



# OPEN SKIES

Media Kit 2020

## About Open Skies



### Open Skies is Emirates' multi-award winning inflight magazine

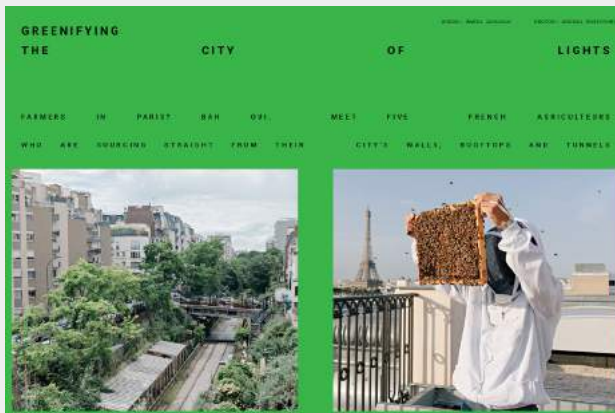
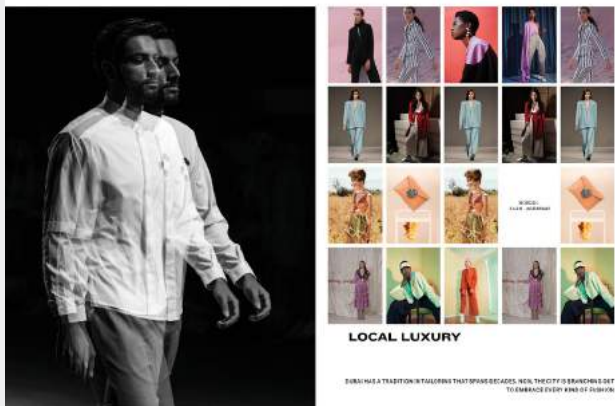
- The magazine creates a connection between Emirates and its loyal customers. It is a celebration of that relationship.
- Open Skies evokes the romance of air travel and represents a lifestyle that its readers can aspire to.
- Our customer base is affluent, connected, and well read – through its editorial and imagery, Open Skies ensures those characteristics are catered for.
- With a stable of global contributors, Open Skies champions long-form journalism, world-class writing and photography, ensuring that it is always ahead of the competition.



## Open Skies - Editorial Sections

### Main

Our stories focus on unique travel and lifestyle —experiences, exceptional individuals, emerging scenes or trends and innovative institutions.



### Front

Carefully curated content, focused on unique experiences and offering personal insights.



### Briefing

Welcomes readers into the world of Emirates.



