



TRAVEL MEDIA
ANYTIME, ANYWHERE
ONLINE, MOBILE & IN-FLIGHT

MEDIA KIT
2016-2017



Reach Top Business & Leisure Travelers

TRAVEL MEDIA, ANYTIME, ANYWHERE
ONLINE, MOBILE & INFLIGHT

We reach top business & leisure travelers with **Frequent Flyer Magazine**, **AirGuideOnline** and our **Destination Travel Guides & Apps** which are delivered to **440,000** subscribers and to over **19 million** through our **inflight** and **syndication network** in more than 100 countries in 20+ languages, on all available platforms: **online, mobile and inflight**.



AirGuide Media & Apps are available on all electronic devices inflight + on the ground - Smartphones, Tablets & Laptops

94% of passengers travel with their electronic devices

80% wish to stay connected and receive travel offers on the road

91% book flights, 82% book hotels, 59% book car rental online

REACH A CAPTIVE AUDIENCE OF AFFLUENT GLOBAL SPENDERS

- Purpose of travel for business: 73%
- Median Household net worth: \$409K
- Passengers aged 25-54
- Avg Household Income: 57% \$200K+
- Over 80% spend on fine dining, jewelry & watches and designer fashion
- Own a 2nd residence: 31%



We Keep You Connected with Travelers

ANYTIME, ANYWHERE - ONLINE, MOBILE & INFLIGHT



AirGuide Media & Apps reach a highly affluent, influential group of leisure and executive **business and leisure travelers** from across the globe with unparalleled purchasing power and universal influence. Whether seated in **First, Business Class or Economy**, passengers are CEOs, entrepreneurs, policy makers and leaders with spending capabilities across all sizes and sectors of business.

Global Reach - Our media is available to passengers in airport lounges or flying in North America, in Europe and across the Atlantic to over 100 destinations.

Growing Heavy Online Users - AirGuide Media & Apps is one of the fastest growing digital media platforms, available before, during and after travel. Available inflight and on the ground anywhere on Smartphones, Tablets & Laptops.

- Reaching over 19 million passengers a year on 150,000 flights
- Most users research & buy travel on their electronic devices
- 76% travel with their smartphones
- Most travelers spend almost 2 hours on the inflight entertainment
- 75% of major airlines are investing on inflight WiFi



Premium Editorial with Integrated Advertising Solutions

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Frequent Flyer Destinations Magazine will be relaunched in print and digital formats in 2016 as a luxury lifestyle quarterly magazine for business and leisure travelers. Our stable of award-winning writers and photographers offers a heady mix of content that prepares our affluent and globetrotting readers for every part of their “premium cabin” experience in the air and on the ground. Selected feature articles will be published on AirGuideOnline.com monthly in addition to weekly news.

The magazine will be distributed to our subscriber list of frequent flyers, business and leisure travelers and the corporate travel market, and will be available at the **American, Delta and United Airlines VIP, First and Business airport lounges** in the US and at London Heathrow and Gatwick airports, and the digital edition **inflight on selected airlines**.

Maximum Visibility for Your Brand or Service

ANYTIME, ANYWHERE - ONLINE, MOBILE & INFLIGHT



Magazine's Digital Edition + InFlight Media

Frequent Flyer magazine's digital edition + our **AirGuide Destinations - Airport & City Apps** with Interactive Dynamic Maps & POIs are available on **airline InFlight Entertainment (IFE) systems** to passengers flying between **Europe and the USA** and to passengers traveling on Eurowings: **reaching 19+ million a year to over 100 destinations.**

Websites & Mobile Apps

Our Websites and Mobile Apps give our magazine and guide advertisers additional opportunities to connect with customers as a compliment to print advertising campaigns and leads readers directly to the advertisers' website.

Travelers can use our **Mobile Apps** and visit **AirGuideOnline.com + AirGuideAirports.com** websites and our **social networking sites @AirGuideOnline, eNews** channels or email marketing messages.

