

easyJet

TRAVELLER

A MAGAZINE FOR THE GET-UP-AND-GO GENERATION

Want to reach over
7,000,000 European
travellers every month?

Advertise in one of Europe's most read magazines



WINNER

CUSTOMER
MAGAZINE OF THE
YEAR 2017
TRAVEL MEDIA
AWARDS



WINNER

DESIGN TEAM OF THE
YEAR 2017
BUSINESS TRAVEL
JOURNALISM
AWARDS



WINNER

FEATURES JOURNALIST
OF THE YEAR 2017
BUSINESS TRAVEL
JOURNALISM
AWARDS



WINNER

EDITOR
OF THE YEAR
BRANDED CONTENT
2015
BSME AWARDS



WINNER

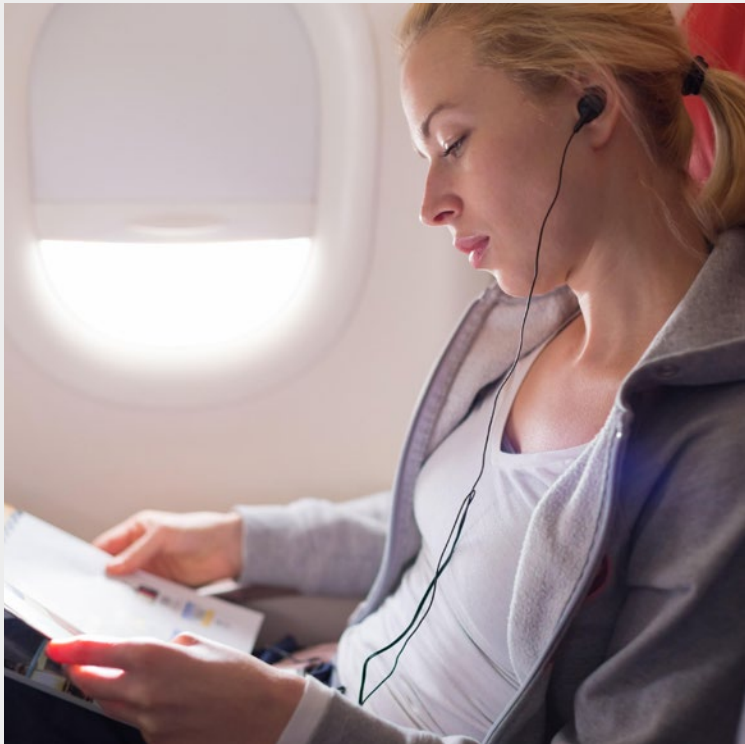
CUSTOMER
MAGAZINE OF THE
YEAR 2015
TRAVEL MEDIA
AWARDS

NKN
MEDIA

media

Why travel media?

As more people take more journeys so travel media is growing stronger and more influential. easyJet Traveller is unique in today's advertising environment, not only because of its increasing audience, but also because we have a deep understanding of who is travelling, as well as where and when. Passengers love us for always being positive, aspirational and inspiring.



Did you know?

Airline passenger numbers are **growing by 3-5%** every year (IATA)

Passenger numbers will **double in the next 20 years** (IATA)

74% of passengers read inflight magazines (Kantar TGI)

Travel media has the **most affluent readership** of any of the world's media (GfK MRI)

Travellers are **50% more engaged** reading inflight than when on the ground (Ink: A Flight to Remember)

Inflight media is **always inspiring and positive**

Travel media **reaches real people** without being a digital distraction

All travel media is **targeted**

Ink is the largest travel media company in the world. We make **unrivalled award-winning content**

Why easyJet?

easyJet expects to fly 100m passengers this year on 1,055 routes across 37 countries, making it officially the UK's largest airline and the second largest in the world by international passengers.



In numbers

100m
passengers a year

Up 10%
year-on-year

44%
increase in business traffic over the last 4 years

300m
people live within an hour of an easyJet airport

Wow!

