



WIZZ AIR ABU DHABI MAGAZINE
MEDIA KIT



Say Hello

TO EUROPE'S FASTEST GROWING AIRLINE

Since its first flight in May 2004, Wizz Air has grown to become Europe's fastest growing airline, connecting some of the continent's biggest economies. It is now the fifth largest European airline, and over the next 12 months more than 66m passengers will fly with WIZZ.

66m
passengers will fly
with WIZZ

1,300+
routes across
Europe and beyond

55
countries

200
destinations

200
aircraft in its fleet

93.3%
load factor



Café & Boutique p35-46
المقهى والبوتيك ص 35-46

Wizz

Kings of the skies
in Abu Dhabi

Meet the experts
taking care of the nation's
beloved desert falcons

ملوك السموات
في أبو ظبي

تعرفوا على الخبراء الذين يحتنون
بالصقور ، هذه الطيور الوطنية المحبوبة

wizzair.com



The Wizz Air Group

The Wizz Air Group consists of Wizz Air Hungary, Wizz Air UK, Wizz Air Abu Dhabi (a new national carrier of the UAE founded in 2021) and Wizz Air Malta (founded in 2022).

Wizz Air is the proud recipient of a number of industry awards including:

- EMEA and Global Sustainable Airline of the Year (2022 CAPA)
- World's 2nd most popular airline (aeroTelegraph/Adwired 2022)
 - World's highest load factor airline (March 2022 ch-aviation)
 - 2021 Airline of the Year (Aviation 100)
- Most Sustainable Company in the Airline Industry (World Finance 2021)
 - Airline of the Year (2023 Air Transport Awards)



38

destinations

The Wizz Air Abu Dhabi network now consists of 38 destinations on 3 continents, connecting Europe, Asia and Africa through its base at Abu Dhabi International Airport

10

new routes

Wizz Air Abu Dhabi keeps growing its network by adding exciting new routes to Italy, Kuwait, Saudi Arabia, Turkiye, Cyprus, Uzbekistan, Kyrgyzstan, and others.

1.2

years

Wizz Air Abu Dhabi has the youngest fleet at Abu Dhabi airport, with average aircraft age of 1.2 years. The airline expects to have 55 aircraft by the end of the decade

2

languages

WIZZ Abu Dhabi magazine is a bilingual English and Arabic publication and is the only form of entertainment during the flight

Fly the greenest



Wizz Air offers Europe's greenest choice of air travel, and it has one of the youngest fleets on the continent with exceptionally modern, fuel-efficient engines.

38

The Wizz Air Abu Dhabi network now consists of 39 destinations on 3 continents, connecting Europe, Asia and Africa through its base at Abu Dhabi International Airport

2ND

Wizz Air Abu Dhabi is now the second largest inbound airline carrier at Abu Dhabi Airport

