



W!ZZ

**MEDIA KIT**



# Winter 2023/2024

## THE BUSIEST WINTER IN WIZZ AIR'S 20-YEAR HISTORY

- Every minute 3 Wizz Air flights take off somewhere in Europe or the Middle East, carrying more than 22 million holidaymakers between December 2023 to March 2024
  - There are over 1,600 daily flights scheduled for Winter 2023/24
- This is an increase of 170% in passenger numbers (compared to the pre-pandemic levels of 2019)
  - Fleet growth: every month on average, three brand-new aircraft will join Wizz Air's fleet

# 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 70m passengers will fly with WIZZ.

**70m**

passengers  
annually

**1,300+**

routes across  
Europe and beyond

**55**

countries

**200+**

destinations

**200**

aircraft in  
2023

**94.1%**

load factor





# 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:

- Europe's leading low-cost airline World Travel Awards (WTA 2023)
  - Airline Of The Year (Air Transport Awards 2019, 2023)
- Most Sustainable Airline of the Year (World Finance Sustainability Awards 2021, 2023)
  - World's 2nd most popular airline (aeroTelegraph/Adwired 2022)
  - Economy Class of the Year (Aviation Business Awards 2021)

# 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.

**76** 

destinations around Europe, Africa  
and Middle East from hubs at  
London's airports **Gatwick** and **Luton**

**15m** 

In 2023 Wizz Air carried its biggest  
UK audience – over  
**15 million passengers** on UK routes

**330**

In 2023, Wizz Air continued to expand with  
**330 brand-new routes** joining the network  
and extending its presence for the first time  
in Egypt, Luxembourg, Maldives, Türkiye,  
Kuwait, Saudi Arabia and Iraq.

**19m** 

Italy is Wizz Air's biggest market, in  
2023 it carried **10 million passengers** on  
international routes and over **9 million  
passengers** on domestic routes in Italy.

**200**

destinations from

**38**

hub airports

**28** 

One of the UAE's national airlines and now the  
second largest airline at Abu Dhabi airport,  
Wizz Air Abu Dhabi offers **28 direct routes** to  
Europe, Middle East and Western Asia.



**Where we fly**



## WE'RE EUROPE'S BIGGEST INFLIGHT MAGAZINE

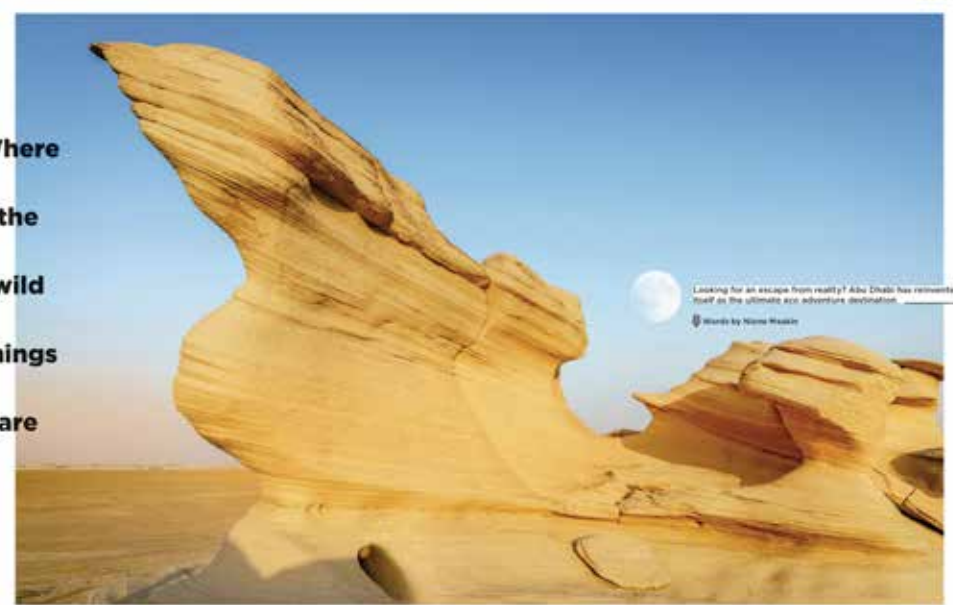
Wizz Air magazine reaches the largest inflight audience of all Europe's airlines – **over 12 million readers every issue.**

This English language, bimonthly publication is the only magazine found in every seatback across Wizz Air's route network. It's the only form of inflight entertainment onboard a Wizz Air flight.

