



العربية للطيران
airarabia.com

NKN
MEDIA



MAJOR MIDDLE EASTERN AIRLINE WITH WORLD'S YOUNGEST FLEET OF AIRBUS A320s

3 **CONTINENTS**
ASIA
AFRICA
EUROPE

39
COUNTRIES

132
CITIES

AROUND
12
MILLION
PASSENGERS
FLY EVERY YEAR

49
AIRCRAFT

WORLD'S
BEST
JETLINER -
AIRBUS A320

YOUNGEST
FLEET WITH **3**
YEARS OF
AVERAGE AGE

AED
637
MILLION
AIR ARABIA'S
PROFITS IN
2017

A ROBUST FOUNDATION

AED
11 **BILLION**
HOLDING
COMPANY WITH
ASSETS WORTH
OVER

34%
2016 Q1 NET PROFIT

STRONG BALANCE
SHEET OF **AED** **2**
BILLION

FROM ONE IN 2003, AIR ARABIA IS TODAY A GROUP OF COMPANIES



AIR ARABIA (UAE)



AIR ARABIA MAROC



AIR ARABIA EGYPT



AIR ARABIA JORDAN

OFFERS FULL SPECTRUM OF HOSPITALITY UNDER



THE MANY FIRSTS

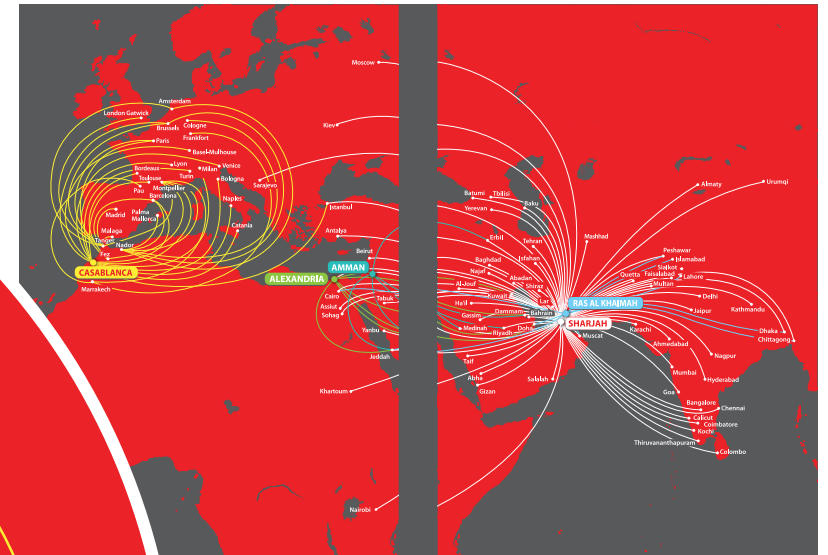


FIRST in the segment to
be listed on **DUBAI STOCK
EXCHANGE**

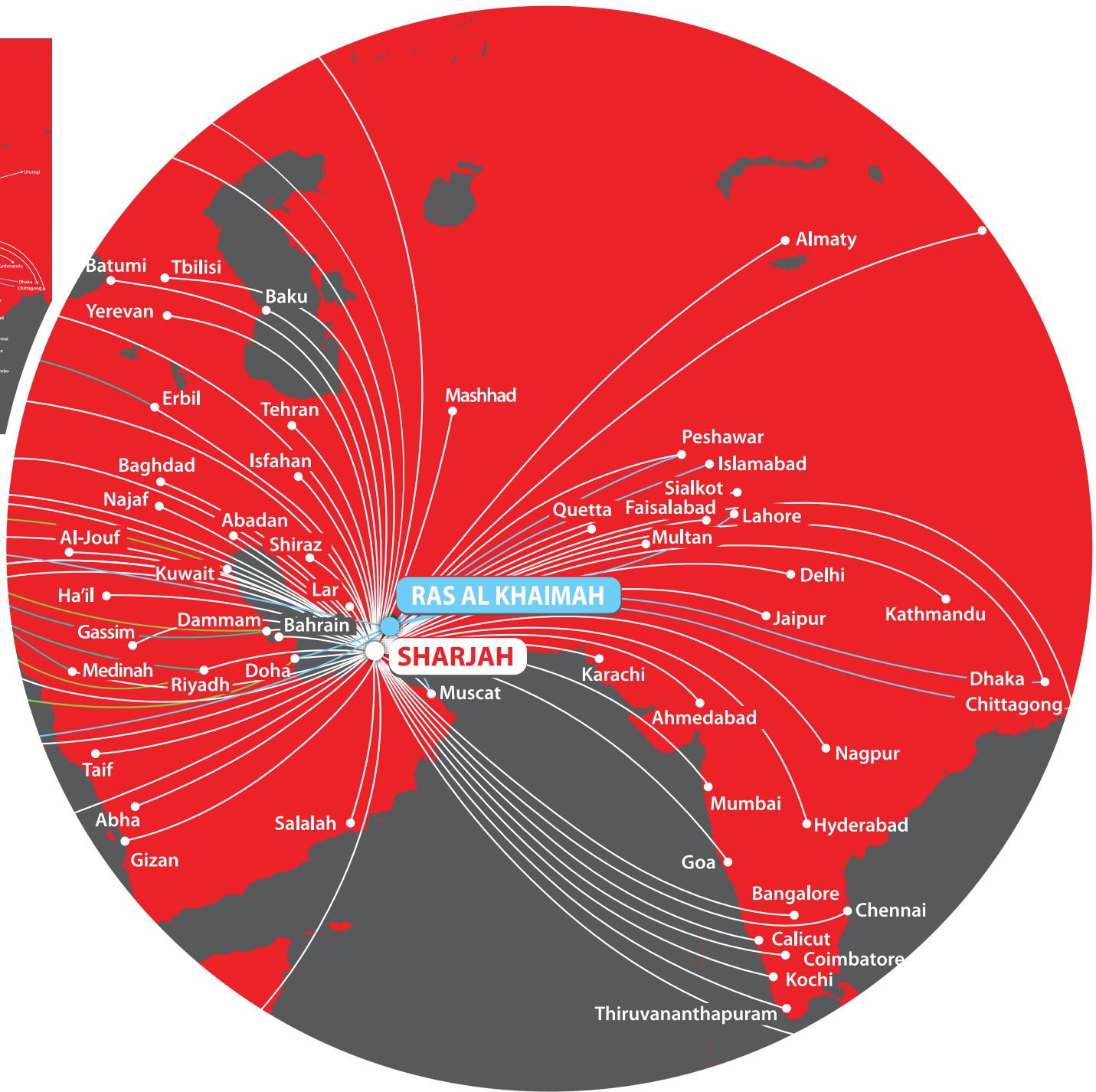
FIRST airline in the segment
to offer **FREQUENT FLYER
PROGRAMME** (Airewards)
in the Middle East, thus
ensuring **COMMITTED
AUDIENCE**