8

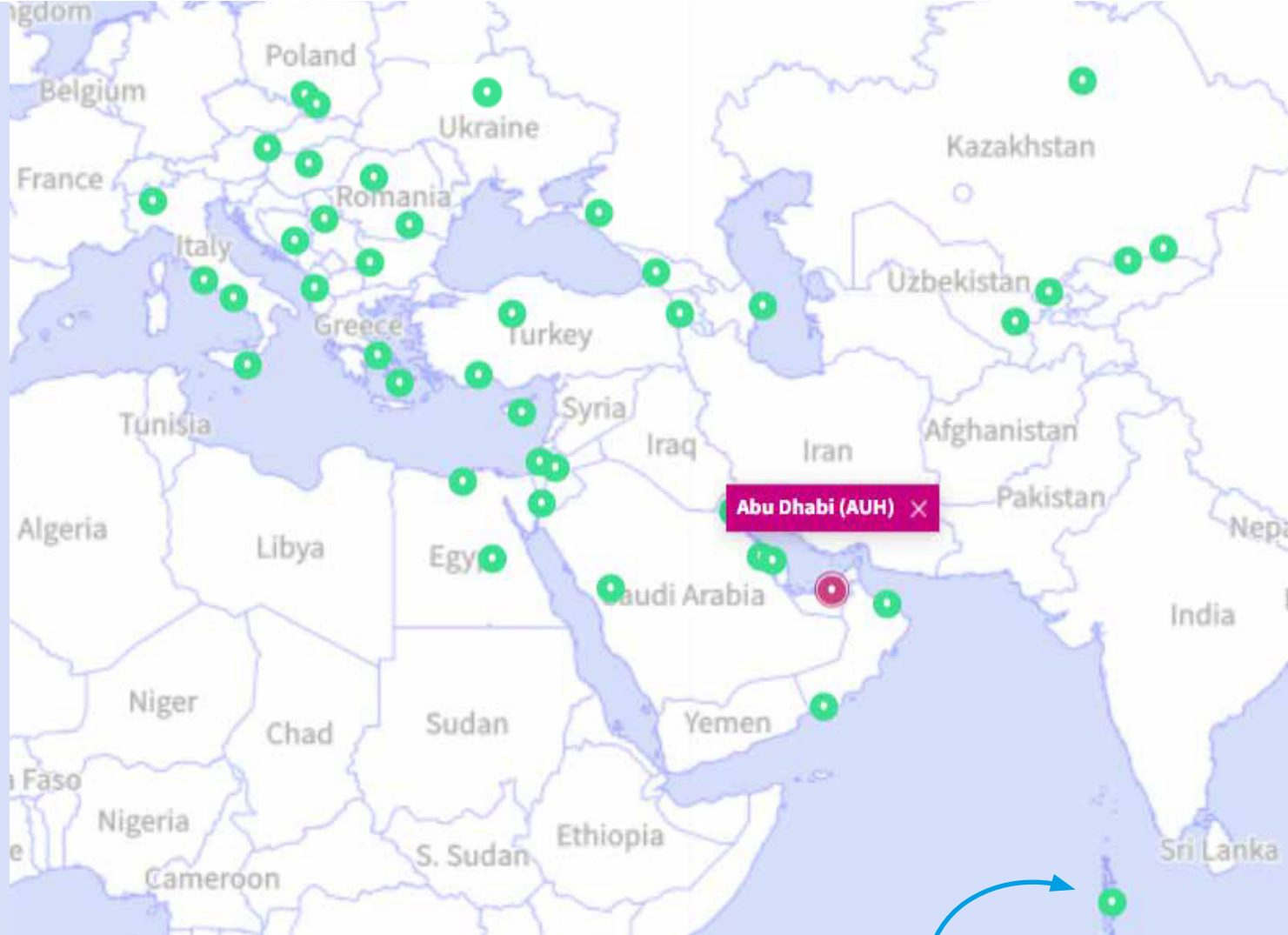
Wizz Air Abu Dhabi has the YOUNGEST fleet at Abu Dhabi airport, with average aircraft age of 1.2 years. The airline expects to have 55 aircraft by the end of the decade

20

Wizz Air plans to launch 20 routes to Saudi Arabia from 11 European cities, starting from 2023

4

In 2023, over 4 million passengers are carried by Wizz Air Abu Dhabi

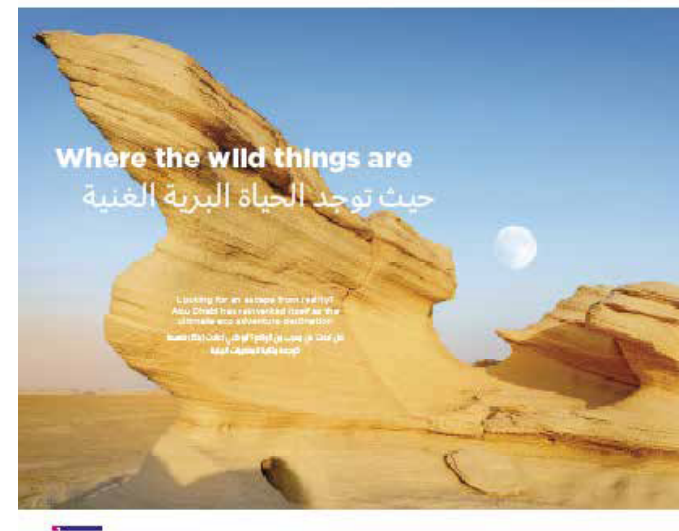


Wizz Air Abu Dhabi now offers connections to **Maldives, Oman, Saudi Arabia** and **Sri Lanka** with stopover in **Abu Dhabi**.

Where we fly

About WIZZ Abu Dhabi Magazine





Abu Dhabi is no stranger to ambition, even its cradling response to its sprawling mega metropolis, the UAE's capital is a city where everything is bigger better and faster. And now it has its sights set on a more surprising goal - becoming green. The government is supporting projects that encourage both urban and visitors to get out of the built-up environment and into a natural one. Whether that's exploring the lush garden city or Al Ain, or bagging a network of once-private nature sites just opened to the public with the aim of a search to encourage the steady reeds - including Abu Dhabi's red sea natural market this year - the coastal city has been busy with the Arabian coast and the Arabian coast is not becoming one of the world's hottest tourism destinations. ready to look up those hiking boots and get exploring. Here are the local ones to visit.