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

Where  
the  
wild  
things  
are



### THE EATS



# About WIZZ magazine

**WE HAVE A CAPTIVE AUDIENCE  
OF UP TO 12 MILLION READERS  
EACH ISSUE**



A group of people are running on a beach at sunset. The sun is low on the horizon, creating a warm, golden glow. The people are in motion, with their hair and clothes slightly blurred, suggesting a sense of energy and freedom. The background shows the ocean waves and a clear sky with some clouds.

# 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.

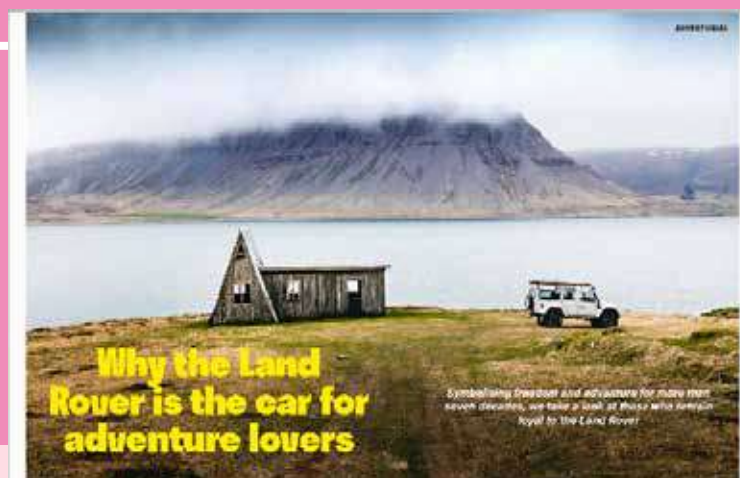
Combine our deep understanding of who is travelling, as well as where and when, with the inspirational content we produce, and it makes for a potent opportunity to get your message across – and make sure it really sticks.