FIRST in the segment
to launch **DIRECT
SERVICES TO CHINA**
from the region

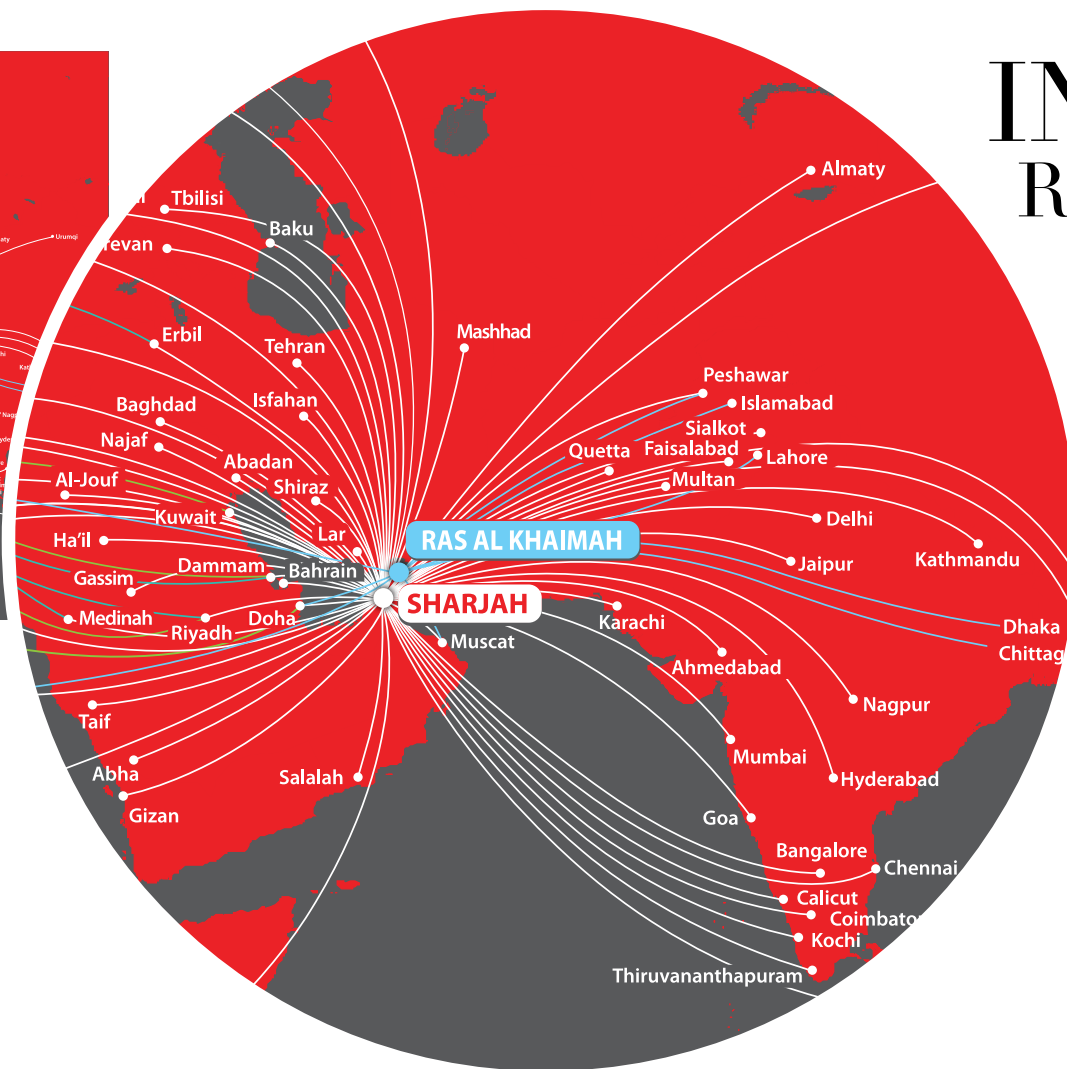
FIRST in the segment to
introduce a sustainable **CSR
INITIATIVE CHARITYCLOUD**
with Sharjah Charity
International



