

**WIZZ**

**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







# 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)

# 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, Turkey, Kuwait, Maldives, Sri Lanka and Saudi Arabia.

# 19m

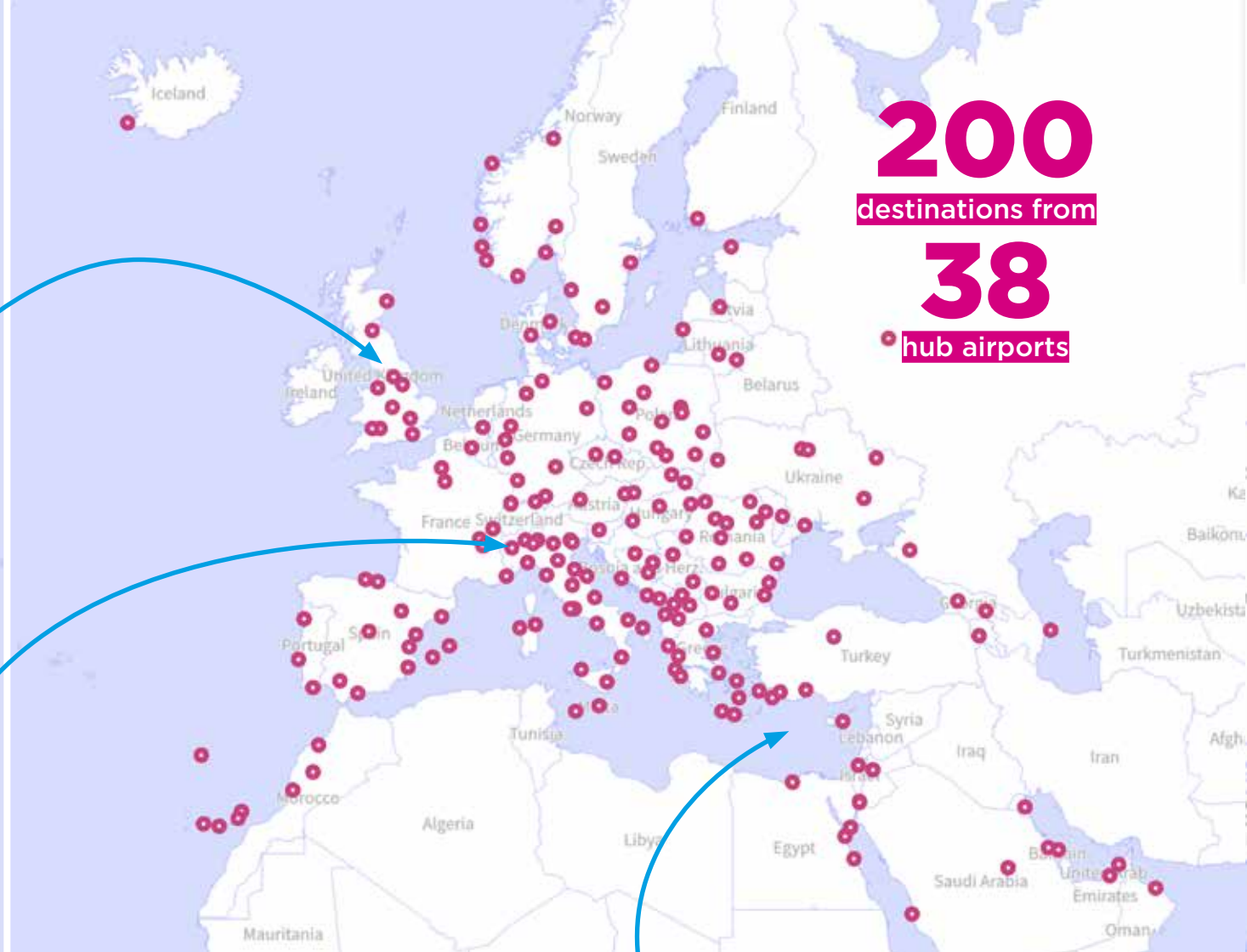
Since 2021 Wizz Air has grown significantly in Italy, with 7 bases and a presence at 26 cities. In the next 12 months the airline will carry over 10 million passengers on international routes and over 9 million passengers on domestic routes in Italy.

