

W!ZZ

Media kit 2020





In the hands of 42m passengers in 2020...

Since its first flight from Katowice International Airport on 19 May 2004, Wizz Air has grown to become the pre-eminent airline brand for Central and Eastern Europe, connecting some of the continent's fastest-growing economies.

And with a recent \$2bn investment into new aircraft and new routes, the future looks bright. Do you want to reach this audience and become part of one of Europe's most exciting airline success stories?



As well as award-winning print content, Ink communicates with travellers in other ways

1. Digital

- Official travel documents - boarding passes
- email confirmations

2. Ambient

- Aircraft interior branding

Heading to Europe and beyond

Wizz Air now connects Budapest with 84 cities in Europe, Middle East, Russia & CIS countries.

A growing reach for your brand

In 2020, each issue of WIZZ magazine will reach 20% more readers than in 2019.

Eastern promise

We now serve the nine biggest airports in Poland with connections to 34 countries, and we are also the largest carrier in Romania, both in terms of routes and passenger numbers.



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120 aircrafts, flying to 152 destinations in 44 countries every day...

Now serving three airports in London – Luton, Gatwick and Southend and nine others in the UK – Wizz Air has established itself as a truly pan-continental carrier, servicing 152 destination in Europe and beyond.

London calling

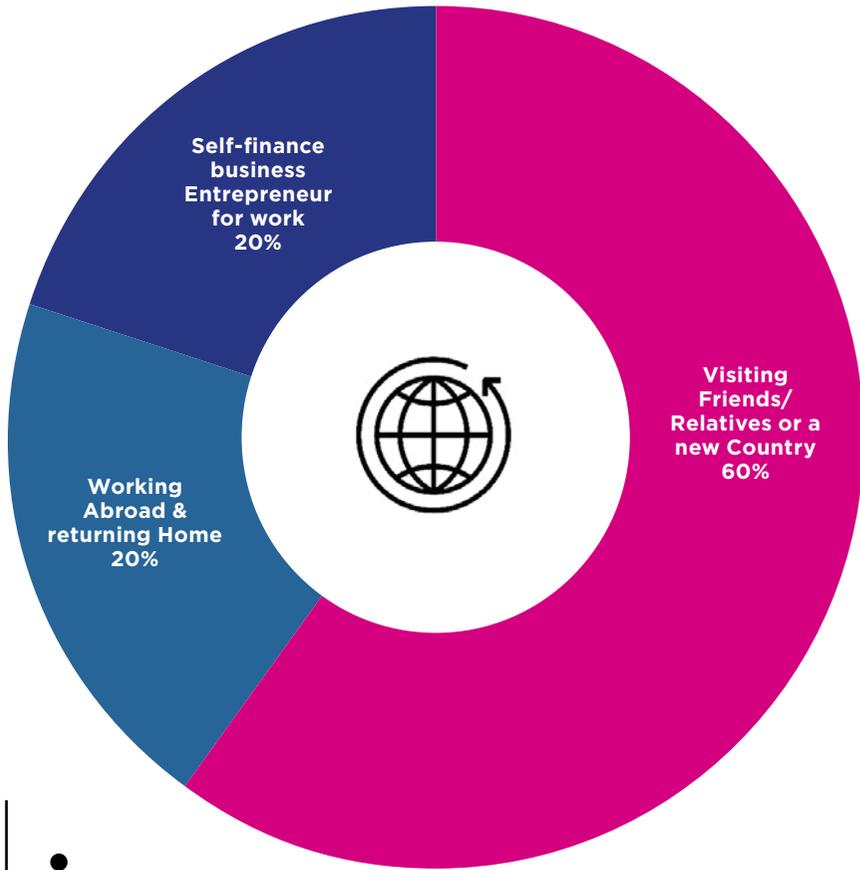
You can now reach 30 countries from the UK capital, including popular holiday destinations in Greece, Cyprus, Portugal, Austria, France, Italy and Israel.

Introducing our green machines

Wizz Air is the carrier with the lowest CO2 grams per passenger per km emissions in Europe.

Did you know?

Wizz Air is Europe's fastest growing airline, the greenest airline in Europe with lowest CO2 emissions and among the top 10 safest airlines in the world



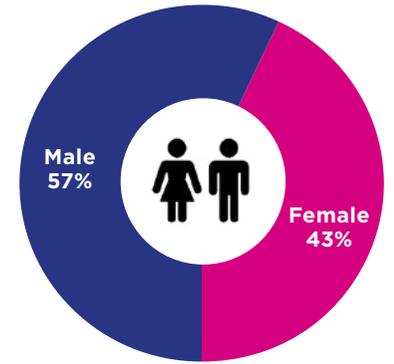
34%
of passengers
earn in excess of
€ 75,000



63%
ABC1 audience
profile



24%
of readers
purchased a
product they
saw advertised
in the magazine



19%
of passengers
are business
travellers, senior
managers,
directors or
CEO's (that
equates to 8
million flyers in
2020)

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51%
of passengers
are between 35-
49 years old



43
Average age of
passenger



47%
of passengers
are university
graduates



38%
of readers used
the magazine
to source their
next trip



24%
of passengers
fly with Wizz
Air 12 times a
year

Get your message in front of a broad demographic...

