



OPEN SKIES

MEDIA INFORMATION 2018



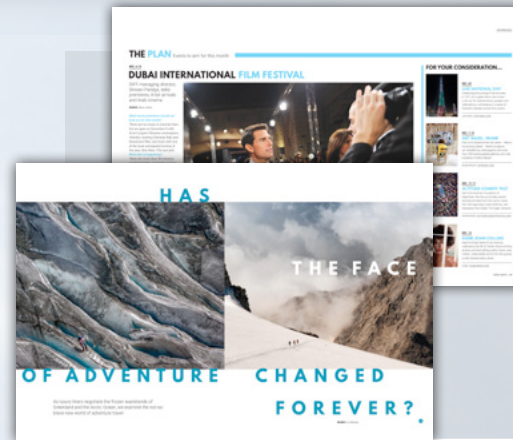
OPEN SKIES IS EMIRATES' MULTI-AWARD WINNING INFLIGHT MAGAZINE

1 The magazine creates a **connection** between Emirates and its loyal customers. It is a **celebration** of that relationship.

2 *Open Skies* evokes the **romance** of air travel and represents a lifestyle that its readers can aspire to.

3 Radically redesigned for 2017, *Open Skies* is built around **high-quality, contemporary** photography, clean, minimal design and a soft, warm colour palette.

4 With a stable of global contributors, *Open Skies* champions long-form journalism and **world-class** writing and photography, ensuring that it is always ahead of the competition.



FRONT

Carefully curated content, focused on unique experiences and offering personal insights.

MAIN

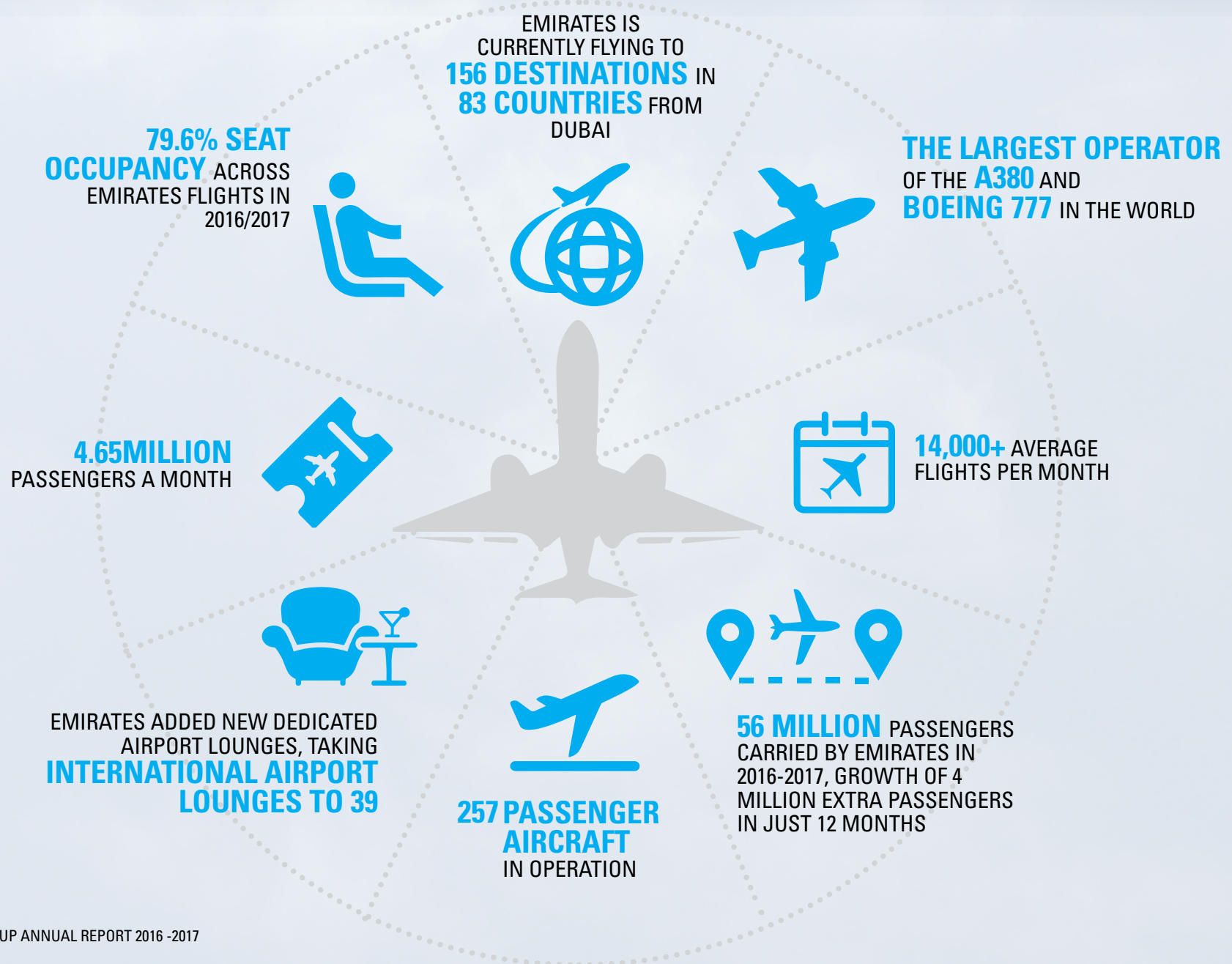
Our stories focus on unique travel and lifestyle experiences, exceptional individuals, emerging scenes or trends and innovative institutions.