# 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





**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**

**Elf spotting**  
in Iceland

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

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  
surfer destination

**Wizz**

The



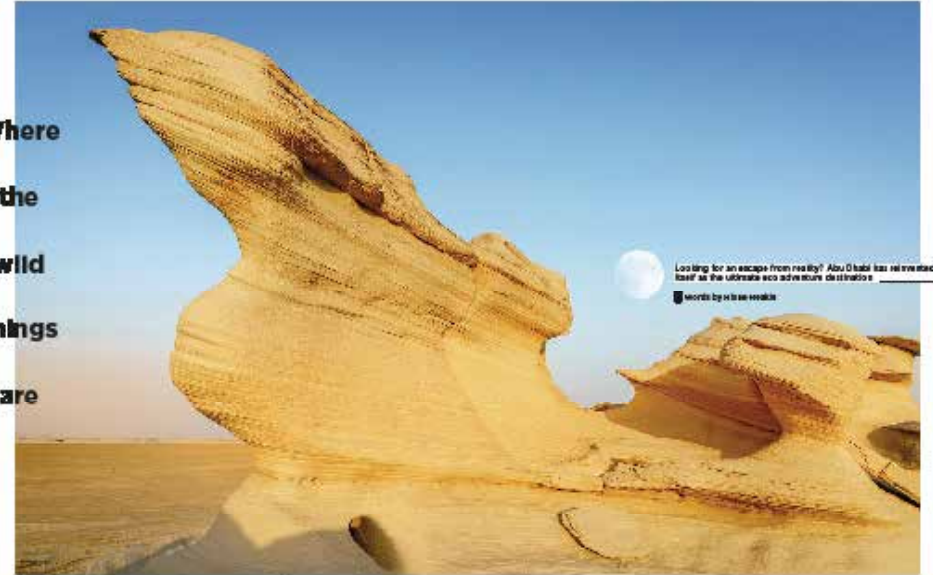


This English language, bimonthly publication is the only magazine found in every seatback across Wizz Air's route network. It's the only form of inflight entertainment onboard a Wizz Air flight.

Getting to the heart of a city's story, WIZZ magazine surprises, amuses and enlightens Wizz Air'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.

Where  
the  
wild  
things  
are



## THE EATS

Where to go for a good meal across the WIZZ network



### Flower Burger London

For those who still believe going vegan is a pain, this burger has a solution. The burger is a delicious, delicious counter argument. Welcome to the first vegan fast food chain in the world to serve cultural burgers. And we mean cultural.

Looking like a match between a Macy's D and a macaroni, the very happy meat at the London branch of the burger chain is green, yellow, purple or pink.

If it looks artificial, don't worry. The effect is created by infusing the burger (made with type 1 whole wheat flour) with tomato, cherry, beetroot or purple carrot extracts. Another unique feature is the use of natural, red beets or chickpeas are infused in. Add a bright raspberry for the sweet and this is a place where you can really taste the rainbow.

[flowerburger.co.uk](http://flowerburger.co.uk)

**Author**  
Liam  
Liam is a food writer who has been writing about food for over 10 years. He is currently working on a book about the history of food.

[lambert.com](http://lambert.com)



## inplace





# 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 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 LUNARIES HOTEL**  
125 01 98 0000  
thelunaries.com

inspiration courtesy of Beau McCallie, while the living room has a hand-woven tapestry by Ferreira de Sá. Rooms are covered with local goodies including wine, craft beer, hand creams, nailcare and bespoke maps of Lisbon. Forget dining off to the nearest gallery, all you need to do is see the best local artwork and craftsmanship around the hotel.

**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 like lamb chops with pollock and salmon, chili vinegar, Indonesian and black pepper ice cream.

**BLO**  
+44 20 7988 8555  
blohotel.com

Promising to provide 'quality through purity', this No. 10, East London, zero-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 flour mill. From the nose-to-tail approach to meat to the recycled furniture, Blo goes all in when it comes to sustainability.

**BOES**  
+30 2350 99000  
boes.gr

If you're wondering what exactly an eco spa is, a trip to hotel Boes is undrained 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 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? Achingburg's Paradise featuring rums 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 5344 1400  
hoteltortue.de

A little evocation of Parisian style in the heart of Hamburg, Hotel Tortue is a cozy, arty stay. Design is at the forefront at the hotel, with bold artwork in the lobby and rooms. The best of the city is easily accessible from here, with Jungfernstieg and Rathaus one and a 10-minute walk away plus plenty of bars and restaurants. But don't miss out on Hotel Tortue's own delectable eatery. French flair meets German focus served up with a sense of fun in the bistro, and Gaelic gastronomic treats 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.