## Emirates - Key Statistics



Emirates flies to  
**158 destinations**  
in 85 countries  
from Dubai



**14,000+**  
average flights per month



The largest  
operator of  
the A380 and  
Boeing 777  
in the world



**58.6 million**  
passengers  
carried by Emirates  
in 2018-2019



**76.8% seat**  
occupancy  
across Emirates flights in  
2018/2019



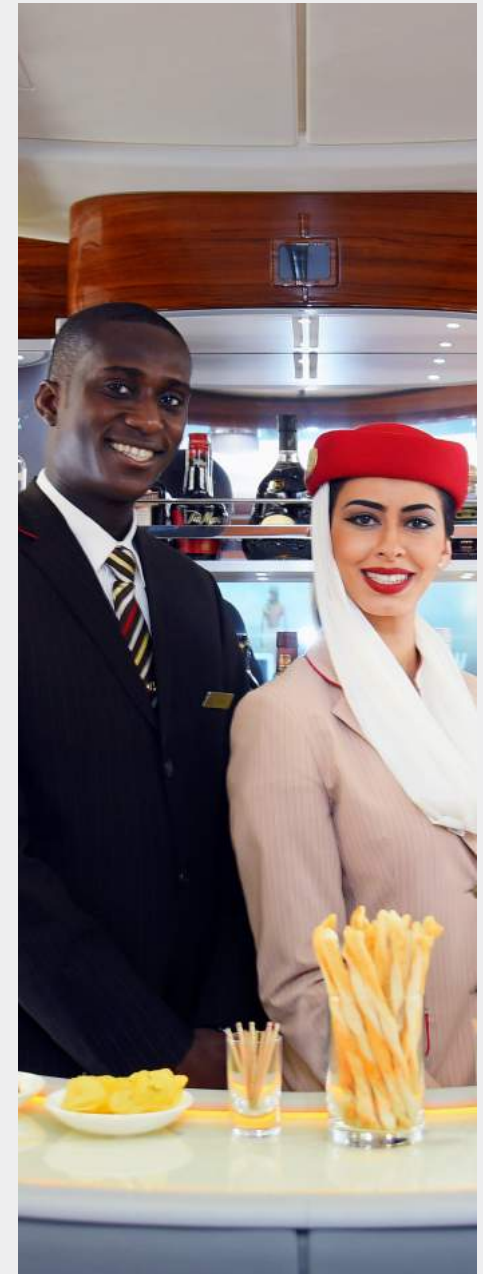
**42 dedicated**  
airport  
lounges



**4.88 million**  
passengers a month



**270 passenger**  
aircraft  
in operation



## About Emirates



Worlds  
largest  
international  
airline



Emirates is a  
global brand  
name associated with sporting  
celebrities, teams, and one of  
the leading sponsors for major  
global events



It is the  
Middle East's  
most valuable  
airline brand  
valued at US\$6.2 Billion



Emirates has over 24  
million Skywards  
members  
making it one of the world's most  
popular rewards programme



Average  
flight time  
of 6.5 Hours

**Emirates' customer focus, product and service innovations, has earned it an array of accolades in 2019, including four Business Traveller Middle East Awards — Best Airline Worldwide, Airline with the Best Business Class, Best First Class Airport Lounge in the Middle East and Airline with the Best Cabin Crew. Emirates swept the [airlinering.com](https://www.airlinering.com) airline excellence awards 2019, clinching Best Long Haul Airline - Middle East and Africa and Best Inflight Entertainment for a third consecutive year. Emirates was also named Best Airline in the World and Best Airline in the Middle East at the 2018 Ultras.**





## Passenger Demographics

### Passenger Destinations

**24%**  
Europe

**17%**  
Middle East

**16%**  
Indian Subcontinent

**16%**  
Far East

**13%**  
Australia & Asia

**9%**  
Africa

**5%**  
Americas

### Passenger Age

**29%**  
35-44 Years

**24%**  
25-34 Years

**20%**  
45-54 Years

**13%**  
55-64 Years

**8%**  
24 Years & lower

**6%**  
65+ Years

### Passenger Split

**68%**  
Economy Class

**25%**  
Business Class

**7%**  
First Class

### Gender Split

**52%**  
Male

**48%**  
Female



## Our audience



### Captive audience

With an average flight duration of 6.5 hours, you have access to a unique and captive audience away from distractions.



### Affluent

Just 2.2 per cent of the population has an income greater than US\$160,000. Passengers who fly Emirates 6 or more times a year are 340% more likely to earn US\$150,000 or more a year.



### Engaged audience

Passengers consider flight time their own leisure time. An opportunity to switch off and relax.



### Early adopters

Premium passengers embrace new technology and hardware sooner than their peers to help simplify and make their lives more productive.



### Decision makers

Passengers flying in premium cabins are more likely to be CEO's, Presidents, Directors, MD's, and board members, allowing you to target and influence key decision makers.

The Emirates customer base predominantly consists of frequent travellers.