MOROCCO NETWORK



SHARJAH NETWORK



INDIA REACH

1.8
MILLION
INDIAFLYERS

AIR ARABIA

FLIES TO **13** DESTINATIONS
IN INDIA

HIGHER DESTINATIONS TO INDIA
THAN ANY OTHER UAE AIRLINE



10

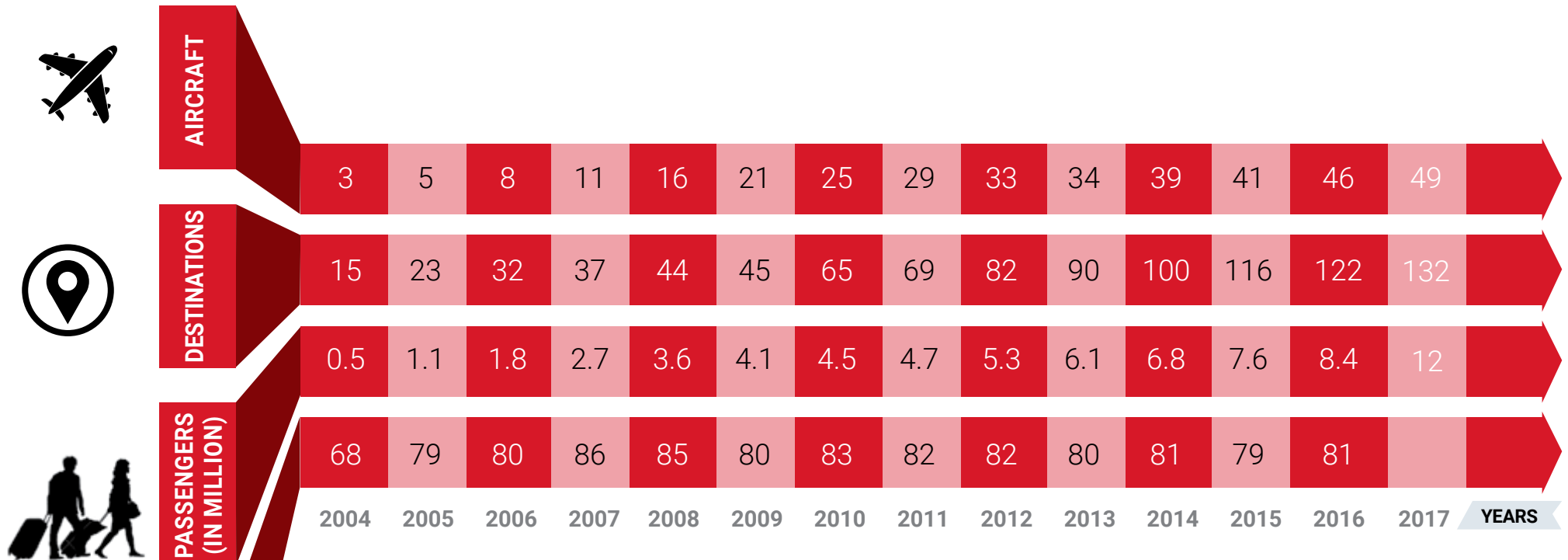


10



08

NUMBERS TAKE-OFF



7 FOLD
INCREASE IN
PASSENGER TRAFFIC
OVER THE PAST DECADE

OVER
80%
SEAT
OCCUPANCY

THE AIR ARABIA FLYING EXPERIENCE

Operates the youngest
fleet of world's best
ever selling jetliner -
AIRBUS A320



SKY MALL offers
wide range of **DUTY
FREE PRODUCTS**



IN-FLIGHT ENTERTAINMENT

movies, sports, adventure
and world programmes,
comedy series, on-board
Q&A session, drawing
and face painting
for children



SKY CAFE
offers variety of food
options with different
**INTERNATIONAL
CUISINES**



AWARDS

2016



Air Arabia ranked **3RD** among top 50 airlines in the world by **AIRFINANCE JOURNAL**

2015

8 AWARDS recognising Air Arabia as the **BEST** in the segment and **TOP AIRLINE BY GROWTH**



BEST in the segment in the Middle East at **SKYTRAX WORLD AIRLINE AWARDS 2015**

2014



LEADING airline in the segment at the **WORLD TRAVEL AWARDS 2014**

2013

3 AWARDS appreciating Air Arabia as **INDUSTRY LEADER**, for excellence in branding & marketing and **AN AWARD** recognising **AIR ARABIA'S CSR INITIATIVES**



2012

1st airline for **PUNCTUALITY** at Moscow airport, **2nd BEST PERFORMING** airline at Aviation Week's **ANNUAL TOP-PERFORMING AIRLINES** and



3rd edition of CEO Middle East Awards - **CEO OF THE YEAR**

THE SHARJAH HUB

SHARJAH AIRPORT

2

FREE ZONES
COVERING
28 MILLION
SQUARE METRES

**OVER
6,000**

COMPANIES OPERATE
FROM SHARJAH AIRPORT
FREE ZONE



36,02,268

PASSENGER MOVEMENT
IN JUST 4 MONTHS OF
THE YEAR 2016

FOOTFALL

2015

11,993,887

98,786

PASSENGER
MOVEMENT


1999

AIRCRAFT
MOVEMENT

1,001,852

27,577





THE SHARJAH STORY CITYSCAPE

3rd
LARGEST and the
MOST POPULOUS
CITY in the UAE

AED
1.49
BILLION
Expected turnover of
the tourism and travel
market by end-2016

6.2%
Growth predicted in
hotel occupancy

48%
of UAE's industrial
output comes from
19 industrial areas

THE HUBS OF PROSPERITY



CASABLANCA

Reported
2.87% increase in
passenger traffic.

