

# WIZZ

2022 MEDIA KIT



**LXM**  
media  
& publishing

# WIZZ AIR'S INFLIGHT MAGAZINE REACHES SOME OF THE BIGGEST TRAVELLING AUDIENCES IN EUROPE

- 1** WIZZ magazine is distributed on all Wizz Air flights, reaching roughly 40m passengers\* a year
- 2** We connect big-name brands, products and services with an international and affluent audience of travelling consumers.
- 3** The magazine is jam-packed with bespoke editorial content focusing on people and travel, inspiring readers to visit Wizz Air destinations in Europe, the Middle East and Africa.
- 4** WIZZ magazine is created by an award-winning editorial and design team.





- ▶ The Wizz Air network now consists of more than **185 DESTINATIONS** in **51 COUNTRIES**, making it Europe's fastest-growing airline
- ▶ Wizz Air operates more than **1000+ ROUTES** from **43 HUB AIRPORTS**
- ▶ An impressive **260 NEW ROUTES** were added in 2021 alone
- ▶ **18 NEW HUBS** opened in 2021 at major European airports
- ▶ Wizz Air's fleet is made up of **150 AIRCRAFT** with a further **237 ON ORDER** to be delivered before 2026
- ▶ WIZZ magazine has a captive audience of more than **6 MILLION** readers each issue
- ▶ Wizz Air is Europe's **GREENEST AIRLINE** with the lowest CO2 emissions
- ▶ Wizz Air Group also consists of subsidiaries **WIZZ AIR UK** and **WIZZ AIR ABU DHABI**



## ABOUT WIZZ AIR

The fastest-growing airline in Europe added a third of its routes in 2021 and welcomed 18 new hub airports across the Wizz Air network, including destinations in Germany, Austria, Russia, United Kingdom, Cyprus, Albania and Ukraine.

Wizz Air is Europe's GREENEST AIRLINE, and has one of the youngest fleets on the continent too (an average age of 5.3 years). And with 237 new aircraft joining in the next five years, Wizz Air is set to get more sustainable and more modern. According to JP Morgan's 2021 report, Wizz Air's "young, ultra-fuel-efficient fleets have a clear advantage" amid a growing need to cut down on carbon emissions.

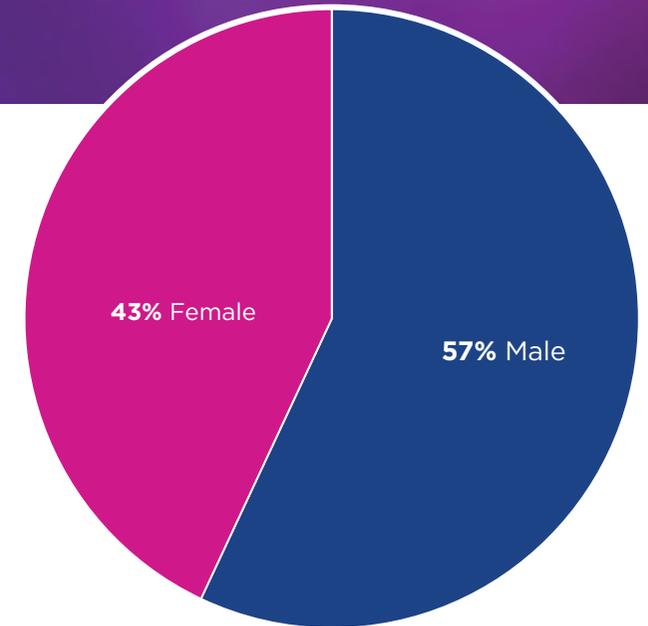
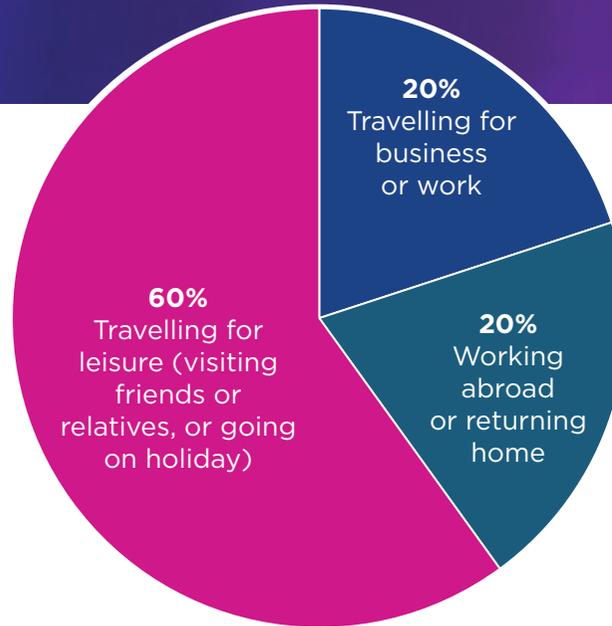
Wizz Air is the first-choice airline for young European travellers on the go thanks to its convenient and affordable flights to popular city break destinations, sun-drenched Mediterranean holiday escapes, and beyond.