**80% OF EMIRATES PASSENGERS  
TAKE 3 OR MORE FLIGHTS A YEAR**

## Our audience

Passengers who fly 6 or more times per year are:

**270%**

more likely to earn  
US\$100,000 to  
US\$150,000 a year

**240%**

more likely to own a  
watch worth more  
than US\$4,000

**165%**

more likely to  
own a car worth  
US\$40,000 or more

**400%**

more likely to have a  
private investment  
(excluding mortgage)  
worth between  
US\$950,000 and  
US\$3,000,000

**340%**

more likely to  
earn US\$150,000 or  
more a year

**340%**

more likely to pur-  
chase another watch  
worth more than  
US\$4,000 in the  
next 12 months

**200%**

more likely to spend  
US\$40,000 or more  
on their next car

**240%**

more likely to have  
annual golf club  
membership

**300%**

more likely to own a  
designer suit costing  
over US\$1,000

**250%**

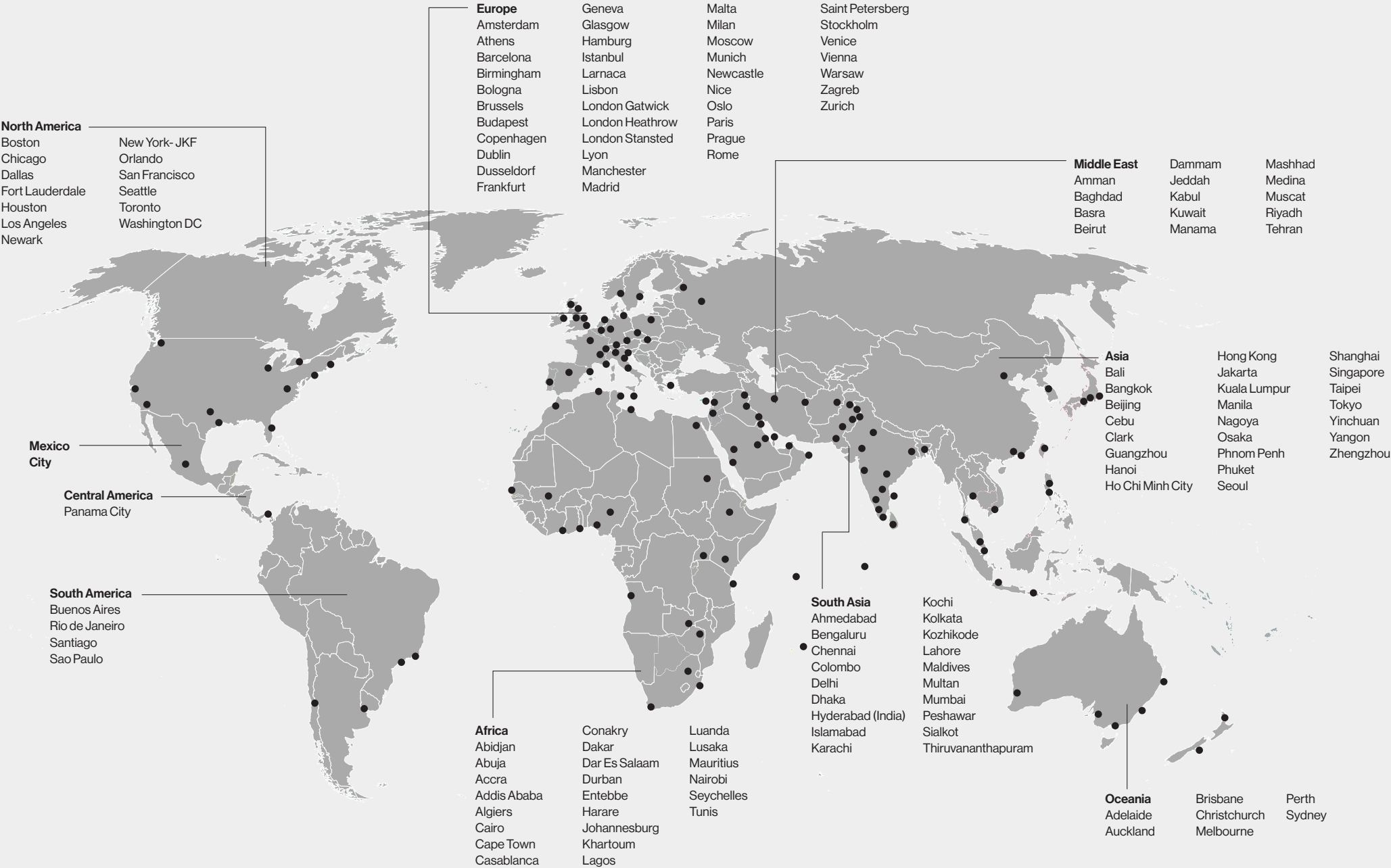
more likely to own a  
handbag worth over  
US\$500