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

Every good journey has a story at its heart...

...The kind you want to tell your friends about when you get home. The stories we tell in the new WIZZ magazine reflect this fact – we want to surprise, amuse and enlighten our readers. We set out to genuinely immerse ourselves in the places we visit – engaging in local experiences, meeting local characters and getting to the heart of local sensibilities.

→ In Place

Here we invite our readers to go further than simply watching, listening, looking on.... The emphasis is on adventure and experience, the accumulation of stories to bring home.



→ In Person

With its focus on colourful local characters, subcultures, or simply interesting people doing interesting things, In Person explore the human element of travel.



→ Beautiful photos and dynamic design

Alongside the top-notch travel writing, what really sets the new-look WIZZ magazine apart is the way it looks, with its colourful look and engaging travel photography, designed to draw the reader in.

→ In the know

Featuring our bi-monthly Hot List, which reveals the most happening events of the season, alongside a rundown of the smartest places to stay, this section is a reader's go-to for travel advice.



→ In Depth

Our features combine travel journalism with human-interest angles to tell stories that not only give readers a sense of place, but a deeper understanding of what makes a place tick.



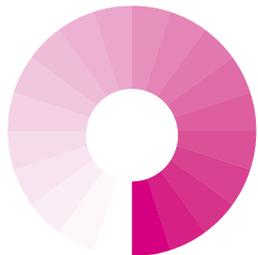


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Why travel media?

As more people take more journeys, so 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.

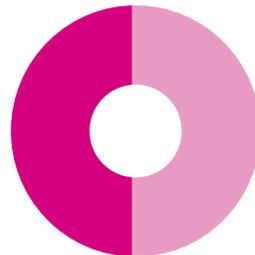
Combine our deep understanding of who is travelling, as well as where and when, with the inspirational content we produce, and it makes for a potent opportunity to get your message across - and make sure it really sticks.



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 in flight than when on the ground

Sources: *IATA / #Kantar TGI / GfK, MRI / Ink: A Flight to Remember

Integrate your message more deeply within...

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 the magazine within which it sits. Rather than placing an advert beside a story, you become the story.

Promotion

Londoners dine in restored factories and Refiners do yoga in converted banks, but only in St Petersburg can you sip cocktails in the chisel where an emperor once prayed

Pride of place

Words by Laura Martin
Photos by Davide Montalbano

LONDON COCKTAIL WEEK

Promotion

Gdansk

Gdansk's history in the making
As soon as you arrive in Gdansk, the capital of the Poles, you are struck by the medieval market square, the grand Gothic church, the ornate wooden houses with sculpted gable roofs - in an immediate impression. You have to walk slowly here - not because of the cobblestones, but because people constantly stop short, struck by photographs. Heads of tourists can be seen the street performer who wanders around with a guitar (draped across his shoulders). What truly remarkable - even aside - is that almost everything is a reconstruction, both before and after World War II. In 90 percent of the city's ruins. All this, and you find yourself constantly wondering what's longer - from the dragon-shaped drake to the golden lions of the tower, or the fact that it all came from a building culture. Packed with Flemish-Dutch, Italian and French influences, but little German, the architecture here is a blend of the practice of rebuilding a city and an identity. Whenever it was built, the Old Town is a delight, with its copper roofs, stepping up green and endless sky (see cream) icons. King Marcin was the title of prelate street, lead with

From the dragon-shaped drake to the gilded lions, Gdansk's Old Town is a beguiling cultural tableau

hardstone merchant houses, and built, combined with antique brocade. After an Aarhus coffee at Dabrowski (see 80), head to St Mary's, one of the biggest brick churches in the world and home to an impressive 15th-century astronomical clock. According to a guide from the city, the clockmaker was forced to move his work from the tower, one an exceptional feat of architectural craftsmanship, or else, before a similar urban (in Poles) For lunch, head to the dining room of the Grand Hotel. There's always a place here, due to its large part to its superb evening, hand-drawn art and music by international women in the city kitchen. The bar is a beautiful place, what happens? Just the waitress, heads up here, when I only manage even out of 10. Gdansk also has some excellent museums, from the National Maritime Museum to the amazing new Museum of the Gdansk World War - a reminder that the first

PHOTOGRAPHY: DAVIDE MONTALBANO

Promotion

Winter wrap-up

This wonderful time of the year is nearly upon us, when the Christmas markets are in full swing and the mulled wine is brewing. Here's our pick of the best ways to indulge your favourite festivities this winter

Unwind in Sofia
Kick back with the food and wine at the Social Café

Promotion

Say "I do" in style
Plan a winter wedding in Sopot

An occasion as memorable as your wedding day needs a location to match and the Hotel Regency in the Polish town of Sopot, near Gdansk, has been the magical backdrop to many classic nuptials. The grandiose Regency Restaurant has an impressive wedding menu ranging from intimate gatherings to grand receptions of up to 500, with a luxurious dance floor for evening celebrations.