£12bn
spent on cosmetics every year

1 in 3
of all luxury watches are bought by easyjet passengers

£67.2bn
spent on alcohol in 12 months

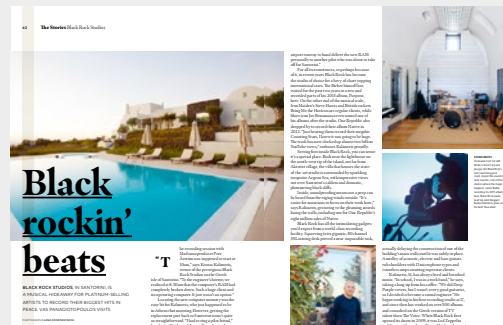
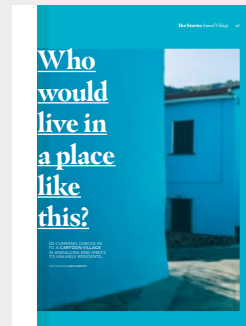
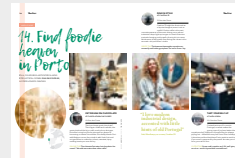
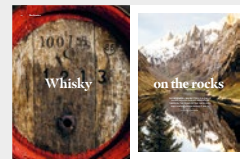
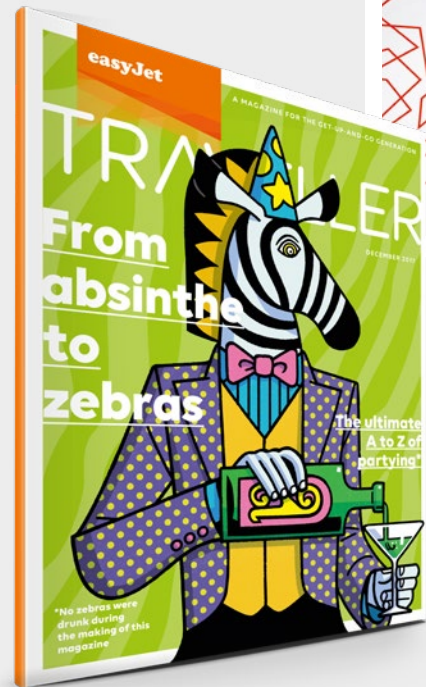
£28.3bn
spent on hotels every year



media

easyJet Traveller magazine

easyJet Traveller is the travel industry's leading customer magazine (winner of Best Customer Magazine at the Travel Media Awards 2018). With its insider knowledge, stunning photography and design, easyJet Traveller is a manual for the smart traveller. The title is loved by families, holidaymakers, affluent second-home owners, those visiting relatives and friends abroad and, of course, the airline's growing number of savvy business passengers.

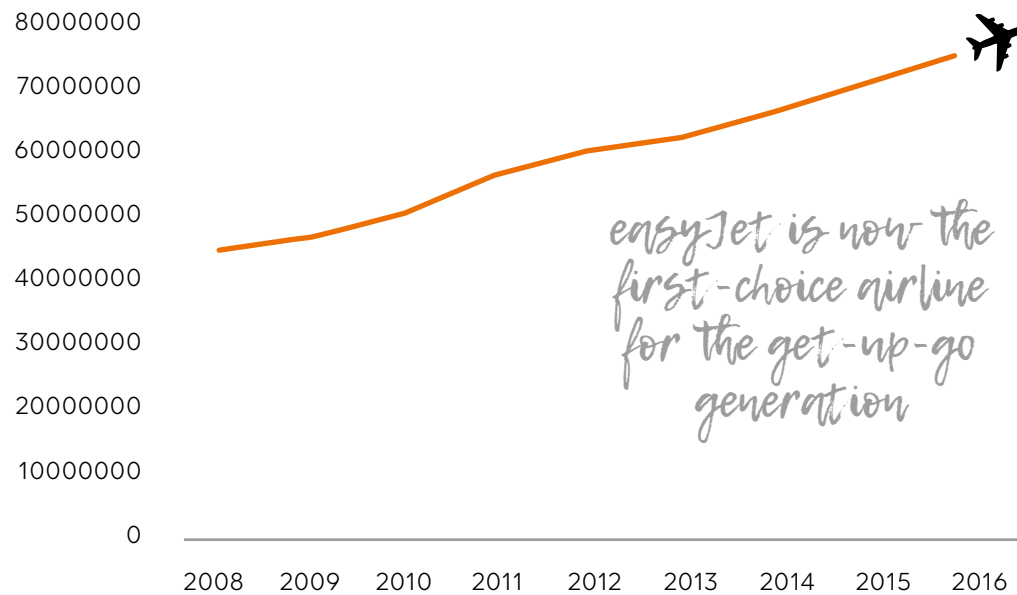


Among Europe's highest earners
it's readership is up 10%
year-on-year and has grown an
incredible 62% since 2007*.

Who flies with easyJet?

More people every year, especially affluent travellers...

Passenger numbers have been rising since 2008



Gender



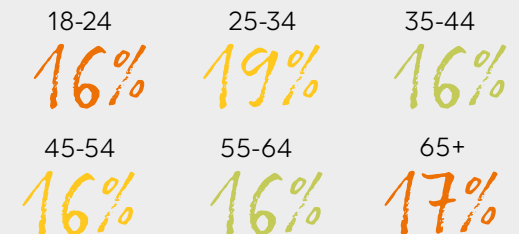
Marital status



Social grade



Age



The numbers

All you need to know about our readers...

78%

IS THE PERCENTAGE OF
EASYJET PASSENGERS WHO
READ THE MAGAZINE

14%

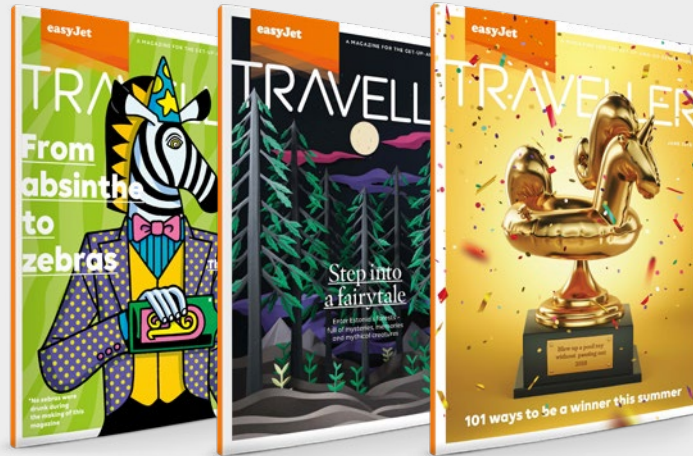
VISITED A COMPANY'S
WEBSITE AFTER SEEING IT
IN THE MAGAZINE

28%

ARE IN SENIOR MANAGEMENT
POSITIONS (CEO, CHAIRMAN,
COMPANY HEAD, DIRECTOR)

