



Atlas

BY ETIHAD

MEDIA PACK 2019

Atlas

BY ETIHAD FROM ABU DHABI TO WORLD

الإتحاد
ETIHAD
AIRWAYS



**OVER 18
MILLION
PASSENGERS
IN 2018**

Etihad Airways, the national airline of the United Arab Emirates, was established in July 2003 by a royal decree issued by HH Sheikh Khalifa bin Zayed Al Nahyan. Etihad currently serves more than 100 of the world's most exciting international destinations, and has become known for award-winning product and service innovations.

In 2016, Etihad Airways was awarded the World's Leading Airline at the World Travel Awards for the eighth year in a row. Awarded only to airlines achieving the highest quality performance, Etihad is one of just nine airlines to be certified as five-star.

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BY NUMBERS

18.21m

passengers a year, up
6% year on year

68%

Abu Dhabi is the world's richest
city, with more than two-thirds of
households receiving an income
of \$100,000+

\$2,194

per visit. UAE tourists are
among the top-spending
visitors to the UK

\$2,508

monthly luxury spend
in the UAE, one of the
highest in the world

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DID YOU KNOW

74% of people read a magazine on the plane (TGI)

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

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

Passenger numbers are **growing year on year** by 3–5%

Passenger numbers are **doubling in the next 20 years**

Travel media has the **most affluent readership** in the world

Inflight is inspiring and positive media that **leaves people in a good mood**

All travel media is **targeted**

Ink is the largest travel media company in the world with **award-winning media**

WHY TRAVEL MEDIA?

As more people are travelling, our media is growing stronger and stronger every day and year on year. Travel media is unique in today's advertising environment, not only because of the increasing consumer numbers, but because we have a deep understanding and knowledge of who is travelling, where and when, AND our media is always positive and inspiring.

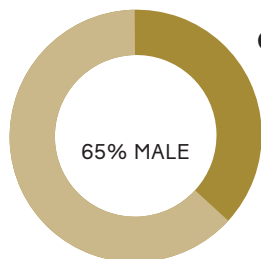
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DEMOGRAPHICS



GENDER

30% FEMALE

65% MALE

100
DESTINATIONS

6.4K **First Class**
passengers per month,
76.5K per year

—
132K **Business Class**
passengers per month,
1.6M per year

—
27% of passengers across
our network are **seeking**
quality-focused leisure

CORE
PASSENGER
PROPORTIONS

42%

25-40 YEARS OLD

29%

41-60 YEARS OLD

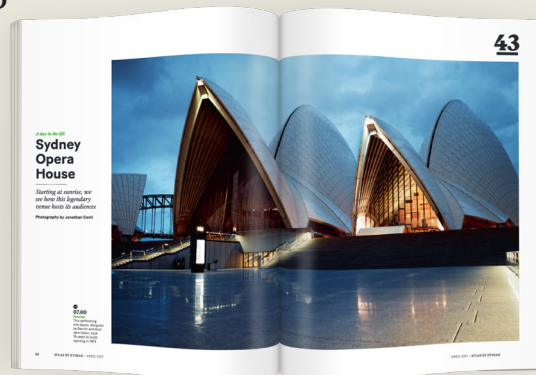
Top destinations
connecting to
Abu Dhabi include:

**Cairo, Kuwait,
Bangkok, Mumbai,
London, Muscat,
Melbourne,
Paris, Dusseldorf,
Manchester,
New York**
and many more

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INTRODUCING ETIHAD'S FIVE-STAR MAGAZINE

Modern in its outlook, global in its perspective, *Atlas* by Etihad is an ideal companion to one of the 21st century's most innovative airlines. Stunning photography, stylish design and thought-provoking lifestyle content combine to create a manual for the modern traveller that should inspire them to explore the globe and marvel at it in equal measure, providing a definitive digest of the hottest high-end trends and must-visit destinations.

Timezones

The latest global happenings.

The Globalist

An expert briefing on the hottest trends in travel, tech, business and lifestyle.

Suitcase

An essential guide to travelling in style.

A Day in the Life

Go behind the scenes of the world's best restaurants, museums and companies.

NKN
MEDIA

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WELCOME ONBOARD

People **can't skip your ads while on a plane**, so you will be investing in your consumers' **undivided attention**

—
Print advertising makes a digital campaign up to **four times more effective**

—
70% of people are more likely to **remember a brand seen in print** vs digital

The ability to customise print **messaging according to the audience**

—
Atlas is also **available across all cabin classes and lounges** therefore communicating with the entire audience onboard Etihad

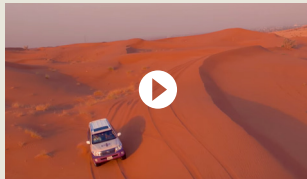
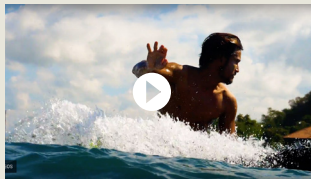
61% of people **trust an advert seen in print** vs 42% in digital

—
We recently ran a campaign with a partner of the airline who tracked a **30% uplift in uptake when adding print** vs not running a print campaign

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DESTINATION VIDEOS

We don't just make magazines. Each month, alongside the print edition of *Atlas*, we produce a destination-based video to sit on atlas.etihad.com. Running to around three minutes, these insider guides reveal the best of what's on offer in Etihad hotspots around the globe.

- The video features prominently at the top of the *Atlas* website's homepage each month. By making it the hero story, we can maximise click-through for viewers. There's also a dedicated 'Video' section on the navigation bar.

- And it's on Etihad's inflight entertainment offering, seen by at least 1.5 million passengers per month.

- They're also distributed through Etihad's social channels on Facebook (3.3m followers), YouTube (67.7k subscribers), and Instagram (866k followers).

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for more info

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3.3m
Facebook
followers

67.7k
YouTube
subscribers

866k
Instagram
followers

1.5m
Viewers
on IFE

THE WEBSITE

Welcome to *atlas.etihad.com*, the online companion to *Atlas*. Alongside all of the stories produced for the monthly magazine, you'll also find:

Extended image galleries

These show readers a different side to a story.

Unique web-only commissions

A perfect way to speak to our online audience, be it a guide to Brisbane's best ramen joints or the review of a hot new hotel.

Companion editorial to destination stories in the magazine

So, for example, to accompany a feature in the September 2017 issue of *Atlas* on New York's hottest new designers and makers, we provided a guide to getting into Broadway shows.

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PRICES & SPECS

2019 ADVERTISING RATES

Gatefold Front Cover	\$POA
Inside Front Cover Spread (1st DPS)	\$43,312
Inside Front Cover (Arabic)	\$41,250
Opening bank DPS	\$35,000
Double Page Spread	\$30,450
Full Page, special position	\$17,193
Full Page, run of page	\$15,630

SERIES DISCOUNTS

6+ insertions	5%
12+ insertions	10%
24+ insertions	15%
36+ insertions	20%

Full page Trim: Width 205mm x Height 260mm
Bleed: Width 211mm x Height 266mm
Type: Width 185mm x Height 240mm

Double page Trim: Width 410mm x Height 260mm
Bleed: Width 416mm x Height 266mm
Type: Width 390mm x Height 240mm

VIDEO & IFE

IFE Video option	\$POA
Annual Video partnership	\$POA
A Day in the Life	\$POA

DIGITAL DISPLAY

MPU and Banners	\$POA
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SINGAPORE

MALAYSIA

COLOMBO

INDIA