6,98,192
PASSENGERS in
April 2016

25,80,263
PASSENGERS
between January-
April 2016.
5.52% rise over 2015



ALEXANDRIA

Principle airport for
ALEXANDRIA due
to recent closure of
El Nozha airport

New terminal built
at a cost of
US\$ 52 MILLION;
capable of handling
1,000PASSENGERS
per hour



AMMAN

MAY 2016
Increase of **7.2%** in year-
to-date passenger traffic.
2,241,327 PASSENGERS
since the start of the year

Monthly aircraft
movement of **6,029**
compared to last
year's **5,700**

APRIL 2016
601,808 PASSENGERS,
against 578,539 in April
2015, indicating a **4%**
year-on-year increase



RASALKHAIMAH

Strategic location:
MIDWAY BETWEEN
EUROPE and
the **FAR EAST**

Critical connection to
Europe, Middle East,
North & East Africa,
Central Asia &
the Indian Subcontinent

CALMYETATTRACTIVE
STOPOVER
DESTINATION for East,
West, Europe, Middle
East, Africa, Indian
Subcontinent and the
Far East



ACROSS THE GLOBE

5 HUBS

Air Arabia's growing footprint, with two hubs in the UAE and one in Morocco, Egypt and Jordan.



CASABLANCA

MONTPELLIER
FRANCE

FRANKFURT
GERMANY

ISTANBUL
TURKEY

TANGIERS & MARRAKECH
MOROCCO

NAPLES
ITALY

MADRID
SPAIN



ALEXANDRIA

DOHA
QATAR



AMMAN

KUWAITCITY
KUWAIT

ERBIL
IRAQ

SHARM EL SHEIKH
EGYPT

JEDDAH, MEDINA &
DAMMAM
SAUDI ARABIA



SHARJAH

URUMQI
CHINA

ISFAHAN
IRAN

GIZAN & TABUK
SAUDI ARABIA

FAISALABAD,
MULTAN AND
QUETTA
PAKISTAN

RAS AL KHAIMAH

DOHA
QATAR

KATHMANDU
NEPAL

NAWRAS

THE INFLIGHT MAGAZINE OF AIR ARABIA // JAN 2018

48 HOURS IN BAKU

Baku offers rich culture, impressive architecture and stunning scenery to all kinds of travellers

BEDAZZLED IN BEIRUT

Exuberant people, natural beauty and historical splendour make for a memorable stay



2

MONTHLY EDITIONS
SHARJAH &
MOROCCO

READERSHIP

12

MILLION
ANNUALLY

MULTI-LINGUAL

ENGLISH-ARABIC
& FRENCH-
ENGLISH-ARABIC

SHARJAH EDITION
(ENGLISH-ARABIC)
caters to Middle East
and Asia

MOROCCO EDITION
(FRENCH-ENGLISH-ARABIC)
caters to Europe and
North Africa

EDITORIAL MISSION

Nawras, the monthly in-flight magazine of Air Arabia, is a perfect blend of travel, knowledge and entertainment. Created by an award-winning editorial and design team, the magazine is divided between a variety of in-depth articles on travel, fashion, lifestyle, health, music, sports, movies and also keeps the readers updated on the news front. The multi-lingual magazine has two editions: Sharjah Edition in English and Arabic that caters to readers in the Middle East-Asia region and Morocco Edition in French, English and Arabic that reaches out to audiences from Europe and North Africa



TECH SPECS

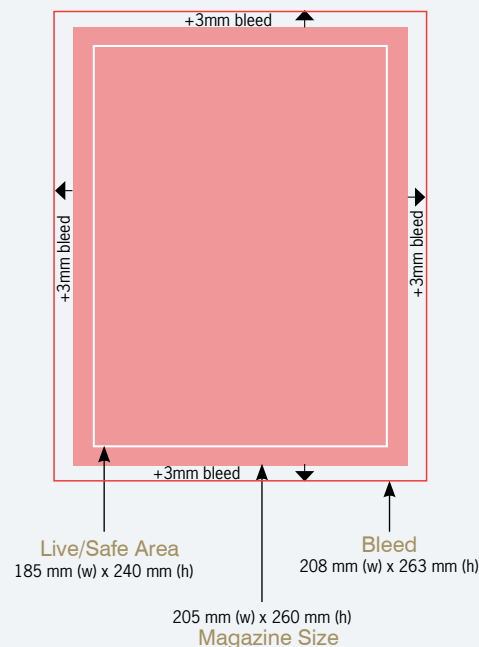
| | | |
|------------------------|----------------------|-----------------|
| Magazine Size: | 20.5 cm x 26.0 cm | 205 mm x 260 mm |
| Live/Safe Area: | 18.5 cm x 24.0 cm | 185 mm x 240 mm |
| Bleed size: | Magazine size + 3 mm | |

PAGE BLEEDS:

- 3 mm on all sides for a total document size of 205 mm wide x 260 mm high. Ads submitted without sufficient bleed area will be reduced to fit live area size.