Wizz Air was awarded **Airline of the Year** (ATW Airline Awards), **Safest Airline** (1st Airline with EASA AoC), The **Best Low-Cost Carrier of the Year** (Aviation Industry Awards Europe 2019), 2021 **Most Sustainable Company in the Airline Industry** (World Finance 2021), **Best Cabin Crew Award** and **Best Airline in CEE** (2019 CESAAR Awards pasazer.com) and **Best Low-Cost Airline Europe** (Airline Ratings Awards 2020).



# PASSENGER DEMOGRAPHICS

Our audience is young, professional and highly engaged with what they read in WIZZ magazine - and they're waiting to hear from you.



**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



**19%**

of passengers are business travellers, senior managers, directors or CEOs (that equates to 8 million flyers in 2020)



**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



## OUR AUDIENCE



### Captive Audience

With no distractions during the flight, our captive audience of travellers responds well to advertising messages.



### Quality Audience

63% of Wizz Air passengers have a higher-than-average level of disposable income (ABC1 profile).



### Engaged Audience

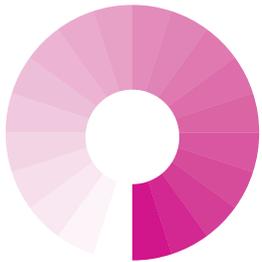
Every fourth passenger purchased a product advertised in our inflight magazine within six months of their trip.



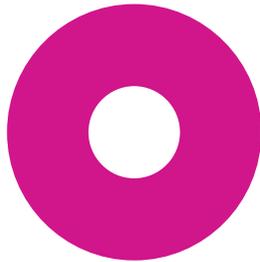
## WHY TRAVEL MEDIA?

**As more people take more journeys, travel 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.**

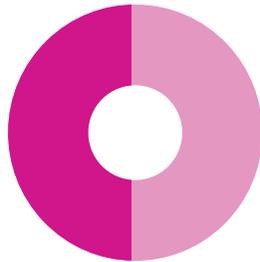
Combine our deep understanding of who is travelling, as well as where and when, with the inspirational content we produce, and it makes for a potent opportunity to get your message across - and make sure it really sticks.



