

# *Atlas*

— 2020 —

# MEDIA KIT

# A coveted partnership

The world's most luxury Superconnector, Etihad Airways (EY) flies up to 1.73 Million travellers every single month, via 7,270 flights, and its expansive network includes 80 destinations. Etihad was launched to connect the Financial and Fashion districts of the world together via Abu Dhabi, catering for the uncompromising needs of

sophisticated world travellers in both business and leisure. Since its creation in 2003 as the national flag carrier of the UAE, Etihad has consistently gained recognition for its onboard Guest Experience through multiple awards. These include Skytrax 2019 Best First Class, as well as being named World's Best Airline amongst other high praise accolades at the

World Travel Awards 2019. Etihad is well known for consistent award wins for Best First Class Seat, Best Business Class, Best First Class Catering, Best Business Class Amenities. All of this despite Etihad being one of the youngest super connectors makes for it being the intelligent choice for the World's elite traveller.



17.5

million  
 annual  
 passengers

80

Destinations globally,  
 Comprising financial  
 and fashion districts  
 connecting to the  
 world via Abu Dhabi

7,270

Monthly  
 trips

102

Aircraft in the fleet,  
 including the A380,  
 787 Dreamliner,  
 A320, A330 and 777

# The impact of travel media

*Have your brand not only seen but remembered by the right target clientele*



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

Inflight media is always inspiring and positive

Travel media reaches real people in a positive, controlled environment

Travel media has the most affluent readership in the world

74% of passengers read inflight magazines

Passenger numbers will double in the next 20 years

Passenger numbers are growing 3-5% every year

Ink is the largest travel media company in the world with award-winning content

# An inflight magazine that does more

An inflight magazine that does more. The award-winning Atlas is a beautiful, world-class publication that truly reflects Etihad Airways position as a global leader in the aviation industry and Etihad's uncompromising inflight guest experience.

Across 2018 and 2019, Atlas won numerous awards, including most recently, Editor of the year 2019 for Alex Barlow.

Now, for 2020, we are changing the game. As ever, all cabin passengers will be able to enjoy Atlas every month, with every issue complete with leisure focused travel tips, exciting destinations and exciting mass brands focused on mass reach.

In addition, we are introducing more content specifically tailored to the different cabins. Whilst this will include the same exciting features as with all copies of Atlas, it will also provide an exclusive platform for luxury brand partners to communicate to the Business and First Class cabin guests. This will include an exclusive opening section, an opening bank of premium advertising and will host exclusive luxury brand campaigns combined with stunning season brand photo shoots shot on location in some of Abu Dhabi's most breath-taking scenes.

## OVERVIEW

All cabins will have the benefit of experiencing:

- The Globalist
- Timezones
- Regular, stunning destination features
- Index airline and destination news
- Destination Guide to Abu Dhabi
- The World Class inflight entertainment system
- Atlas magazine will feature its own
- Suitcase, featuring some wonderful travel-oriented products available for the premium economy passenger
- A luxury product and gifting in its own Suitcase
- Brand exclusive profiles and photoshoots
- Luxury brand partner shoots on set in exclusive environs of Abu Dhabi



**RICH, IMMERSIVE STORIES  
FEATURING BESPOKE  
PHOTOGRAPHY**



**EXCLUSIVE DESTINATION  
FEATURES IN ENGLISH AND ARABIC**



**LUXURY BRAND PARTNER  
SHOOTS ON SET IN ABU DHABI**



**BRAND EXCLUSIVE PHOTO  
SHOOTS IN SUITCASE**





# In-the-know readers

Through Atlas, you are reaching a targeted demographic of savvy global travellers. Our 17.5 million annual international passengers fly often, for business and for pleasure, and have a discerning knowledge of and appreciation for luxury products, stellar services and unique experiences

**38%**

Travel for business

**35%**

Travel for leisure

**38%**

Female

**62%**

Male

**44%**

35-54 yrs  
 The highest spending and purchasing powered age group

**23%**

25-34 yrs  
 High proportion of influential and far reaching millennials

**12.4%**

Under 25 yrs

**20%**

50 and above

# Advertising opportunities



Total cabin audience opportunities	USD/month
Via Atlas Mid book ROPs	
Double-page spread (ROP)	\$35,975
Full page (ROP)	\$22,484
Inside Front Cover Double-page spread	\$54,000
Opening Bank Double-page spread (front 10%)	\$42,000
Objects of Desire – Still life brand product shoot (2 pages)	\$51,200
Desert Rose – Abu Dhabi Fashion model shoot (8 pages)	\$91,072

Premium Positions	USD/month
Inside Front Cover	\$42,000
Premium Double-page spread (front 10%)	\$35,975
Premium front 25% page	\$22,484

Technical Specifications	Trimmed (mm)	Bleed (mm)
Full page	260 (h) x 200 (w)	266 (h) x 206 (w)
Double page spread	260 (h) x 400 (w)	266 (h) x 406 (w)

# Advertising schedule



<b>Issue</b>	<b>Booking Deadline</b>	<b>Copy/Artwork Deadline</b>	<b>Onboard Date</b>
January 2020	December 1, 2019	December 15, 2019	January 1, 2020
February 2020	January 5, 2020	January 19, 2020	February 1, 2020
March 2020	February 1, 2020	February 15, 2020	March 1, 2020
April 2020	March 1, 2020	March 15, 2020	April 1, 2020
May 2020	April 1, 2020	April 15, 2020	May 1, 2020
June 2020	May 1, 2020	May 15, 2020	June 1, 2020
July 2020	June 1, 2020	June 15, 2020	July 1, 2020
August 2020	July 1, 2020	July 15, 2020	August 1, 2020
September 2020	August 1, 2020	August 15, 2020	September 1, 2020
October 2020	September 1, 2020	September 15, 2020	October 1, 2020
November 2020	October 1, 2020	October 15, 2020	November 1, 2020
December 2020	November 1, 2020	November 15, 2020	December 1, 2020

# Advertorial schedule



Issue	Booking Deadline	Material Deadline	Onboard Date
January 2020	December 1, 2019	December 8, 2019	January 1, 2020
February 2020	January 5, 2020	January 12, 2020	February 1, 2020
March 2020	February 1, 2020	February 8, 2020	March 1, 2020
April 2020	March 1, 2020	March 8, 2020	April 1, 2020
May 2020	April 1, 2020	April 8, 2020	May 1, 2020
June 2020	May 1, 2020	May 8, 2020	June 1, 2020
July 2020	June 1, 2020	June 8, 2020	July 1, 2020
August 2020	July 1, 2020	July 8, 2020	August 1, 2020
September 2020	August 1, 2020	August 8, 2020	September 1, 2020
October 2020	September 1, 2020	September 8, 2020	October 1, 2020
November 2020	October 1, 2020	October 8, 2020	November 1, 2020
December 2020	November 1, 2020	November 8, 2020	December 1, 2020

## Get in touch

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