LIVE/SAFE AREA OR NON BLEEDS:

- 10 mm on all sides for a total document size of 205 mm wide x 260 mm high.
- Additionally, for spread bleed ads, allow 10 mm on each side of the gutter for binding.
- Please do not place logos, legal disclaimers or other critical information outside live area.
- Clearly mark all ad materials with proper cropping instructions to avoid misinterpretation.
- The ad should be provided in the PDF and EPS format only.



Magazine Dimensions/ Bleed Ad

| | W x H (cm) | W x H (mm) |
|-----------------------|-------------|------------|
| Magazine Size: | 20.5 x 26.0 | 205 x 260 |
| Live/Safe Area (FPC): | 18.5 x 24.0 | 185 x 240 |
| Double spread ad | 39.0 x 26.0 | 390 x 260 |

Non-Bleed Ad Dimensions

| | W x H (cm) | W x H (mm) |
|---------------|-------------|------------|
| Full page | 18.5 x 24.0 | 185 x 240 |
| Double Spread | 37.0 x 24.0 | 370 x 240 |

Ad Creative Deadlines

| Issue | Deadline |
|----------------|----------------------------|
| September 2017 | 15 th August |
| October 2017 | 15 th September |

...and similarly for all successive months

RATE CARD

Sharjah Edition (Middle East & Asia)

| Specifications | Rate Card (in US \$) | Rate Card (in AED) |
|-----------------------------|----------------------|--------------------|
| Full Page Colour (FPC) | 9800 | 36300 |
| Double Spread (DPS) | 17700 | 65500 |
| Inside Front Cover | 14900 | 55000 |
| Opening Spread (English) | 21900 | 80900 |
| Opening Spread (Arabic) | 21900 | 80900 |
| 2nd DPS | 19600 | 72600 |
| Inside Front Cover (Arabic) | 13800 | 51200 |

Morocco Edition (Europe & North Africa)

| Specifications | Rate Card (in US \$) | Rate Card (in MAD) |
|-----------------------------|----------------------|--------------------|
| Full Page Colour (FPC) | 4300 | 42600 |
| Double Spread (DPS) | 7700 | 77000 |
| Inside Front Cover | 6400 | 63800 |
| Opening Spread (French) | 9500 | 94600 |
| Opening Spread (Arabic) | 9500 | 94600 |
| 2nd DPS | 8500 | 85000 |
| Inside Front Cover (Arabic) | 6000 | 60000 |

Combined (Both Editions)

| Specifications | Rate Card (in US \$) | Rate Card (in AED) | Rate Card (in MAD) |
|-----------------------------------|----------------------|--------------------|--------------------|
| Full Page Colour (FPC) | 14200 | 52500 | 138600 |
| Double Spread (DPS) | 25600 | 94600 | 249700 |
| Inside Front Cover | 21300 | 78900 | 207900 |
| Opening Spread (English & French) | 31700 | 117200 | 308000 |
| Opening Spread (Arabic) | 31700 | 117200 | 308000 |
| 2nd DPS | 28400 | 105100 | 275000 |
| Inside Front Cover (Arabic) | 19900 | 73700 | 194200 |

* Advertisers can choose either the Sharjah/Morocco edition or a combined package

Periodicity: Monthly
Distribution: Every seat pocket

AED: United Arab Emirates Dirham
MAD: Moroccan Dirham

IN-FLIGHT BRANDING

BRANDING ON TRAY TABLES/ TRAY MATS/HEAD REST COVERS



RATE CARD (Monthly) Tray mat branding

| | |
|-----------------|----------------------|
| Target audience | Entire route network |
| Minimum booking | 1 month |
| Lead time | 2 weeks |
| Price in US \$ | 54,500 / month |
| Price in AED | 200,000 / month |

