



W!

MEDIA KIT



Summer 2023

THE BUSIEST SUMMER IN WIZZ AIR HISTORY

- Every second one Wizz Air flight will take off or land somewhere in Europe or Middle East, carrying **over 22 millions** of holidaymakers in summer 2023
 - Over **1500 daily flights** on schedule for summer 2023
- Audience growth by over **170%** compared to prepandemic levels (2019)
 - Every month on average **3** new aircraft are joining the fleet

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
2023

93.3%

load factor





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)

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.

80

destinations around Europe and beyond from London's airports in Gatwick and Luton

16m

Wizz Air is set to carry its biggest UK audience - over 16 million passengers - on its UK routes in the next 12 months.

330

In 2022, Wizz Air continued to expand -with 330 brand new routes joining the network and extending its presence for the first time in Luxembourg, Türkiye, Kuwait, Maldives, Sri Lanka and Saudi Arabia.

19m

Since 2021 Wizz Air has grown significantly in Italy, with 7 bases and a presence at 26 cities. In the next 12 months the airline will carry over 10 million passengers on international routes and over 9 million passengers on domestic routes in Italy.

200

destinations from

38

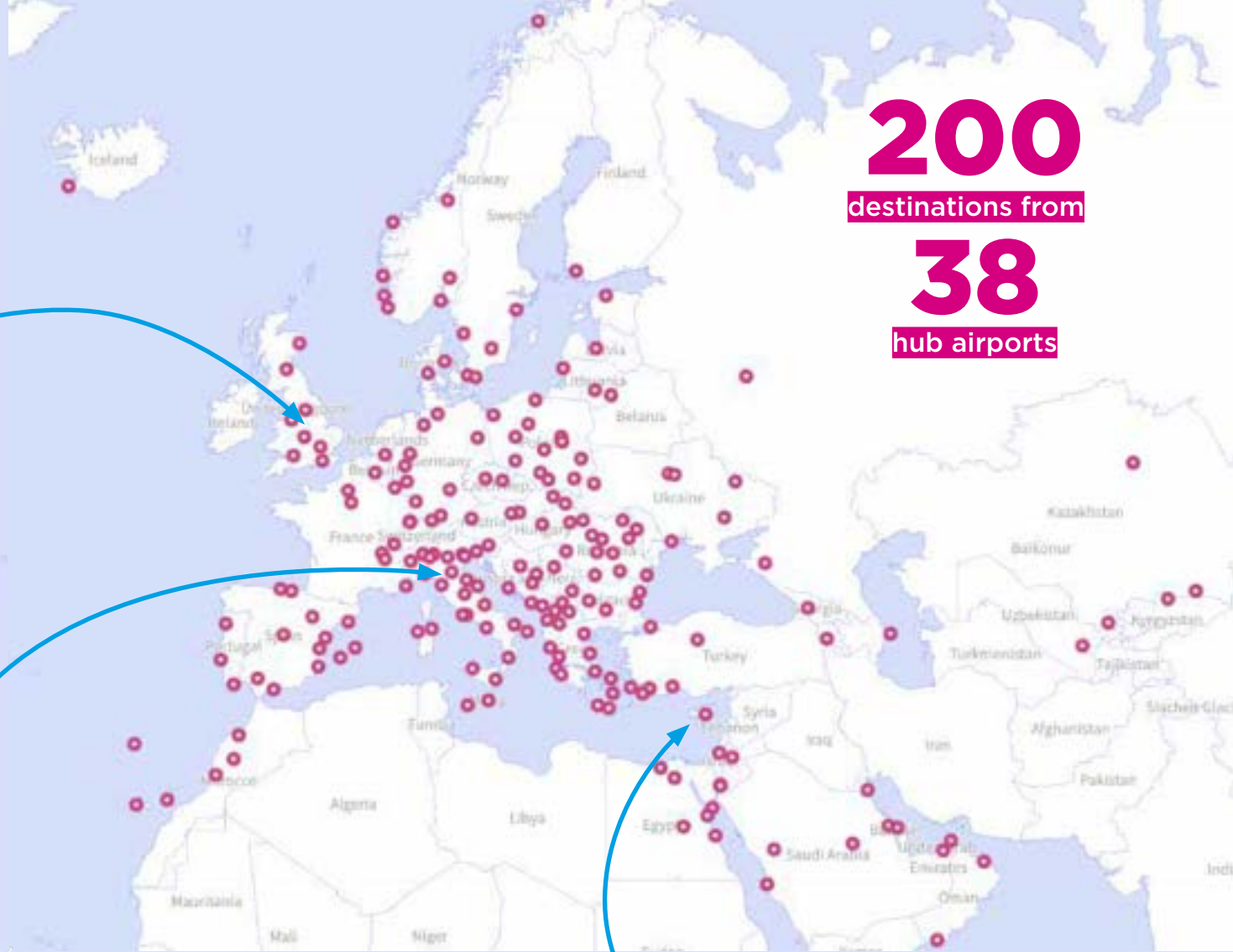
hub airports



3m

Launched during 2021, Wizz Air Abu Dhabi has a network of 34 routes to the Mediterranean, Middle East and Western Asia. Offering a convenient, no-frills experience, it's set to carry 3 million passengers over the next 12 months.