This **English** and **Arabic** dual language, quarterly publication is the only magazine found in every seatback across Wizz Air Abu Dhabi's route network. It's the only form of inflight entertainment onboard a Wizz Air Abu Dhabi flight.

Getting to the heart of a city's story, WIZZ Abu Dhabi magazine surprises, amuses and enlightens Wizz Air Abu Dhabi's adventurous passengers. Our on-the-ground network of writers and photographers across Wizz Air destinations immerse themselves in the places they visit, trying out local experiences, meeting local characters and finding out what makes a destination really tick.

The magazine also features airline news and insight, plus the Café & Boutique menu with refreshments, snacks and duty-free products that can be purchased onboard.





Our audience

51%

of passengers are between 30-45 yrs

38%

of readers use the magazine to source ideas for their next trip

34%

of passengers earn in excess of €75,000

24%

of readers purchased a product they saw in the magazine

38

Average age of passenger

24%

of passengers fly with Wizz Air 12 times a year

47%

of passengers are university graduates

63%

ABC1 audience profile

Inflight media

As more people take more journeys, inflight media becomes stronger and more influential. This sector stands unique in today's advertising world, because of its growing - and captive - audience. Because readers can't skip your ads while on a plane, you will be investing in their undivided attention.

Combine our deep understanding of who is travelling, as well as where and when, with the inspirational content we produce, and it makes for a potent opportunity to get your message across - and make sure it really sticks.

Reach a highly responsive audience in a distraction-free, captive environment

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

Inflight media has the most affluent readership of any of the world's media





New openings

From buzzing restaurants to the bars you'll want to be seen at, here's our round-up of the hottest new places to enjoy around the network



THE LUMINAIRE HOTEL
101 21 110 000
helena.com

A collection of calm in the heart of Lisbon's renaissance Bairro Alto district, The Luminaire mirrors the colours and creativity of Portugal. Forget dozing off to the nearest gallery, all you need to do to see the best local artwork and craftsmanship around the city can be found in the

installation courtesy of Beat McClellan, while the living room has a hand-sewn tapestry by Ferreira de Sá. Rooms are crisscrossed with local goodies including wine, craft beer, hand creams, notebooks and bespoke maps of Lisbon. The determination to celebrate the best of Portugal extends to the top of the hotel. At the Luminaire rooftop restaurant you can look into



AMASIS
+44 13 58 43 03
amasiscatering.com

None about Matt Oriando puts together a menu that is as sustainable as possible - ingredients are all sourced from local farms, forests, rivers and the restaurant's own garden and greenhouse - every bite at Amasis is a taste of Denmark. Come to lunch and you can snack on a

BLO
+44 20 7993 8105
blobar.com

Promising to provide quality through purity, this No. 1 East London eat-and-waste eatery trades directly with local farmers to reduce delivery miles or brings food production in-house - that means churning its own butter and making bread using its own

BLU
+44 20 7993 8105
blubar.com

four mills. From the nose-to-tail approach to meat to the recycled furniture, Blu goes all in when it comes to sustainability



BLUES
+44 20 7993 8105
blubar.com

If you're wondering what exactly an eco spa is, a trip to hotel Elites in sun-drenched Halkidiki (just an hour's drive from Thessaloniki) will soon set the record straight. This elegant boutique hotel uses herbs and fruits from its very own gardens to create oils and potions for its treatments. You'll notice these fresh ingredients over at the bar/restaurant, too, along with a host of locally-sourced ingredients to create a five-star dining experience. The design-focused rooms here are a

THE BEACHCOMBER
+44 20 7271 2455
thebeachcomber.co.uk

This homage to all things '80s opened in 1998, and despite renovations and an evolving drink menu, one thing never changes - the stellar choice of jazz and innovative pop. Accompanying it's Paradise featuring jams from Barbados, Jamaica and Haiti. The menu is a mix of guinea and guinea, passion and hibiscus. Flower syrups, balanced with lime juice, ginger and lime foam.

HOTEL TORQUE
+49 40 244 4400
torque.de

A little essence of Parisian style in the heart of Hamburg, Hotel Torque is a easy, airy stay. Design is at the forefront of the hotel, with ball artwork in the lobby and rooms. The best of the city is easily accessible from here, with Jungfernstieg and Rathaus one just a 10-minute walk away, plus plenty of bars and restaurants.

But don't miss out on Hotel Torque's own delectable eatery. French flair meets German factors served up with a sense of fun in the brasserie, and Gaelic gastrotonics, feasts await in new Chez L'Ami.



Integrate your message

CREATIVE ADVERTISING SOLUTIONS TAILOR-MADE FOR YOUR BRAND

Native advertising and sponsored content provide a unique opportunity to tell your company's story in a way that mirrors the look and feel of WIZZ magazine. Rather than placing an advert beside a story, you become the story.