RATE CARD (Monthly) Tray tables*

| | |
|-----------------|--------------------------------------|
| Reach | 20,000 contacts / month per aircraft |
| Target audience | Entire route network |
| Minimum booking | 1 aircraft for 1 month |
| Lead time | 4 weeks |
| Price in US \$ | 16,350 / month per aircraft |
| Price in AED | 60,000 / month per aircraft |

Head rest covers*

| | |
|-----------------|--------------------------------------|
| Reach | 20,000 contacts / month per aircraft |
| Target audience | Entire route network |
| Minimum booking | 1 aircraft for 1 month |
| Lead time | 4 weeks |
| Price in US \$ | 13,650 / month per aircraft |
| Price in AED | 50,000 / month per aircraft |

Discounts

| | 2 - 4 AC | 5 - 9 AC | 10 - 14 AC | 15 - 20 AC | > 20 AC |
|-----------------|----------|----------|------------|------------|---------|
| Volume discount | 5% | 10% | 15% | 20% | 25% |

| | 2 - 4 months | 5 - 8 months | 9 - 12 months |
|-------------------|--------------|--------------|---------------|
| Duration discount | 5% | 10% | 15% |

IN-FLIGHT BRANDING

GIVE YOUR BRAND THE **AUDIO-VISUAL POWER**



RATE CARD (Monthly) In-flight entertainment ad

| | |
|-----------------|--------------------------------------|
| Reach | 20,000 contacts / month per aircraft |
| Target audience | Entire route network |
| Visual format | video ad shown every 1h |
| Minimum booking | 1 month |
| Lead time | 4 weeks |
| Price in US \$ | 8,200 / month |
| Price in AED | 30,000 / month |

Discounts

| | 2 - 4 AC | 5 - 9 AC | 10 - 14 AC | 15 - 20 AC | > 20 AC |
|-----------------|----------|----------|------------|------------|---------|
| Volume discount | 5% | 10% | 15% | 20% | 25% |

| | 2 - 4 months | 5 - 8 months | 9 - 12 months |
|-------------------|--------------|--------------|---------------|
| Duration discount | 5% | 10% | 15% |

Mandatory for all passengers on all flights

REACH OUT TO YOUR AUDIENCE VIA CUSTOMISED FLYERS

Our expertise in in-flight branding ensures that flyers and branding pamphlets are handed over to the passengers at opportune moments. And who better than the cabin crew to know the right time to distribute these among passengers.

RATE CARD (Monthly) Flyers distribution by cabin crew

| | |
|-----------------|---|
| Reach | 100 - 160 contacts / flight |
| Target audience | Entire route network, can be targeted by region |
| Minimum booking | 1 month, 1 region |
| Lead time | 4 weeks |
| Price in US \$ | 71 - 110 / flight depending on the region |
| Price in AED | 260 - 400 / flight depending on the region |



Discounts

| | 2 regions | 3 regions | 4 regions | entire network |
|-----------------|-----------|-----------|-----------|----------------|
| Volume discount | 10% | 15% | 20% | 25% |

| | 2 - 4 months | 5 - 8 months | 9 - 12 months |
|-------------------|--------------|--------------|---------------|
| Duration discount | 5% | 10% | 15% |

BRANDING USING ANCILLARY SERVICES

Ensures that passengers are effectively engaged from the moment they book tickets to the time they board the flight by means of ticket confirmation banners, hand baggage tags and boarding passes

BOARDING PASS/BAGGAGE TAGS



RATE CARD (Monthly)

Boarding pass (from Sharjah)

| | |
|-----------------|---|
| Target audience | Passengers departing from Sharjah Airport |
| Minimum booking | 1 month |
| Lead time | 4 weeks |
| Price in US \$ | 21,800 / month |
| Price in AED | 80,000 / month |

RATE CARD (Monthly)

Hand baggage tag (from Sharjah)

| | |
|-----------------|---|
| Target audience | Passengers departing from Sharjah Airport |
| Minimum booking | 1 month |
| Lead time | 4 weeks |
| Price in US \$ | 13,650 / month |
| Price in AED | 50,000 / month |

