

**WIZZ**

**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 60m passengers will fly with WIZZ.

# 50m

passengers will fly  
with WIZZ

# 1,200+

routes across  
Europe and beyond

# 54

countries

# 200

destinations

# 174

aircraft in its fleet

# 236

new aircraft  
on order



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 يعتنون  
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)



# Wizz Air Abu Dhabi

**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 destinations**

Wizz Air Abu Dhabi keeps growing its network by adding 10 exciting new destinations in 2023 such as Milan, Rome & Naples in Italy, Kuwait, Dammam & Madina (in KSA), Antalya & Ankara (in Turkiye), Samarkand & Tashkent (in Uzbekistan) 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 38 destinations on 3 continents, connecting Europe, Asia and Africa through its base at Abu Dhabi International 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

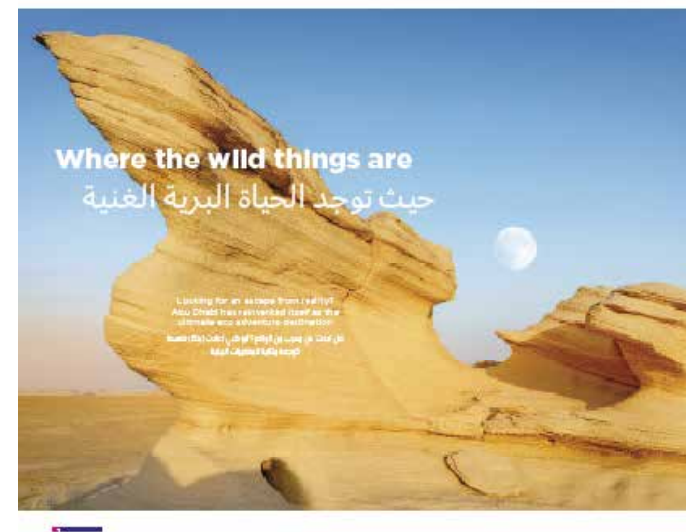


Wizz Air Abu Dhabi now offers connections to **Maldives, Oman, Saudi Arabia** and **Sri Lanka** with stopover in **Abu Dhabi**.

# Where we fly



# About WIZZ magazine



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.

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

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

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





## New openings

From sizzling 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 LUMINARE HOTEL**  
125 21 16 0200  
theluminare.com

Installation courtesy of Beau McClellan, while the living room has a hand-woven tapestry by Ferreira de Sá. Rooms are covered with local goods 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 Lumina rooftop restaurant you can look into the sky and see the city from above.

**AMASS**  
+45 45 58 45 30  
amassrestaurant.com

Noma alumni Matt Orlando 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 Amass is a taste of Denmark. Come for lunch and you can snack on a beautifully-formed dish (the lamb chops, cod, pollock and salmon, chili, vinegar, Indonesian and black pepper ice cream).



**BLO**  
+44 20 7958 8555  
blobar.com

Promising to provide 'quality through purity', this No. 1 eat London 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 flour mill. From the nose-to-tail approach to meat to the recycled furniture, Blo goes all in when it comes to sustainability.



**BOOS**  
+50 2350 91000  
boosgr.com

If you're wondering what exactly an eco spa is, a trip to hotel Boos is undrained Hialeah (just an hour's drive from Tulum) will soon set the record straight. This elegant boutique hotel uses herbs and fruits from its very own garden to create oils and potions for its treatments. You'll notice these fresh ingredients over at the hotel 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 7221 2453  
thebeachcomber.co.uk

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



**HOTEL TORTUE**  
+49 40 3344 1400  
hoteltortue.de

A little essence of Parisian style in the heart of Hamburg, Hotel Tortue is a easy, stylish design is at the forefront of the hotel, with bold artwork in the lobby and rooms. The best of the city is easily accessible from here, with Jungfernstieg and Rathaus are just a 5-minute walk away plus plenty of bars and restaurants. But don't miss out on Hotel Tortue's own delectable eatery. French fare meets German flavours served up with a sense of fun in the bistro, and Gaelic gastronomic treats await in new Chez L'Ami.



