

WIZZ

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

Wizz

**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

2ND

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

8

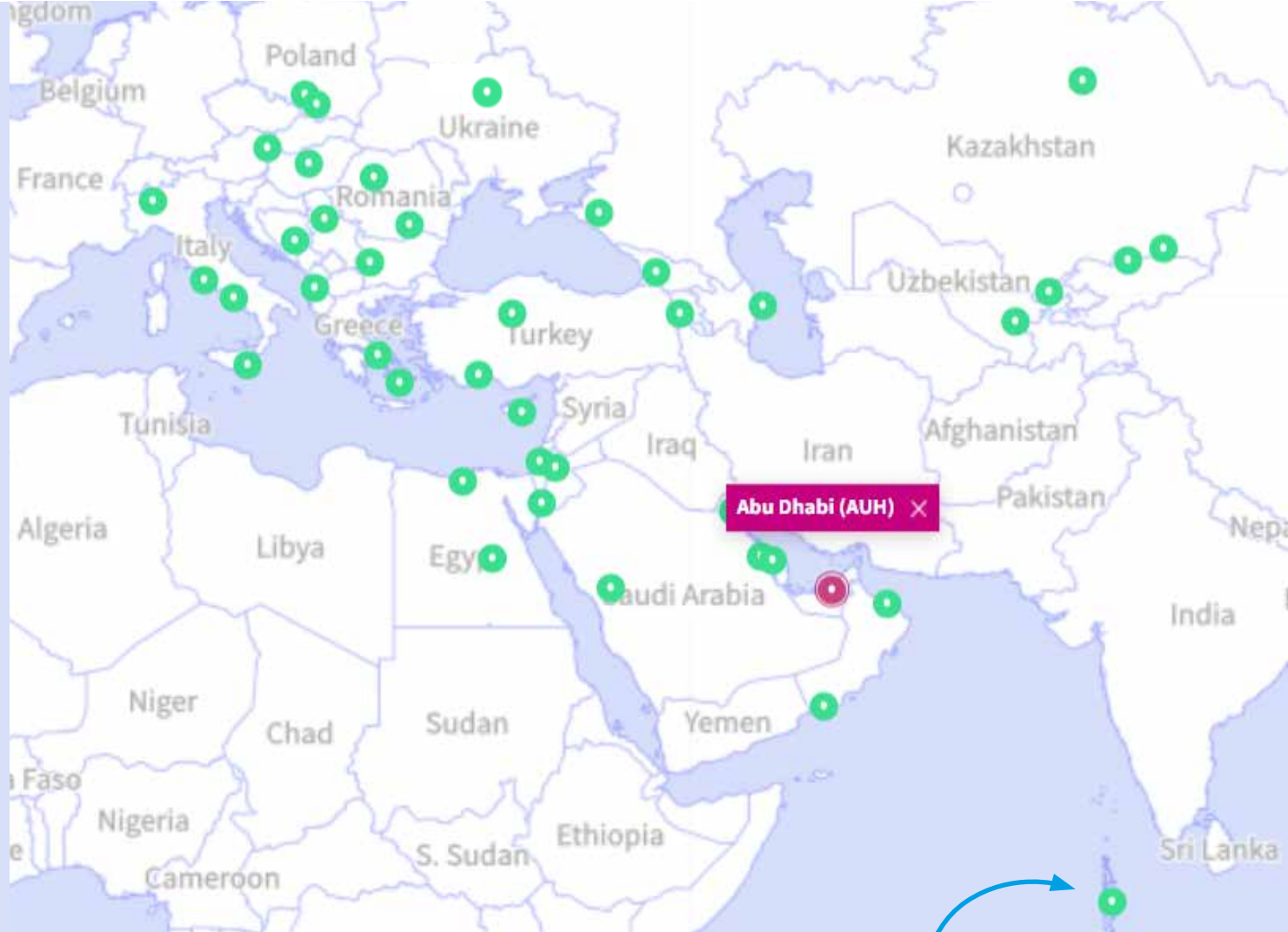
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20

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 sizzling 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 LUMINAIRES HOTEL
125-127 116 (020)

A collection of rooms in the heart of Ladbroke Grove, the hotel is a modern take on the classic London townhouse. The Luminaires Hotel is a modern take on the classic London townhouse. The Luminaires Hotel is a modern take on the classic London townhouse.

inspiration courtesy of Beau McClellan, while the living room has a hand-woven tapestry by Ferreira de Sá. Rooms are furnished with local goods including wine, craft beer, hand creams, notebooks and bespoke maps of Lisbon.

The determination to celebrate the best of Portugal extends to the top of the hotel. At the Lumina rooftop restaurant you can look into the sky and see the city from above.