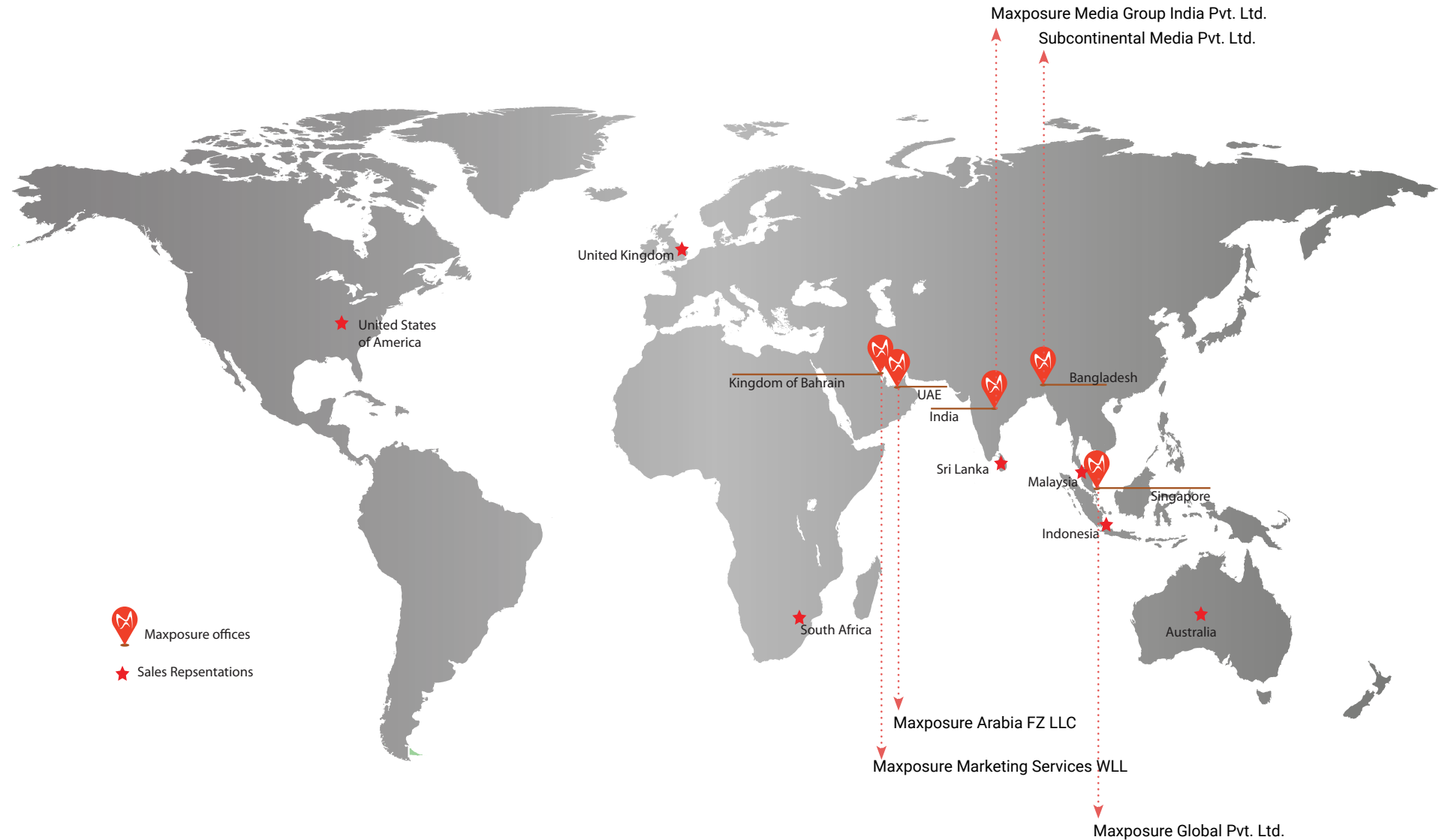
E-Ticket confirmation banner

| | |
|-----------------|--------------------------------|
| Reach | 400,000 contacts / month |
| Target audience | Entire route network |
| Visual format | jpeg banner (700 x 100 pixels) |
| Minimum booking | 1 month |
| Lead time | 2 weeks |
| Price in US \$ | 54,500 / month |
| Price in AED | 200,000 / month |

Discounts

| | 2 - 4 months | 5 - 8 months | 9 - 12 months |
|-------------------|--------------|--------------|---------------|
| Duration discount | 5% | 10% | 15% |

MAXPOSURE GLOBAL OFFICE NETWORK





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DUBAI SINGAPORE MALAYSIA COLOMBO INDIA