Whether you're seeking to deliver the message about a single product, raise awareness about your company with a lengthy campaign, or create a jaw-dropping and bespoke editorial magazine of your own, our award-winning creative team can work with you to tell your story in the best possible way.

We can create Q&A interviews with a personal touch, a travel feature that feels fresh and engaging, an expert column, special inserts (gatefold section, pull-out insert or mini magazine) and more.

Digital solutions

REACH WIZZ AIR'S PASSENGERS AT EVERY STEP OF THEIR JOURNEY

Our targeted digital advertising solutions can be targeted by country of origin, flight destination, specific routes or nationalities.

Boarding passes

The second most important travel document after your passport! Passengers check-in and print their boarding passes at home before they head to the airport. Ad banners are viewed by passengers online on their computer screens via a click-through banner, and once they've printed the boarding pass with the advert, it's carried by passengers right up until they arrive at their destination. The boarding pass can also be used as a discount voucher and can contain a unique QR code.

Digital banners

on booking confirmation emails

Confirmation emails are sent to all passengers instantly once the online booking process on wizzair.com is completed. Emails feature details of the flight - itinerary plus digital click-through ad banners, and reach passengers at crucial pre-flight stage when they are still planning their trip.

The collage features several key elements:

- Flight Confirmation Page:** Shows flight details for Wizz Air flight W6 2271 from Budapest (BUD) to Eindhoven (EIN) on 10/09/2017. It includes a table for passenger information and flight details.
- Boarding Pass:** A digital boarding pass for flight W6 3342, showing flight number, date, time, and passenger details. It includes a QR code and a 'FREE CARRY-ON BAG' section.
- Car Rental Banners:** Promotional banners for car rentals, including one for 'SHARE NOW' with a 18€ discount and another for 'WELCOME TO SALZBURG' with a 20% discount.
- Flight Schedule:** A timeline showing the flight path from Budapest to Eindhoven and back.

BOARDING PASSES MUST BE PRESENTED SEVERAL TIMES THROUGHOUT THE JOURNEY

- ▶ at luggage drop-off
- ▶ at airport security
- ▶ at airport duty-free shops
- ▶ at the boarding gate
- ▶ during boarding when locating seats on the plane

Rate card

PER QUARTERLY ISSUE ISSUE

Full page (ROP)	€15,590
Inside Front Cover	€18,708
Inside Front Cover Spread	€21,046
Inside Back Cover	€17,149
Outside Back Cover	€19,643
Double Page Spread	€21,826
Half page	€7,795

ADVERTORIALS

Full Page 300 words	€16,369
Double Page Spread 600 words	€22,917
Half page 150 words	€8,575

SPECIAL REQUESTS

Talk to us about Gate-folds, Tip-ons, Supplements, Advertorials etc.

PRODUCTION SCHEDULE

<i>Issue</i>	<i>Copy deadline</i>
Sept/Oct/Nov	11/08/2023
Dec/Jan/Feb	10/11/2023
Mar/Apr/May	09/02/2024
Jun/Jul/Aug	10/05/2024
Sept/Oct/Nov	12/08/2024

SPECIFICATIONS

Full page

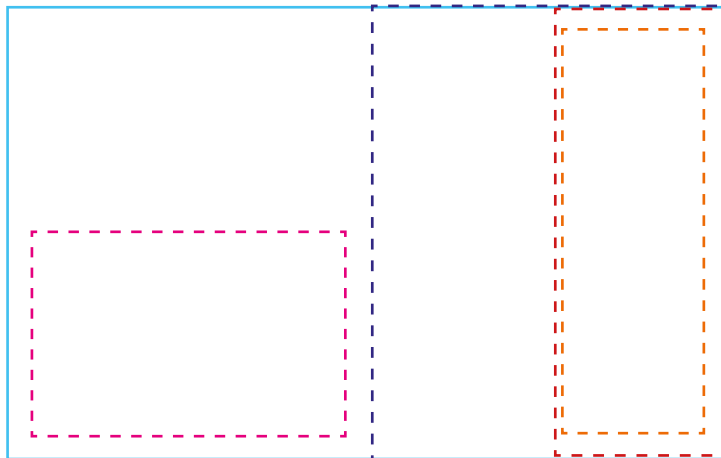
Trim: W 200mm x H 253mm
Bleed: W 206mm x H 259mm
Type: W 188mm x H 241mm

Double page

Trim: W 400mm x H 253mm
Bleed: W 406mm x H 259mm
Type: W 385mm x H 238mm

Half page Horizontal

Trim: W 174mm x H 106mm



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.

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