Symbolising freedom and adventure for more than seven decades, we take a look at those who remain loyal to the Land Rover



# 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.

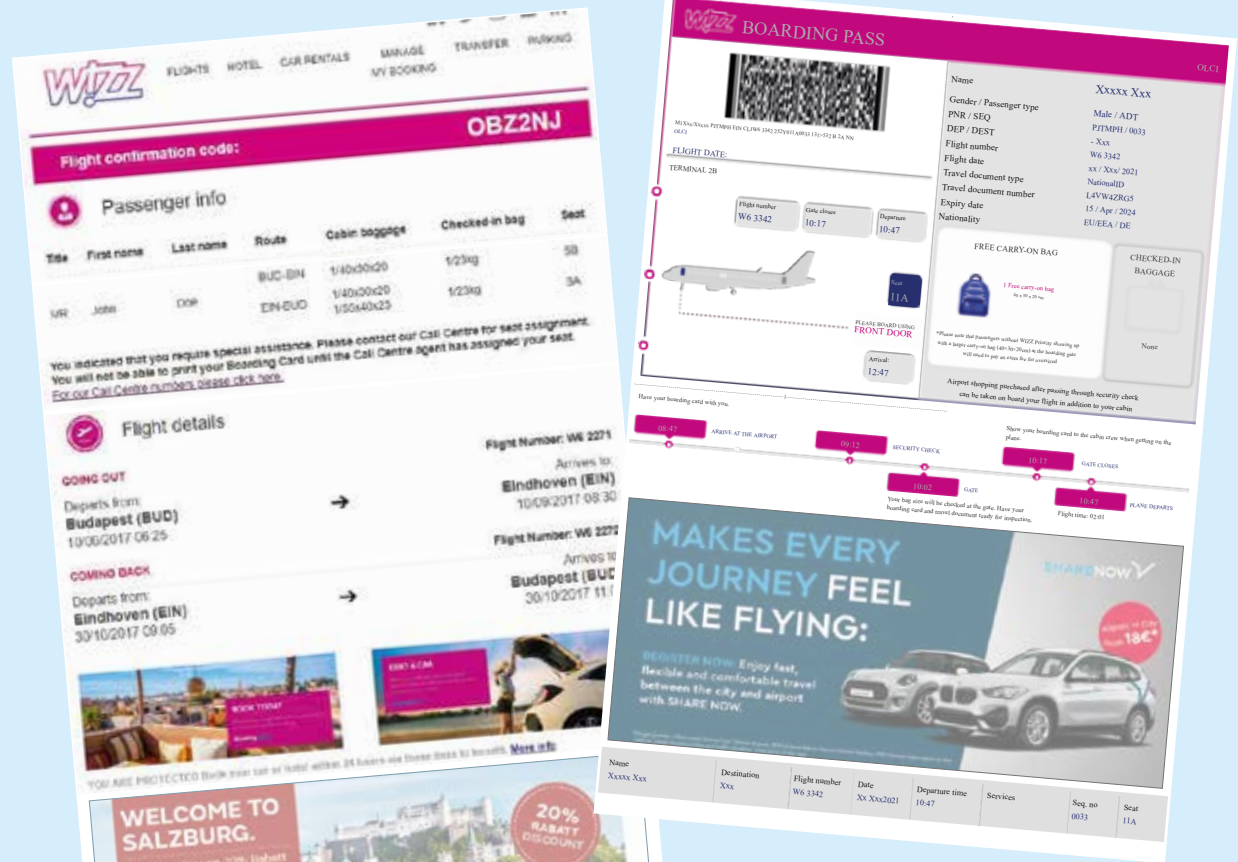
### Boarding passes

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.



### 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

Full page (ROP)	€9,299
Inside Front Cover	€12,699
Inside Front Cover Spread	€16,580
Inside Back Cover	€11,899
Outside Back Cover	€13,140
Double Page Spread	€14,878
Half page	€4,649

## ADVERTORIALS

Full Page 300 words	€10,229
Double Page Spread 600 words	€16,580

## SPECIAL REQUESTS

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

## PRODUCTION SCHEDULE

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

## SPECIFICATIONS

### *Full page*

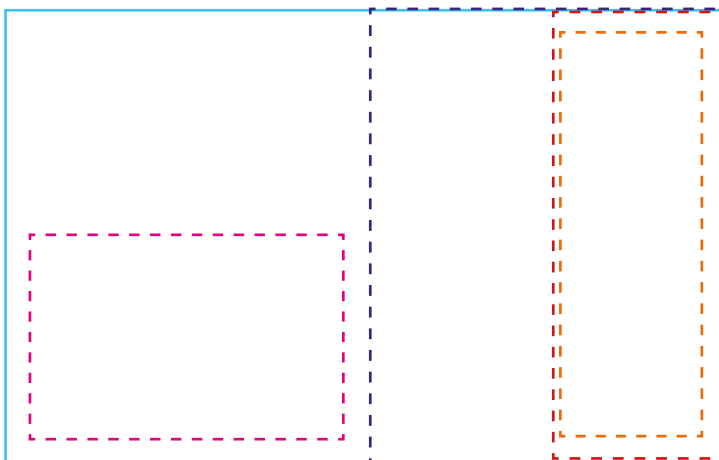
Trim: W 200mm x H 253mm  
Bleed: W 206mm x H 259mm  
Type: W 188mm x H 241mm

### *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



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