Digital Online, Mobile & Inflight Advertising

Interactive advertising with embedded videos allowing viewers to enjoy interactive content which is downloadable and available even without being connected.



Reach Travelers Before, During and After their Voyage

- On all electronic devices on board flights - Smartphone, Tablets, Laptops
- Destination Guides, Flight Information, Movies, TV Programs, Games, Shopping
- Destination Specific Targeted Advertising & Sponsorship
- Display Advertising in Print, Digital Banners
- Interactive Guides with Dynamic Maps & Point Of Interest (POIs) popups
- Downloadable Magazines & Guides
- Video Pre-Rolls before Movies or TV Programs (Eurowings flights only)
- My Favorite Selection for users to keep offers on their devices
- Call to Action for pre-reservations, generate leads, or offer promotional coupons



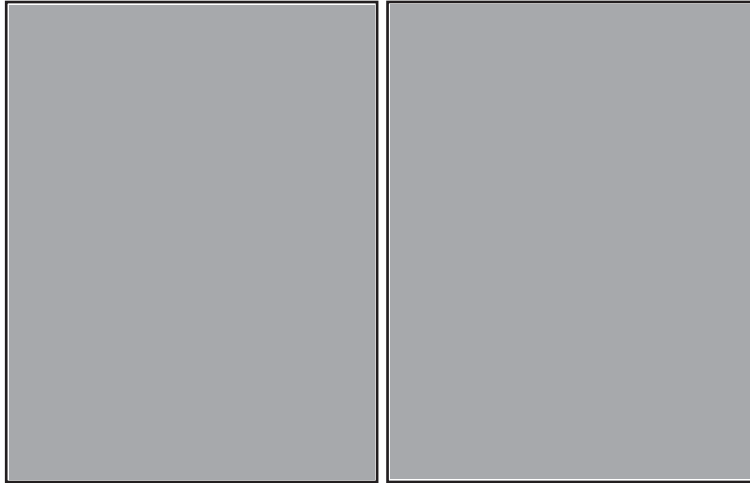
Top Destinations in Europe: Berlin, London, Palma de Mallorca, Vienna, Zurich, Barcelona, Milan, Paris, Dresden, Budapest, Rome, Nuremberg, Leipzig, Prague, Stockholm, Hannover

Top Destinations in the US: New York, Boston, Washington DC, Miami, Atlanta, Chicago, Dallas, Denver, Los Angeles, San Diego, San Francisco, Seattle

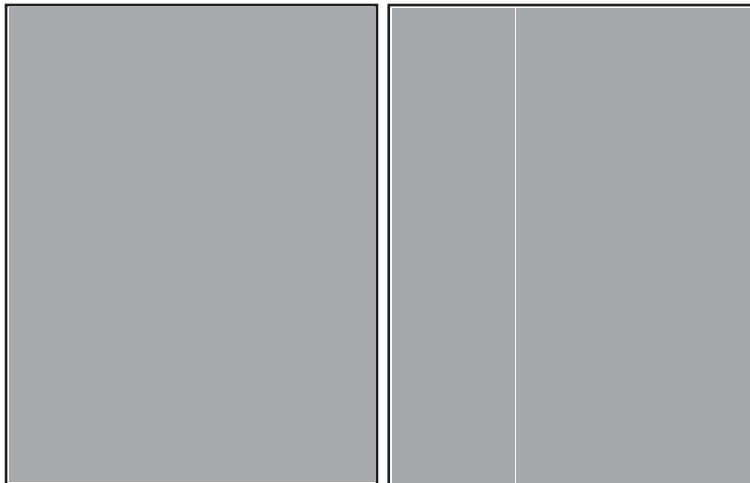
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Print & Digital Edition