Bathe in history
Place the freeze in the heart of Hungary's capital

The colder months can leave you feeling more than a little down, but the winter bathing can be a game-changer. For instance, the spa at the historic Hotel Regency in the charming town of Sopot, near Gdansk, has a long history of providing relaxation, with its well-renowned domed and glass-roofed spa (see 100) menu.

Be part of a unique WIZZ supplement

THE UPGRADE
With its tagline of 'a better way to live, work and travel', WIZZ magazine's new **Upgrade** section delivers exactly what it promises: a smart and dynamic lifestyle digest of the best places to eat, sleep, shop and get pampered in the Wizz Air network. This magazine-style section also includes medical tourism recommendations and inspiration for your home. Work with us to feature your company today.

EXECUTIVE CLASS
WIZZ's business section introduces readers to the movers and shakers who are shaping their respective industries today, from the fields of finance and technology to property, manufacturing and food and drink.

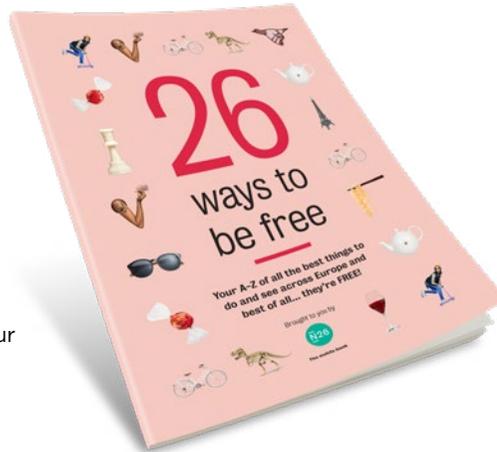
**→Q&A
interview**

Nothing gives that personal touch like an insightful Q&A. We'll interview and can even arrange a professional photo shoot.



**→Unique
tailored
mini
magazine**

We can create bespoke advertorials or composite promotions to help you engage with our audience.



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Unique creative solutions tailor-made...

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, our award-winning creative solutions team can work with you to tell your story in the best possible way.

**→Travel
feature**

We'll send a writer to your restaurant, hotel or city to pen a story in exactly the same way as a magazine would.



**↑Expert
column**

Imagine your CEO as a star columnist. We'll work with you to craft a column written in their own voice.



**← Special
pull out**

Let us devise a special gatefold section or pull-out insert for maximum impact.

Something to suit every budget...

Contact **Brano Haar** Email Brano.Haar@ink-global.com Telephone **+44 20 7625 0733**

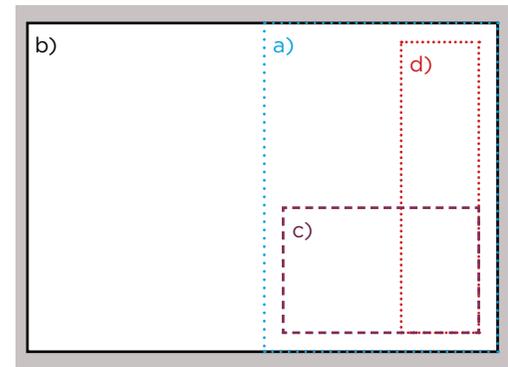
Per bi-monthly issue	
Full page (ROP)	€15,384
Inside front cover	€17,435
Inside front spread	€26,152
Outside back cover	€19,336
Inside back cover	€17,435
Double-page spread	€27,691
Half page	€7,692
1/4 page	€3,846

Advertorials	
One-page advertorial	€16,992
Double-page spread	€30,460

Special formats available on request

Advertorials, tip-ons, gatefolds, supplements etc.

Production schedule		
Issue	Copy deadline	Onboard
Feb/Mar	10th Jan	1st Feb
Apr/May	13th Mar	1st Apr
Jun/Jul	13th May	1st Jun
Aug/Sep	13th Jul	1st Aug
Oct/Nov	11th Sep	1st Oct
Dec/Jan	13th Nov	1st Dec



Specifications (mm)

a) Full Page	
Type Area	194 x 260
Trim Size	214 x 280
Bleed Size	220 x 286

b) Double Page Spread	
Type Area	408 x 260
Trim Size	428 x 280
Bleed Size	434 x 286

c) Half Page Horizontal	
Type Area	195 x 125
Trim Size	215 x 145
Bleed Size	221 x 151

d) Half Page Vertical	
Type Area	92 x 260
Trim Size	112 x 280
Bleed Size	118 x 286