**250%**

more likely to own  
jewellery worth more  
than US\$1,500







## Dubai Airport, the aviation hub

Dubai has become a global aviation hub, for many of the world's leading brands, Dubai International Airport is an incredibly important part of their marketing channel:



**One third**  
of the world's  
population lives within  
4 hours of Dubai



**Dubai  
International  
Airport**  
is the world's busiest airport  
for international travellers



**Passenger  
traffic**  
through Dubai International  
Airport has grown by 1.4%  
in 2019



**Retail traffic  
up 7%**  
with footfall of 80 million  
customers in 2019



**Dubai  
International  
Terminal 3**  
is the world's largest  
airport terminal and has an  
annual capacity of  
43 million passengers



**Dubai  
Duty Free**  
are expecting sales of  
over US\$2 billion in 2020



**84 million  
passengers**  
expected to have passed  
through Dubai International  
Airport

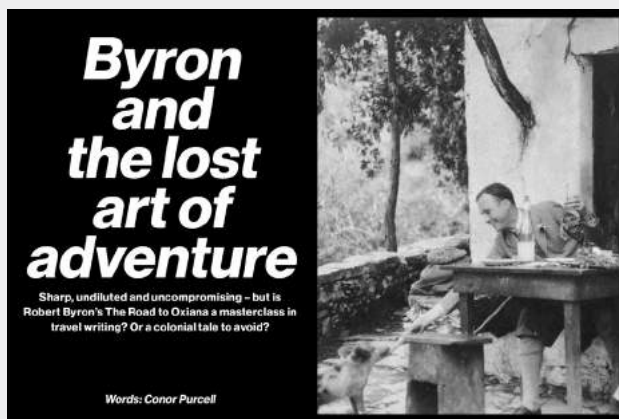
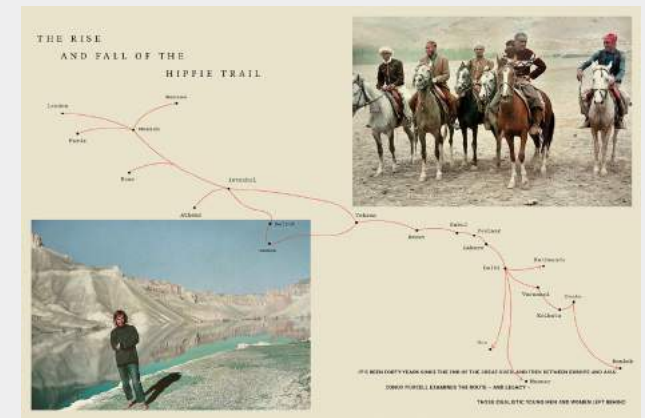
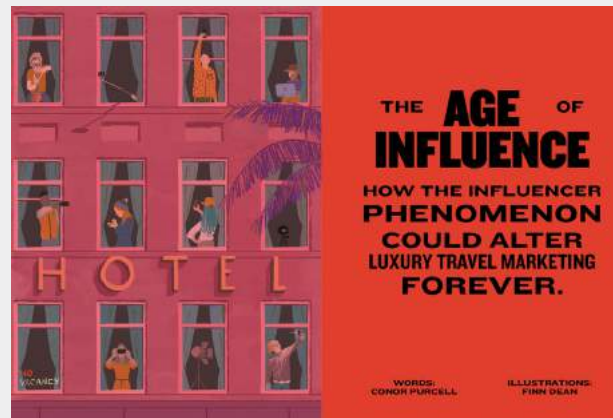