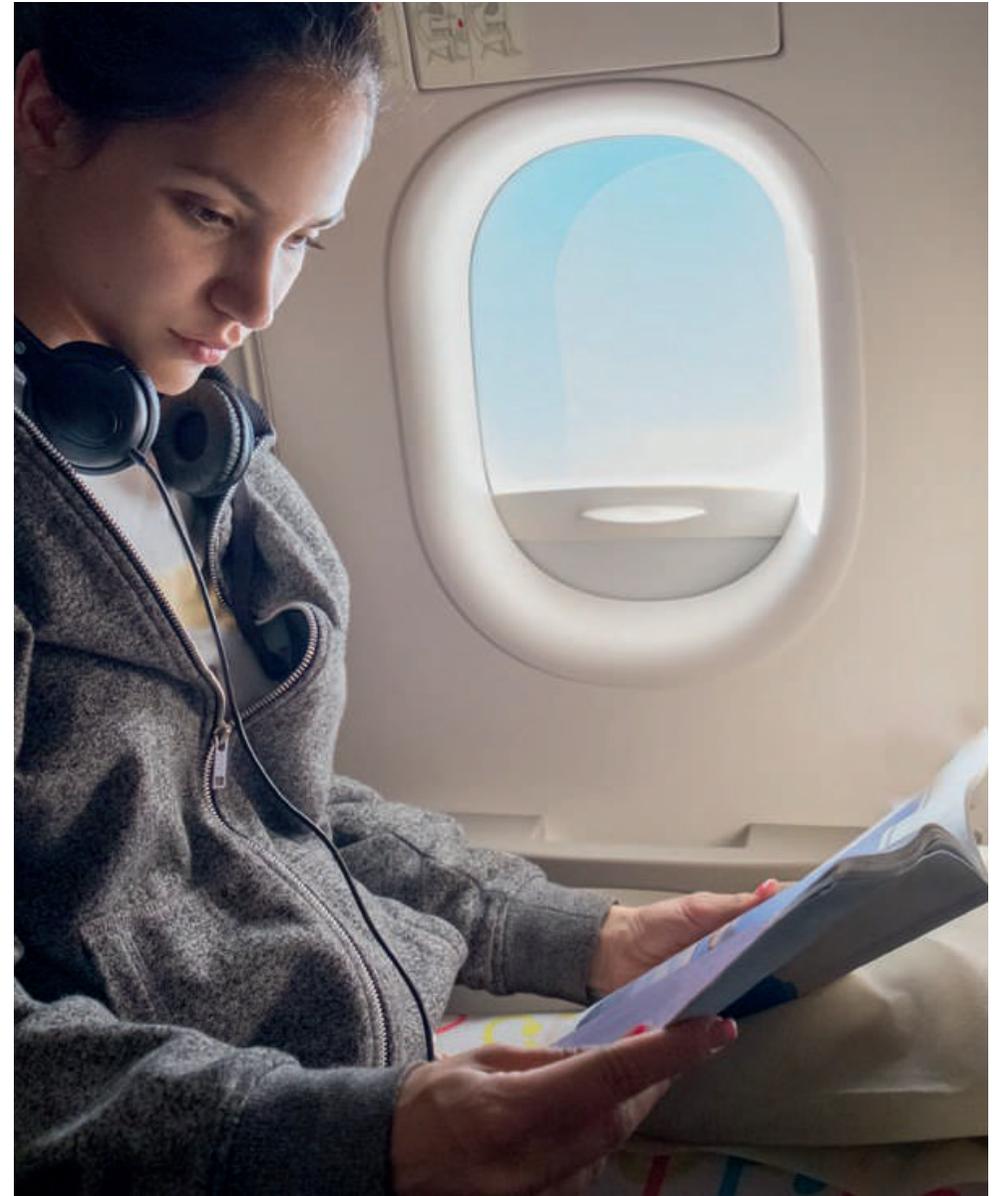
Wizz passenger numbers are growing by average of 20% every year



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



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





## WIZZ MAGAZINE: THE KEY FACTS

- ▶ **LANGUAGE:** English
- ▶ **WHERE:** The magazine is placed in the seat pockets of all Wizz Air flights in the Wizz Air Group network, including Wizz Air UK
- ▶ **CONTENT:** Getting to the heart of a city's story, WIZZ magazine surprises, amuses and enlightens Wizz Air's adventurous passengers. Our writers and photographers immerse themselves in the places they visit, trying out local experiences, meeting local characters and finding out what makes a destination really tick. There's also airline news and insight, plus the Café & Boutique menu with refreshments, snacks and duty-free products that can be purchased onboard.
- ▶ **AUDIENCE:** International passengers (and domestic travellers in Italy)
- ▶ **REACH:** 6 million readers per issue
- ▶ **FREQUENCY:** 6 issues per year
- ▶ **NEXT ISSUE:** April/May 2022