119%

IS HOW MUCH MORE LIKELY THEY ARE
TO BE 'C-SUITE' THAN THE AVERAGE
AIRLINE PASSENGER



63%

HAVE ACTED ON
ADVERTISING SEEN IN
THE MAGAZINE

89%

LOOK FOR TOURISM
ADVERTISING IN THE
MAGAZINE

35%

WILL CHANGE THEIR
CAR WITHIN THE NEXT
12 MONTHS

29%

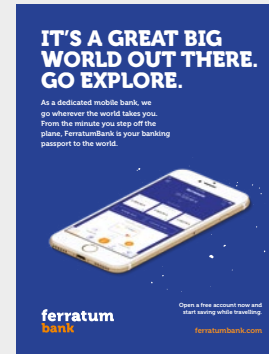
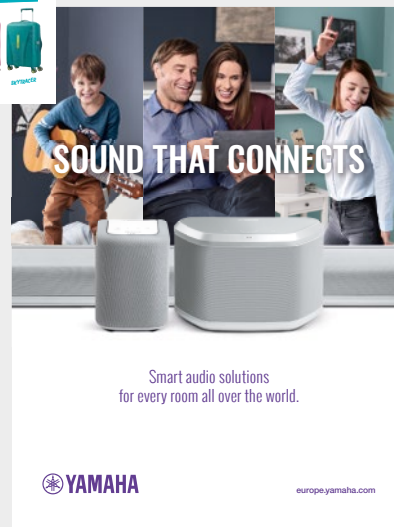
PLAN TO START A BUSINESS OR
MAKE ANOTHER SIGNIFICANT
FINANCIAL INVESTMENT



media

Advertise inside

Nothing beats the impact of print advertising to a captive audience...



Call us today to find out
how we can help you
meet your goals in 2020!



media

Creative solutions

Want you get your message across? We can help with you with that...

• Promotions

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

• Supplements

We can also design and produce themed supplements sponsored by an advertiser and focusing on a specific subject such as tourism, drinks or shopping.

• Adverts

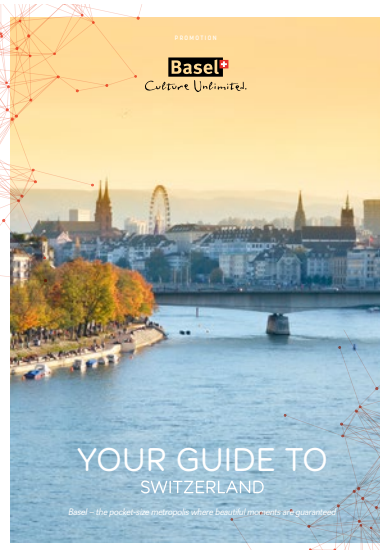
We can design and redesign adverts to ensure consistent brand recognition.

• Tad

We can offer targeted advertising, placing relevant ads on essential travel documents, such as boarding passes and email confirmations, as well as on airline websites.

• Other

We have the capacity to do all kinds of other projects, including graphics on boarding-pass wallets and seat headrests.



media

Production schedule

Issue	Copy deadline	Onboard
January	4th December	1st January
February	8th January	1st February
March	8th February	1st March
April	8th March	1st April
May	8th April	1st May
June	6th May	1st June
July	8th June	1st July
August	8th July	1st August
September	8th August	1st September
October	8th September	1st October
November	7th October	1st November
December	8th November	1st December

There are a host of exciting themed issues and specials planned for 2020. Call us today to find out if they're suited to your message!



media

Rates

Per monthly issue

Full page (ROP)	£18,761 / €23,638
Full Page within first 50 pages	£21,565 / €27,171
Full page in a right hand page	£20,355 / €25,647
Inside front cover	£34,284 / €43,197
Inside front spread	£59,392 / €75,211
Front Cover Gatefold	£62,655 / €78,945
Back cover	£44,442 / €55,996
Inside back cover	£28,556 / €35,980
Double-page spread	£34,751 / €43,559
Half-page	£10,770 / €13,570
Inserts	£33,500 / €42,210

Advertorials

One-page advertorial	£20,275 / €24,093
Double-page advertorial	£38,174 / €47,717

Volume discounts

6 issues	15%
12 + issues	30%
Special position	10%

Various insert and creative initiatives available on request



NKN Media Pvt Ltd

Phone: +91 7550060460 Email: info@nknmedia.in

Website: <https://www.nknmedia.in>

DUBAI **SINGAPORE** **MALAYSIA** **COLOMBO** **INDIA**