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Symbolising freedom and adventure for more than seven decades, we take a look at those who jump on loyal to the Land Rover



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

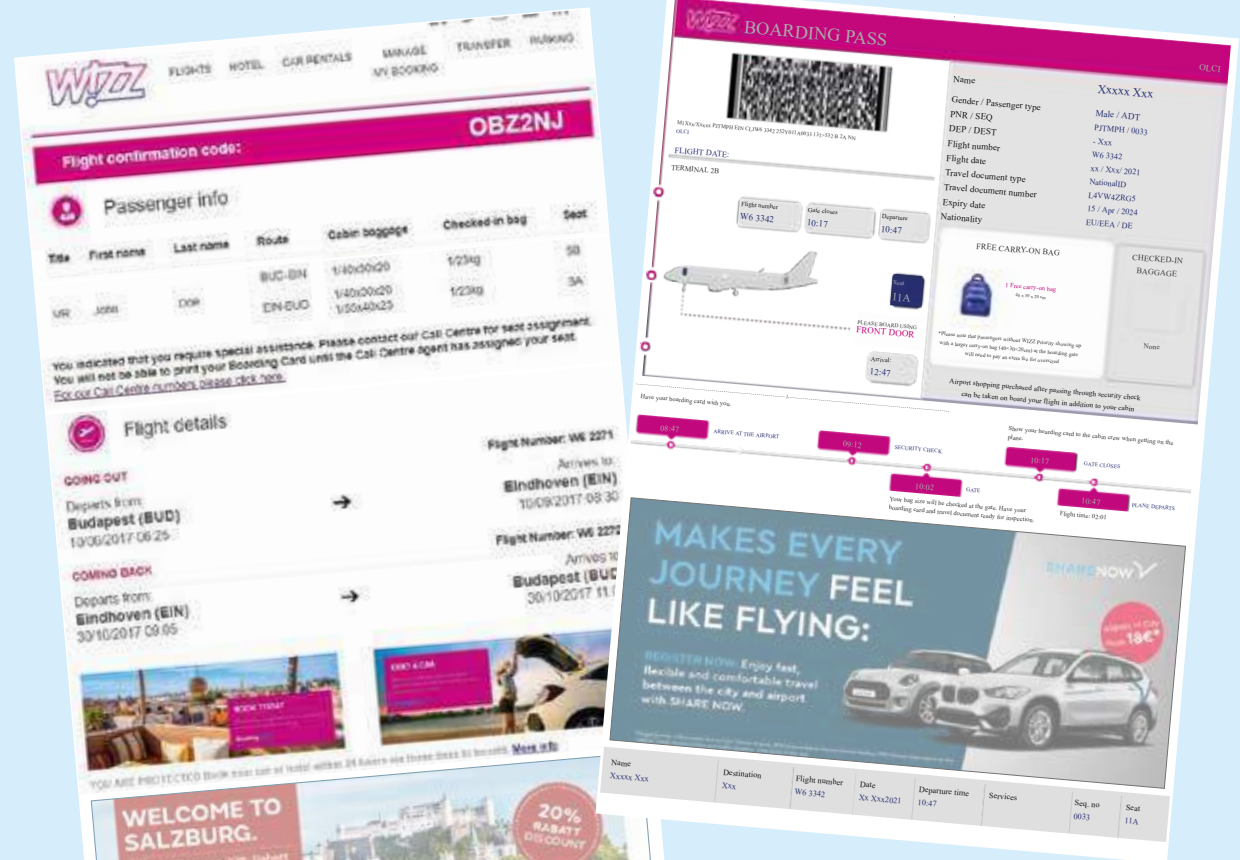
Our targeted digital advertising solutions can be targeted by country of origin, flight destination, specific routes or nationalities.

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.



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

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	11/08/2023
Dec/Jan/Feb	10/11/2023
Mar/Apr/May	09/02/2024
Jun/Jul/Aug	10/05/2024
Sept/Oct/Nov	12/08/2024

SPECIFICATIONS

Full page

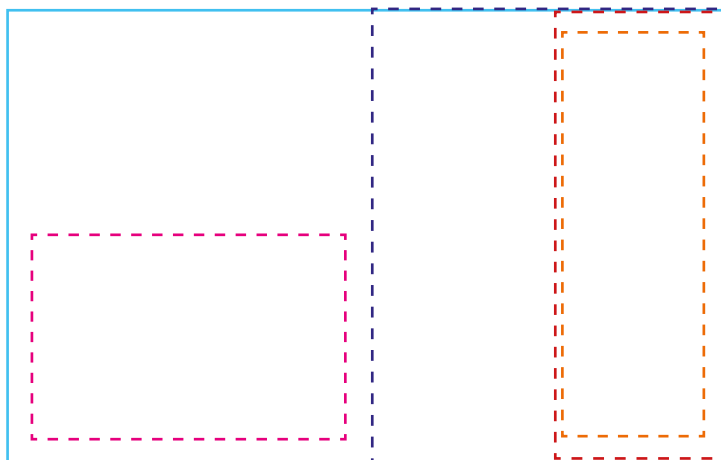
Trim: W 200mm x H 253mm
Bleed: W 206mm x H 259mm
Type: W 188mm x H 241mm

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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