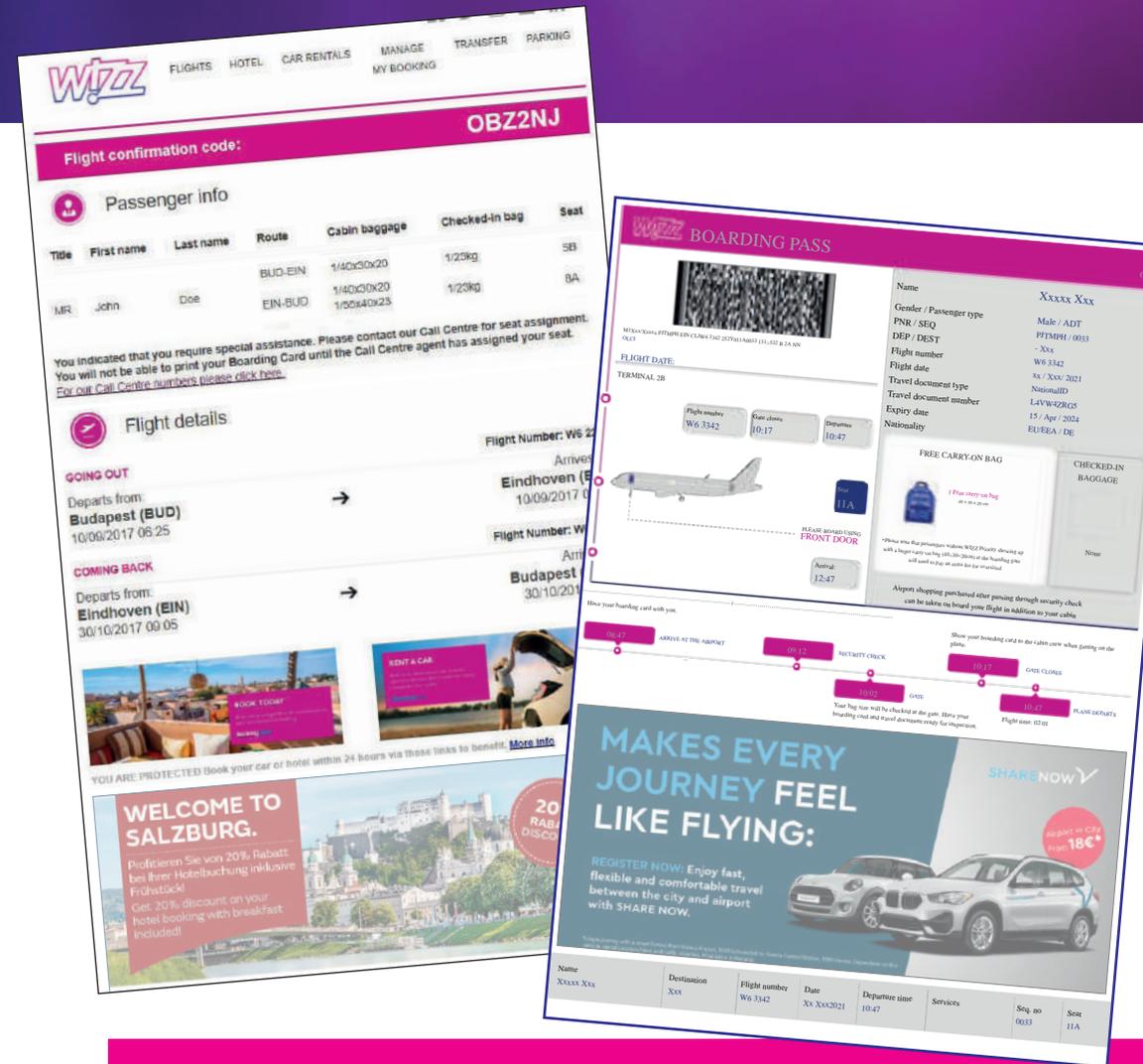
# WIZZ AIR DIGITAL MEDIA

## ▶ DIGITAL BANNERS ON PRE-DEPARTURE BOOKING CONFIRMATION EMAIL

Confirmation emails are sent to all passengers as soon as they complete the online booking process and payment transaction on wizzair.com. The emails feature itinerary and details of the flight, plus advertising click-through banners reaching passengers in the pre-flight stage when they are making further plans for their trip. Advertising can be targeted by country of origin or destination, routes or passenger nationality.

## ▶ BOARDING PASSES - OFFICIAL TRAVEL DOCUMENTS

The second most important travel document after your passport. Passengers print their boarding passes at home during web check-in and before they head to the airport for departure. Ad banners are viewed by passengers online on their computer screens in a form of click-through banner, and once printed, the boarding pass with your advert is carried by passengers right up until they arrive at their destination. Advertising can be targeted by country of origin or destination, routes or passenger nationality.