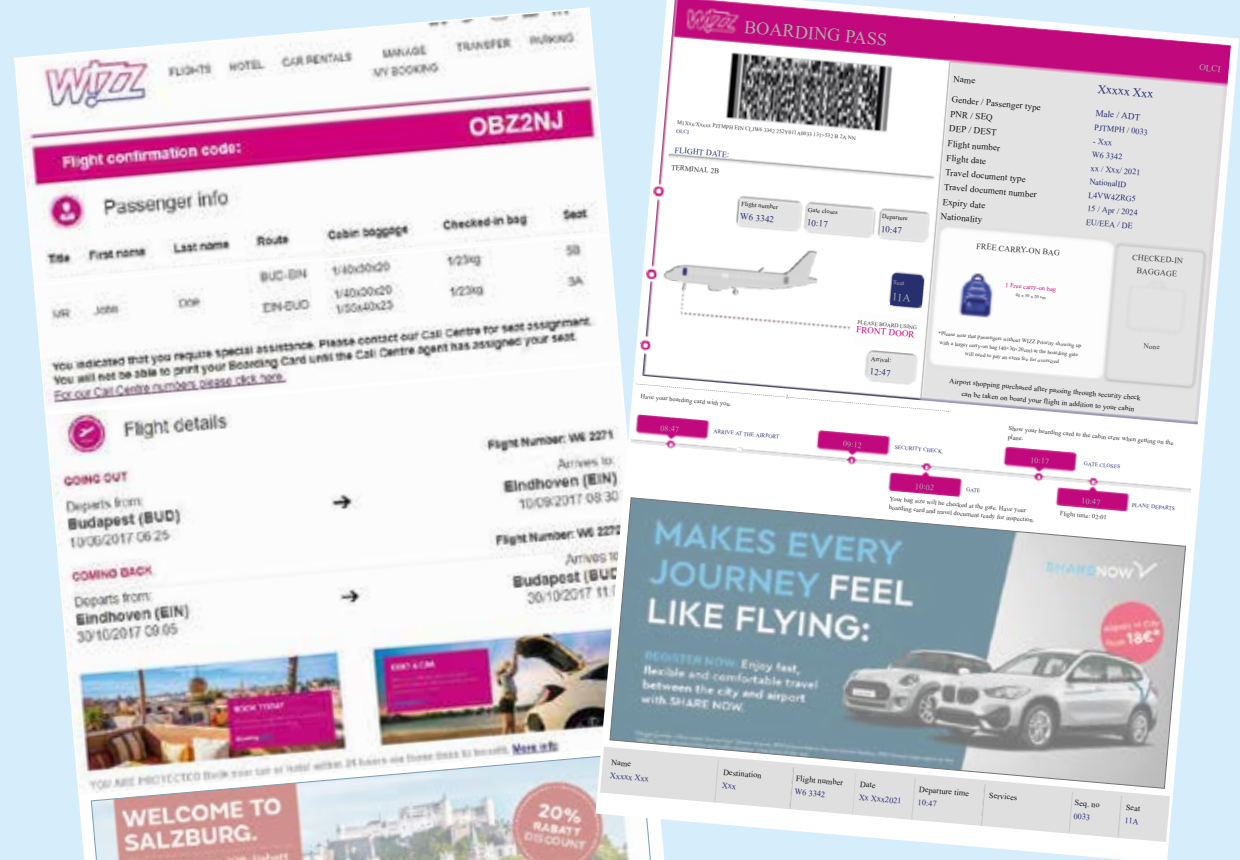
### Boarding passes

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.



## 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

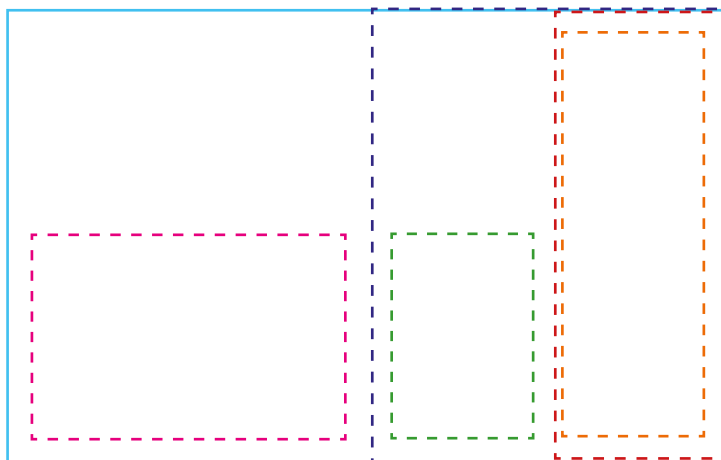
Full Page	€20,499
Double Page Spread	€28,648
Half Page	€10,249

## SPECIAL REQUESTS

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

## PRODUCTION SCHEDULE

<i>Issue</i>	<i>Copy deadline</i>
April-May	10/03/2023
June-July	10/05/2023
August-September	08/07/2023
October-November	09/09/2023
December/January	10/11/2023
February-March	9/01/2024



## 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

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**Contact:**  
**Brano Haar**  
**Magazine Publisher**  
**haar@lxm-group.com**  
**+447946173906**