2 Page Spread

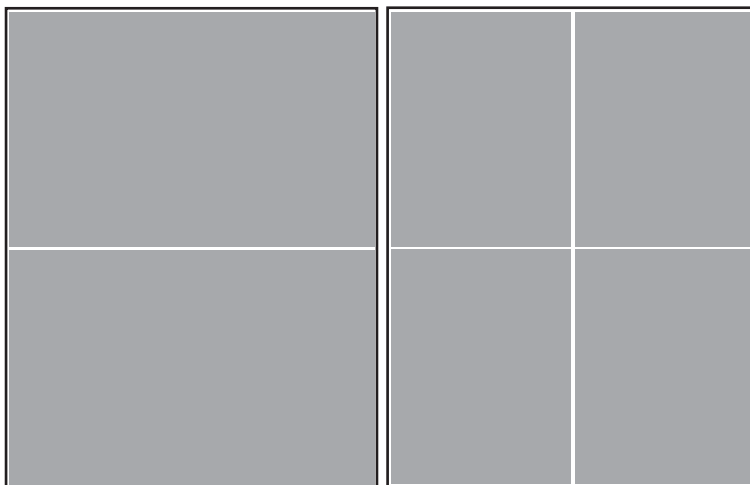


Full Page Ad



1/3 and 2/3 Page Ad

Half Page Ad



1/4 Page Ad

Maximum Visibility for Your Brand or Service

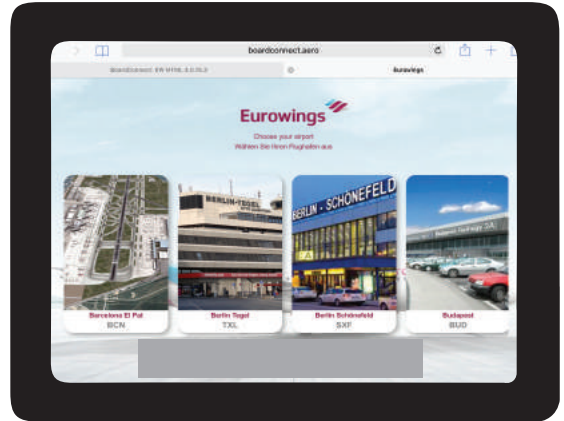
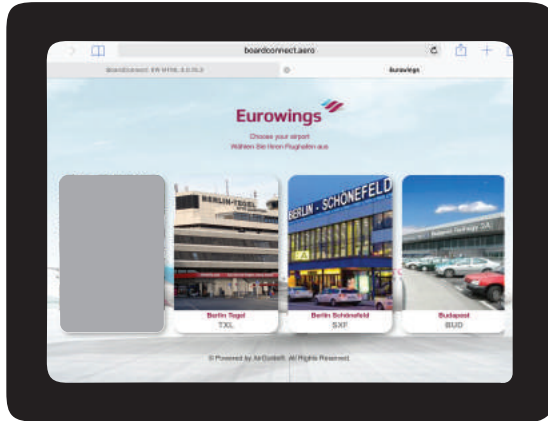
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Mobile App & InFlight Advertising

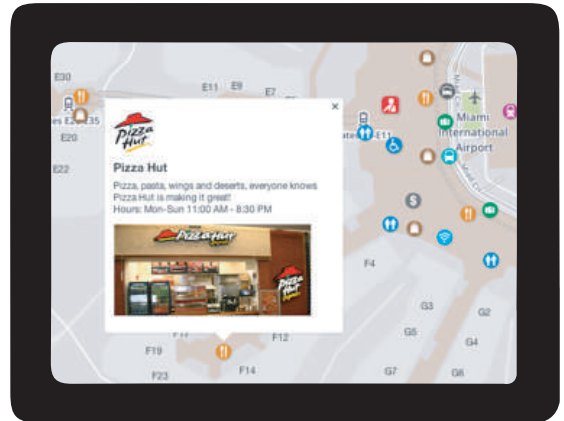
Homepage Banners and Banners



Rectangle and Banners



Half Banners, POIs & Pop-Ups





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Frequent Flyer Magazine

AirGuideOnline.com & AirGuideAirports.com Websites & Mobile Apps
AirGuide Airport & City Mobile Apps & In-Flight Entertainment (IFE)

AirGuide / Pyramid Media Group Inc.

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