



Discovery Inflight Magazine

Discovery magazine vividly evokes Cathay Pacific's bold and innovative style and provides a powerful medium for reaching the airline's 20 million-plus passengers each year and some of the **world's most frequent and affluent flyers**. The **magazine aims at** bringing the best of global travel and lifestyle from the heart of contemporary Asia.

Contemporary yet timeless, Discovery magazine's look blends minimalism with a high degree of **luxury and prestige**. Pages are clean and uncluttered, photos are generously proportioned. Even the font is evocative of the style of the airline. The overall effect is both elegant and relaxing.

The editorial philosophy: international, intelligent, surprising, useful, entertaining. More than a luxurious travelogue, Discovery reveals the inside secrets of the world's cities, food and wine, entertainment, arts and shopping, luxury and prestige. **It's a magazine and an advertising medium that the sophisticated business and leisure traveler will return to several times during a flight – and beyond.**

- **Frequency:** Monthly
- **Readership:** 2,041,000/ month
- **Distribution:** inside seat pockets on Cathay Pacific flights

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The Journey

The Journey is a **new internal magazine for Cathay Pacific and Cathay Dragon employees** to keep them updated on everything they need to know about the company strategy, customer insights and industry news along with stories focused on their own travel and experiences.

There are also exclusive high-value incentive competitions including Michelin starred restaurants, international travel to 5 destinations and travel and sports products.

- **Frequency:** Bi-Monthly
- **Readership:** 25,000
- **Distribution:** Ship globally to 95 CX outstations and digitally to every staff member

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