

atlas

EXPLORE THE WORLD WITH ETIHAD AIRWAYS

Media kit 2024



الإتحاد
ETIHAD
AIRWAYS

atlas

EXPLORE THE WORLD WITH ETIHAD AIRWAYS



The magazine

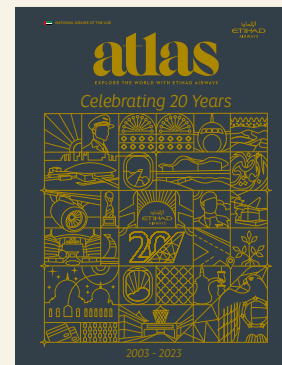
Language: English, Arabic

Frequency: Monthly

Audience: Economy, Business and First class passengers

Circulation: 35,000 copies in the seat pockets of Etihad Airways, First, Business, and Economy class, as well as exclusive distribution in all Etihad lounge networks

Content: A contemporary based travel magazine, written by the world's leading travel writers. The 132 page magazine also includes exclusive images from renowned photographers across the globe



Reach 1.38 million passengers a month

About atlas

Back by passenger demand, the latest editions of *atlas* by Etihad Airways will feature the very best travel features, world-class photography, exclusive updates from the award-winning airline, and the latest news and trends in the world of luxury fashion, hospitality, and leisure

Overview

All cabins will have the benefit of experiencing:

Star on board
Katrina Kaif
 Talking travel secrets with the Bollywood star and Etihad brand ambassador

Throwing shade
 Who else would have been invited to the party? We ask...

Smooth skin
 The best skin solution for your face? We ask...

Wild ocean
 Exotic with a twist, this is the ultimate beachside escape.

Red gold
 The ultimate luxury fragrance for the discerning traveler.

High performance
 The ultimate travel companion for the modern traveler.

Groom yourself
 Men, look your best with this selection of personal care products.

All smiles
 The ultimate travel companion for the modern traveler.

suitcase
 The stylish way to travel

High performance
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Smooth skin
 The best skin solution for your face? We ask...

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 Men, look your best with this selection of personal care products.

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Timezones: The latest global happenings

time zones

Leading light
 Look to Japan's capital for one of the world's most surprising popular tourist attractions

ETIHAD AWARDS
 The ultimate travel companion for the modern traveler.

Index
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Beaches & Backwaters
 Kerala, India's tropical coastal jewel, has much to offer curious travellers

Travel: Regular, stunning destination features

Index airline and destination news

index
 New Chapter, New Home

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Etihad key statistics



Over **70**
destinations
in over 40
countries



16.7
Million
Passengers
a year



7000+
Monthly
Flights



8m+
Etihad Guest
Members



Average flight
time of
6 hours



74%
Passengers
are reading
inflight
magazines



Passenger demographics

<u>Passenger destinations</u>	<u>Passenger age</u>	<u>Passenger split</u>	<u>Gender split</u>	<u>Passenger travel</u>
25% <i>Europe</i>	44% <i>35-54 yrs the highest spending and purchasing powered age group</i>	83% <i>Economy class</i>	39% <i>Female</i>	51% <i>Travel for leisure</i>
30% <i>ME & Africa</i>		14% <i>Business class</i>	61% <i>Male</i>	44% <i>Travel for business</i>
22% <i>Indian Subcontinent</i>	25% <i>25-34 yrs high proportion of influential and far reaching millennials</i>	3% <i>First class</i>		
19% <i>Australia & Asia</i>				
4% <i>Americas</i>	20% <i>50 and above</i>			
	11% <i>Under 25 yrs</i>			



Our audience



Captive audience

Capitalizing on the average flight duration of 6 hours, you have the opportunity to engage with a focused and undistracted audience



Frequent Flyers

With the trust Etihad's frequent flyers place in their airlines, inflight magazine ads gain credibility, benefiting advertisers with increased effectiveness, brand loyalty and conversions



Early adopters

Premium travellers are quick to adhere to the latest technology innovations, to help them simplify their lives and boost productivity ahead of the curve



Decision makers

Within First & Business class cabins, you'll find a higher percentage of CEO's, Directors and board members, creating an ideal environment for targeting and impacting key decision-makers

atlas

EXPLORE THE WORLD WITH ETIHAD AIRWAYS

الإتجاه
ETIHAD
AIRWAYS

Connecting the world to Abu Dhabi



Map key November 2023

- Etihad passenger destinations
- Etihad new destinations
- Air Arabia Abu Dhabi passenger destinations
- Etihad and Air Arabia Abu Dhabi destinations