**Average sale**  
per passenger at  
Dubai Duty Free in 2019  
was US\$70



## The magazine

**Language:** English **Frequency:** 12 issues per year **Audience:** Economy, Business and First Class Passengers **Circulation:** In the seat pockets of Emirates flights in business and first class whilst available across economy class, as well as being distributed throughout the complete Emirates lounge network **Content:** A contemporary based travel magazine written by the world's leading travel writers and including world class photography.



Reach 4.88 million passengers a month



## Advertising rates

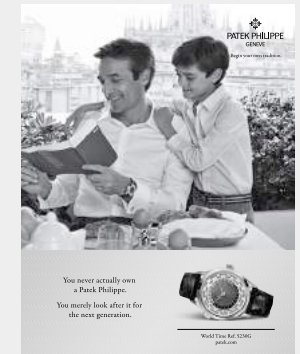
Regular Position	US\$
Full page (ROP)	17,500
Double Page Spread (ROP)	33,500

Premium Positions	US\$
Outside Back Cover	40,150
Inside Front Cover Spread (2 pgs)	71,225
Inside Back Cover	36,850
Full Page (opposite contents)	20,500

DPS positions	US\$
1st Double Page Spread	51,645
2nd Double Page Spread	49,775
3rd Double Page Spread	46,475
4th Double Page Spread	44,550
5th Double Page Spread	42,900
6th Double Page Spread	39,435
7th Double Page Spread	37,675
8th Double Page Spread	36,080

Special Requests	US\$
Bound Insert	59,895

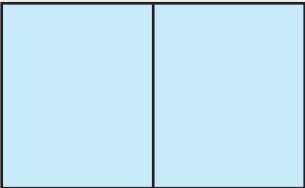
All invoice amounts are exclusive of VAT and shall be paid in full, free of any deductions, withholding taxes, and any other charges including but not limited to bank charges.



# Specifications

Technical specifications

(mm) H x W



Double page spread

Trim:	260	x	390
Bleed:	266	x	396
Type:	224	x	370

DPS ads need to be given as 2 single pages after  
7mm tiling is done on both sides of the spine



Full page

Trim:	260	x	195
Bleed:	266	x	201
Type:	224	x	173

Digital media format

PDF (Portable Document Format)

- The artwork should be a press ready PDF file (version 1.3) generated through Illustrator/ Quark Xpress or InDesign, saved on maximum resolution (300 dpi) in actual size with bleed and crop marks.
- All files must be CMYK format and all black text as over print.
- A colour printout of the saved artwork should be sent for reference along with the CD. However, please note that colour prints/digital proofs supplied will be used only as a guideline and the advertisements will be reproduced as per the data specifics supplied on the CD.
- For bleed size add 3mm extra on all four sides after the trim marks.
- Image loss in the gutter 3mm either side.
- For full page ads ensure that the text is 10 mm away from the crop marks on all four sides.
- If text runs across a DPS please ensure that the text is 10mm away from the gutter on either side.

Deadlines

- Booking 10th of month prior to publication
- Material 12th of month prior to publication

Series discount

- 3-5 insertions 5%
- 6-9 insertions 10%
- 10+ insertions 15%

General information

- 12 issues per year
- Standard agency commission rates apply
- Release date 1st of the month

Cancellation

- Prime Position  
minimum 3 months prior to publication (90 days)
- Standard Advertising  
minimum 1 month prior to publication (30 days)



## NKN Media Pvt Ltd

Phone: +91 7550060460      Email: [info@nknmedia.in](mailto:info@nknmedia.in)

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

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