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

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

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





# 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.

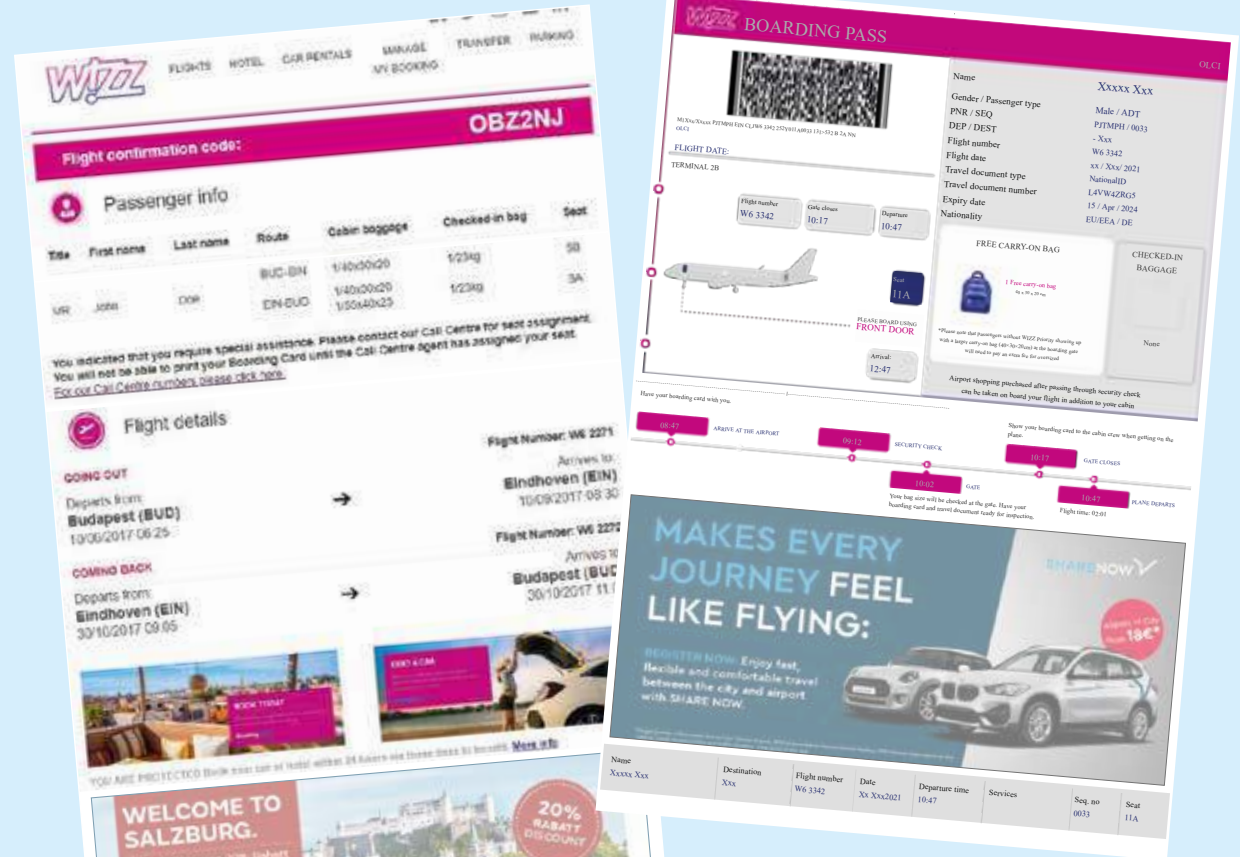
### Boarding passes

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

## PREMIUM

Inside Front Cover	€25,794
Opening Double Page Spread	€34,490
Inside Back Cover	€23,373
Outside Back Cover	€37,939

## STANDARD

Full page (ROP)	€20,970
Double Page Spread	€27,251
Half page	€10,485
Quarter page	€5,243

## ADVERTORIAL

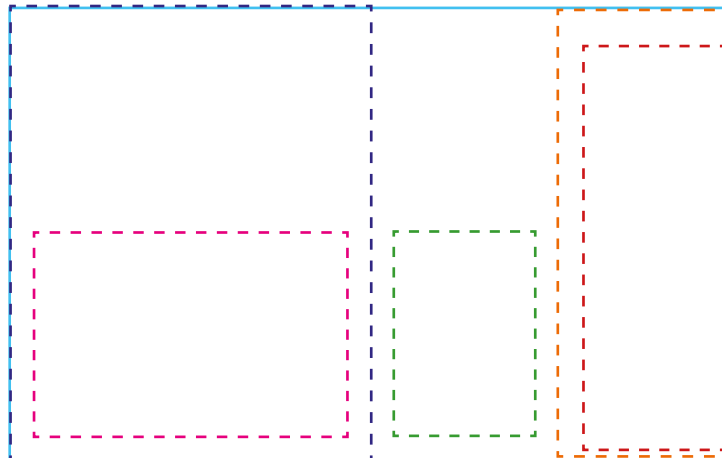
Full Page	€23,067
Double Page Spread	€29,977
Half Page	€11,534
Quarter Page	€5,767

## SPECIAL REQUESTS

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

## PRODUCTION SCHEDULE

<i>Issue</i>	<i>Copy deadline</i>
December - January	<b>03/11/2023</b>
February - March	<b>03/01/2024</b>
April - May	<b>04/03/2024</b>
June - July	<b>03/05/2024</b>
August - September	<b>05/07/2024</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 184mm x H 116mm

### *Half page Vertical*

Trim: W 90mm x H 237mm

### *Half page Vertical (within editorial pg)*

Trim: W 95.5mm x H 252mm  
Bleed: W 98.5mm x H 259mm  
(3mm to top, bottom and right side only)

### *Quarter page Vertical*

Trim: W 90mm x H 116mm

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