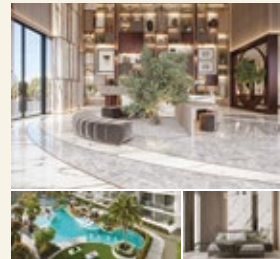
*Summer routes ** Winter routes

rates (US dollars)

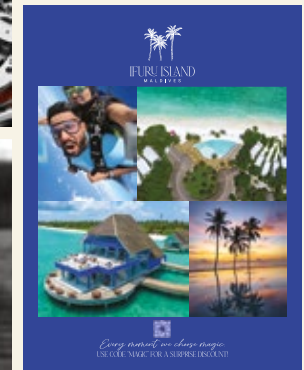
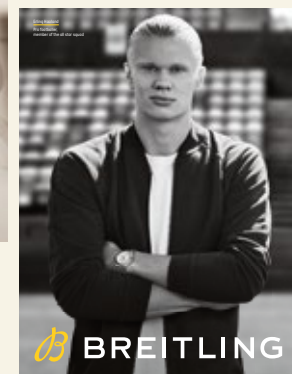
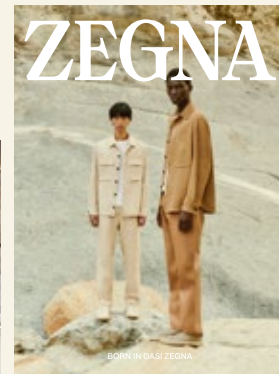
Position	Ratecard
IFCS	\$83,000
1 st DPS	\$70,000
2 st DPS	\$66,500
3 st DPS	\$63,175
4 st DPS	\$60,000
5 st DPS	\$57,000
DPS	\$43,750
DPS Advertorial	\$61,250
IFC	\$56,250
Full Page (Opposite CEO & Contents)	\$29,250
Full Page	\$22,500
Full Page Advertorial	\$31,500
Sponsorship of Feature - (1 Year)	\$60,000
Product Placement	\$3,000
Still Life Product Shoot (2 Pages)	\$61,250
Fashion Shoot (8 Pages)	\$150,000

*Additional costs apply for styling and shoot photography

All rates 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



Inspired by design & powered by trust
 Iman Developers is a leading real estate developer in the UAE, known for its innovative designs and high-quality construction. We are excited to have you on board for our next project, and we look forward to working with you on a long-term partnership. With over 10 years of experience, we have established a strong reputation for delivering exceptional results to our clients. Contact us today to learn more about our services and how we can help you achieve your real estate goals.



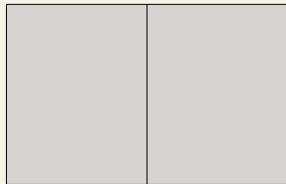
Specifications

Technical specifications



Full page

Trim Size: W 200mm x H 260mm
Bleed Size: W 210mm x H 270mm
Type Area: W 180mm x H 240mm



Double page spread

Trim Size: W 400mm x H 260mm
Bleed Size: W 410mm x H 270mm
Type Area: W 380mm x H 240mm

File Requirements

- High resolution 300 dpi PDF file in CMYK colour mode, artwork needs to include bleed and crop marks at the trim area
- No spot/pantones colours to be used, if used please convert to CMYK colour mode
- All images should be in CMYK format and all black text as over print
- Ensure that text & Logo should be keep in Type Area, ie minimum 10mm inside from the crop marks
- ITP won't be responsible for any difference in color after printing if a suitable color proof is not supplied

Gutter Space Requirements for DPS Artworks

- Regular DPS - Please allow gutter space of 5mm on both sides from the center (total 10mm) to avoid any text & image getting into the spine
- IFC SPREAD - Please allow gutter space of 7mm on both sides from the center (total 14mm) to avoid any text & image getting into the spine

Deadlines

- Booking 14th of month prior to publication
- Material 21st of month prior to publication

General information

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

Cancellation

• Prime Position

Minimum 3 months prior to publication (90 days)

• Standard Advertising

Minimum 1 month prior to publication (30 days)



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