## **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



**51** countries  
**185+** destinations  
**1000+** routes  
**150+** aircraft

**EUROPE**

- |                      |                 |
|----------------------|-----------------|
| United Kingdom       | North Macedonia |
| Germany              | Greece          |
| Austria              | Cyprus          |
| Switzerland          | Bulgaria        |
| Netherlands          | Romania         |
| Belgium              | Hungary         |
| France               | Slovakia        |
| Spain                | Czech Republic  |
| Portugal             | Poland          |
| Gibraltar            | Estonia         |
| Italy                | Latvia          |
| Slovenia             | Lithuania       |
| Croatia              | Norway          |
| Bosnia & Herzegovina | Sweden          |
| Serbia               | Denmark         |
| Montenegro           | Finland         |
| Albania              | Iceland         |
| Kosovo               | Malta           |

**CIS COUNTRIES**

- Russia
- Ukraine
- Moldova
- Kazakhstan
- Azerbaijan
- Georgia
- Armenia

**MENA**

- Turkey
- Israel
- United Arab Emirates
- Oman
- Egypt
- Morocco
- Bahrain
- Jordan

**BASE COUNTRY**  
**DESTINATION COUNTRY**





## Wizz Air UK Ltd. is a British airline headquartered in London (part of Wizz Air Group).

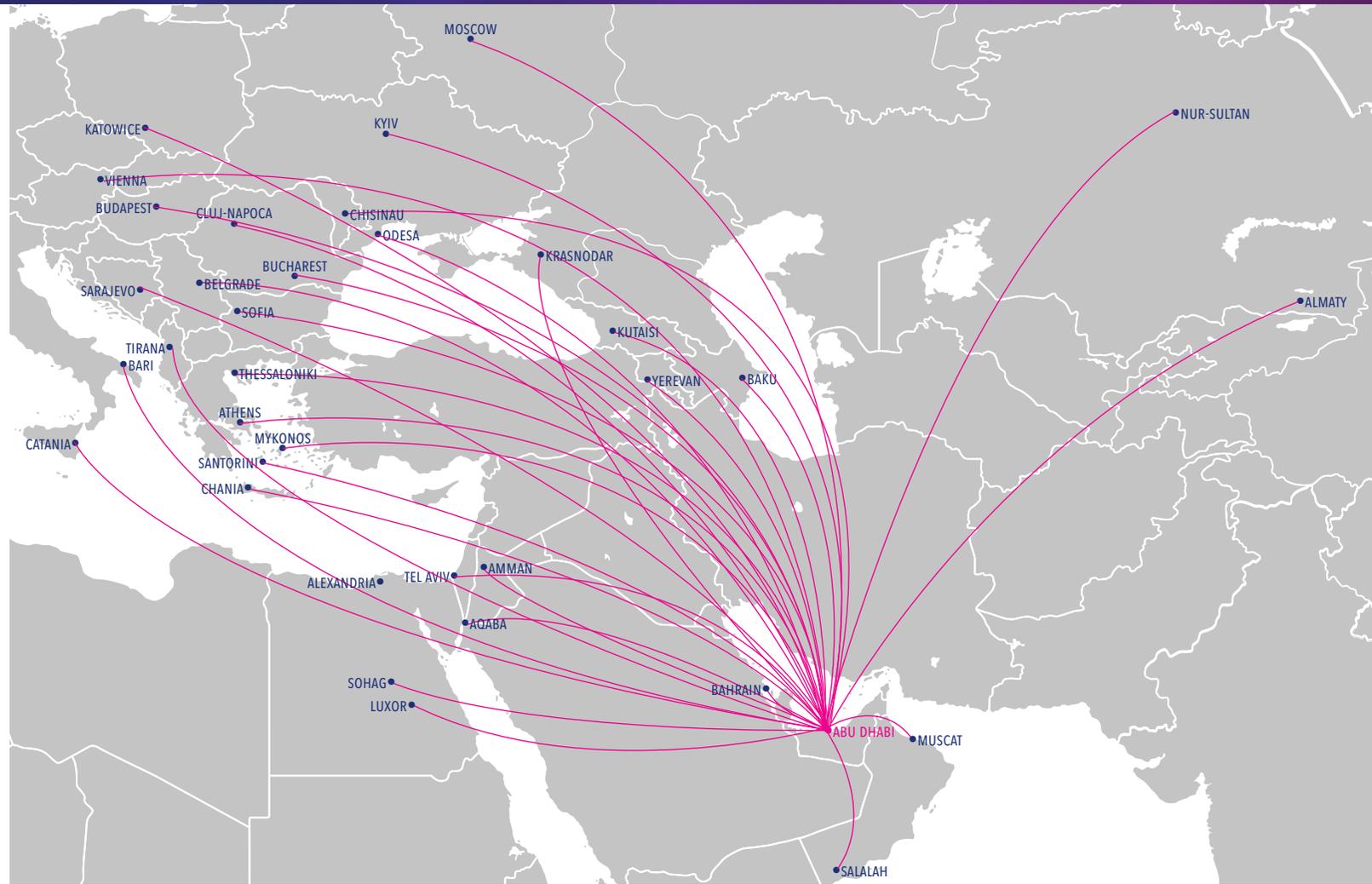
Originally founded in order to retain full UK market access post-Brexit, **Wizz Air UK** has since developed into the leading UK based airline operating flights from four bases in the UK: **London Luton, London Gatwick, Doncaster-Sheffield, Cardiff** and destination airports **Aberdeen, Belfast, Birmingham, Bristol, Edinburgh, Liverpool** and **London Southend**.