Where we fly



Wizz!

Wizz!

Elf spotting in Iceland

How the nation's elusive 'hidden people' became more than folklore

Jazz it up in London

Step back to the 1920s with daring dances

Café & Boutique from p91

About WIZZ magazine

HAS A CAPTIVE AUDIENCE OF UP TO 10 MILLION READERS EACH ISSUE

Wizz!

Wizz!

Download the Wizz Air app before or after you fly

Riding monsters in Portugal

How the sleepy fishing town of became the world's most surfing destination

Wizz!

Café & Bouti

Why the rollerskati is picking



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 LIMONADES HOTEL
101 21 116300
helena.com

Installation courtesy of Beau McClellan, while the living room has a hand-sewn tapestry by Fernna de Sá. Rooms are crammed with local goodies including wine, craft beer, hand cream, notebooks and bespoke maps of Lisbon.

The determination to celebrate the best of Portugal extends to the top of the hotel. As the Lumis rooftop restaurant around the hotel provides a view of the city.



BLO
144 22 799 8155
blo.com

Promising to provide quality through purity, this No. 1 East London eat-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 and raising four pigs. From the nose-to-tail approach to meat to the recycled furniture, Blo goes all in when it comes to sustainability.



THE BEACHCOMBER
144 20 721 2455
thebeachcomber.co.uk

This homage to all things '80s opened in 1988, and despite owners and an evolving drink menu, one thing never changes - the stellar choice of jazz and innovative cocktails. Owner Adam's pick? Alchemist's Paradise featuring rums from Barbados, Jamaica and Martinique with guava and guacamole, passion and hibiscus. Flower syrup, balanced with lime juice, ginger and lime foam.

BISS
10 23 750 9100
biss.org

If you're wondering what exactly an eco spa is, a trip to hotel Elvik is well-drenched. Habloki (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.



HOTEL TORQUE
149 40 244 1400
torque.com

A little essence of Parisian style in the heart of Hamburg, Hotel Torque is a way, only a way. Design is at the forefront of the hotel, with ballroom in the lobby and rooms. The best of the city is easily accessible from here, with Jungfermühl and Rathaus one pit & 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 gastro; 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 also 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 digital marketing elements:

- Flight Confirmation Page:** Shows a flight confirmation code (OBZ2NJ) and passenger information for John Doe. It includes a table of cabin baggage and checked-in bags, flight details for routes between Budapest (BUD) and Eindhoven (EIN), and promotional banners for car rentals and a 20% discount on Salzburg.
- Boarding Pass:** Displays a Wizz Air boarding pass for flight W6 3342, including passenger details, flight information, and a QR code.
- Car Rental Banners:** Promotes car rental services with the slogan "SHARE NOW" and a 18€ discount.
- Destination Banners:** Promotes travel to Salzburg with a 20% discount.

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 BI-MONTHLY ISSUE

Full page (ROP)	€18,999
Inside Front Cover	€23,748
Inside Front Cover Spread	€29,992
Inside Back Cover	€21,373
Outside Back Cover	€26,122
Double Page Spread	€25,648
Half page	€9,499
Quarter page	€4,749

ADVERTORIALS

Full Page	€20,499
Double Page Spread	€28,648
Half Page	€10,249

SPECIAL REQUESTS

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

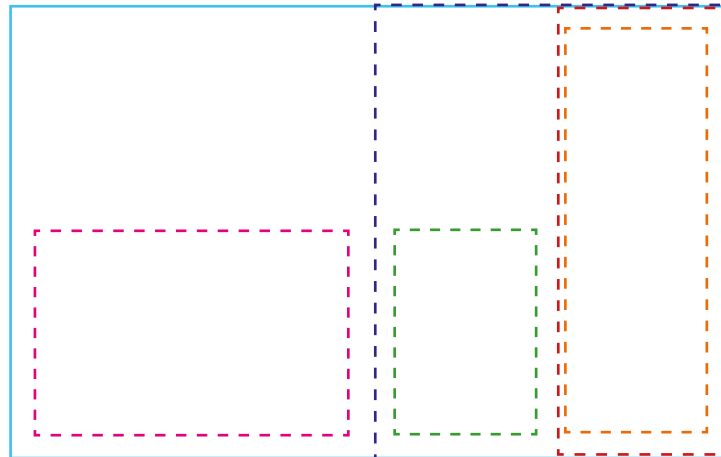
PRODUCTION SCHEDULE

Issue

June-July	5/05/2023
August-September	7/07/2023
October-November	7/09/2023
December/January	6/11/2023
February-March	5/01/2024
April-May	4/03/2024

Copy deadline

June-July	5/05/2023
August-September	7/07/2023
October-November	7/09/2023
December/January	6/11/2023
February-March	5/01/2024
April-May	4/03/2024



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

Half page Vertical

Trim: W 82mm x H 222mm

Half page Vertical (within editorial pg)

Trim: W 95.5mm x H 252mm
Bleed: W 98.5mm x H 259mm
(3mm to top, bottom and right side only)

Quarter page Vertical

Trim: W 82mm 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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