/restaurant, too, along with a host of locally-sourced ingredients to create a five-star dining experience.

The design-focused rooms here are a mix of modern and traditional, with a focus on sustainability.

**HOTEL TORTUE**  
+49 40 3344 1400  
hotel-tortue.com

A little touch of Parisian style in the heart of Hamburg, Hotel Tortue is a very, very chic. Design is at the forefront of the hotel, with bold artwork in the lobby and rooms. The best of the city is easily accessible from here, with Jungfermayer and Marlowe one just a 10-minute walk away. Plus, a 10-minute walk away, plus a 10-minute walk away.



# 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 several key digital marketing elements:

- Flight Confirmation Page:** Shows flight details for Wizz Air flight W6 2271 from Budapest (BUD) to Eindhoven (EIN) on 10/09/2017. It includes a table for passenger info and flight details.
- Boarding Pass:** A digital boarding pass for flight W6 3342, showing passenger information, flight details, and a QR code.
- Car Rental Banners:** Promotional banners for car rental services, including one for "SHARE NOW" and another for "WELCOME TO SALZBURG" with a 20% discount.
- Travel Information:** A "WELCOME TO SALZBURG" banner with a 20% discount on hotel bookings.

Name	Destination	Flight number	Date	Departure time	Services	Seq. no	Seat
XXXXX XXX	XXX	W6 3342	XX XXX2021	10:47		003	11A

**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

## PER QUARTERLY ISSUE ISSUE

Full page (ROP)	€15,590
Inside Front Cover	€18,708
Inside Front Cover Spread	€21,046
Inside Back Cover	€17,149
Outside Back Cover	€19,643
Double Page Spread	€21,826
Half page	€7,795

## ADVERTORIALS

Full Page 300 words	€16,369
Double Page Spread 600 words	€22,917
Half page 150 words	€8,575

## SPECIAL REQUESTS

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

## PRODUCTION SCHEDULE

<i>Issue</i>	<i>Copy deadline</i>
Sept/Oct/Nov	<b>11/08/2023</b>
Dec/Jan/Feb	<b>10/11/2023</b>
Mar/Apr/May	<b>09/02/2024</b>
Jun/Jul/Aug	<b>10/05/2024</b>
Sept/Oct/Nov	<b>12/08/2024</b>

## SPECIFICATIONS

### *Full page*

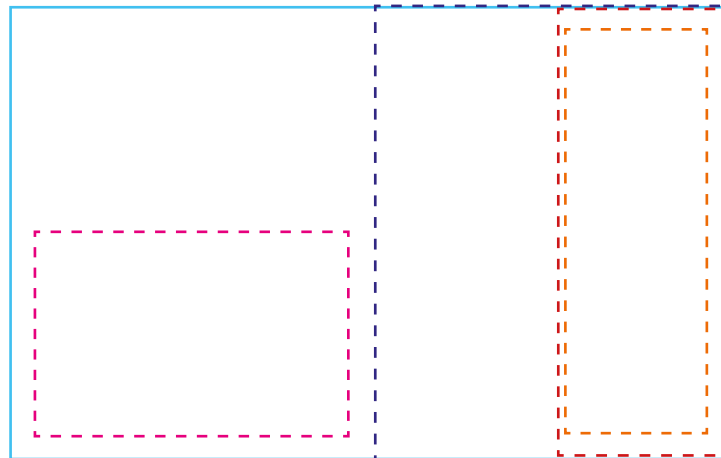
Trim: W 200mm x H 253mm  
Bleed: W 206mm x H 259mm  
Type: W 188mm x H 241mm

### *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 174mm x H 106mm



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