Popular holiday routes to Spain, Portugal, Greece, Italy, Cyprus, Malta, Turkey, Morocco, Croatia and Egypt have been added to the network. London is the busiest destination within the whole network of Wizz Air Group with over 5000 monthly scheduled flights. **Wizz Air UK** is now a key contributor to UK tourism and the fastest growing airline in the country.



**Wizz Air**  
**Abu Dhabi is**  
**an Emirati airline**  
**headquartered**  
**at Abu Dhabi**  
**International**  
**Airport.**

Established as a joint venture with UAE state-owned ADQ and Wizz Air Holdings. 24 brand new routes have been launched in 2021 to destinations in Europe, Russia/CIS and the Middle East: Oman, Bahrain, Israel, Egypt, Kazakhstan, Cyprus, Georgia, Azerbaijan, Armenia, Jordan and others. **Wizz Air Abu Dhabi** is set to operate 50 aircraft based in Abu Dhabi in the next few years.





## PER BI-MONTHLY ISSUE

Full page (ROP)	<b>€14,133</b>
Inside Front Cover	<b>€17,691</b>
Inside Front Cover Spread	<b>€24,580</b>
Inside Back Cover	<b>€15,921</b>
Outside Back Cover	<b>€19,540</b>
Double Page Spread	<b>€18,435</b>
Half page	<b>€7,077</b>
Quarter page	<b>€3,539</b>

## ADVERTORIALS

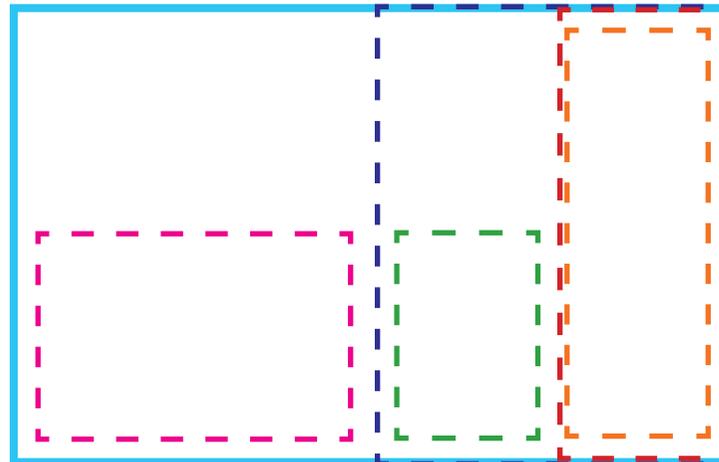
Full Page	<b>€15,546</b>
Double Page Spread	<b>€20,278</b>

## 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>10/11/2022</b>
February-March	<b>9/01/2023</b>
April-May	<b>10/03/2022</b>
June-July	<b>10/05/2022</b>
August-September	<b>08/07/2022</b>
October-November	<b>09/09/2022</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

### ***Half page Vertical***

Trim: W 82mm x H 222mm

### ***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 82mm x H 106mm

ALL INVOICE AMOUNTS ARE EXCLUSIVE OF VAT AND SHALL BE PAID IN FULL, FREE OF ANY DEDUCTIONS, WITHHOLDING TAXES, AND ANY OTHER CHARGES INCLUDING BUT NOT LIMITED TO BANK CHARGES.

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