BRIEFING

Briefing welcomes readers into the world of Emirates.







EMIRATES IS A GLOBAL BRAND NAME ASSOCIATED WITH **SPORTING CELEBRITIES, TEAMS AND ONE OF THE LEADING SPONSORS FOR MAJOR GLOBAL EVENTS**



IT IS THE WORLD'S MOST VALUABLE AIRLINE BRAND **VALUED AT US\$7.7 BILLION**



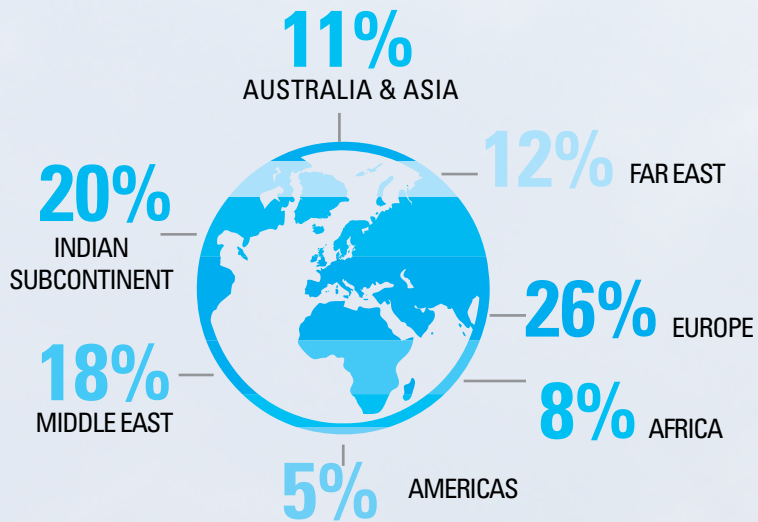
EMIRATES HAS **10 MILLION SKYWARDS MEMBERS** MAKING IT ONE OF THE WORLD'S MOST POPULAR REWARDS PROGRAMME



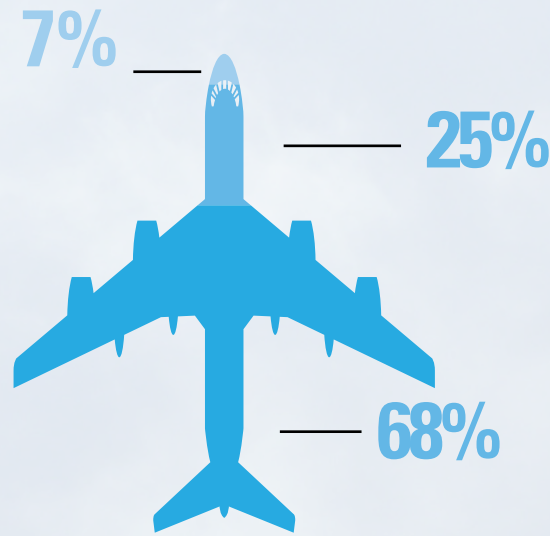
AVERAGE FLIGHT TIME OF **6.5 HOURS**

EMIRATES' CUSTOMER FOCUS, PRODUCT AND SERVICE INNOVATIONS, HAS EARNED AN ARRAY OF ACCOLADES IN 2017, INCLUDING FOUR FROM BUSINESS TRAVELLER MIDDLE EAST — **BEST AIRLINE WORLDWIDE**, AIRLINE WITH THE **BEST FIRST CLASS**, AIRLINE WITH THE **BEST ECONOMY CLASS** AND AIRLINE WITH THE **BEST CABIN STAFF**. IN SEPTEMBER, EMIRATES SWEEPED THE 2015 APEX PASSENGER CHOICE AWARDS, CLINCHING SEVEN GONGS INCLUDING **OVERALL PASSENGER EXPERIENCE**. EMIRATES WAS ALSO NAMED **AIRLINE OF THE YEAR** AT THE ARABIAN BUSINESS ACHIEVEMENT AWARDS, AND **FAVOURITE AIRLINE PREMIER CABIN** MIDDLE EAST AT THE CONDE' NAST TRAVELLER MIDDLE EAST READERS' CHOICE AWARDS.

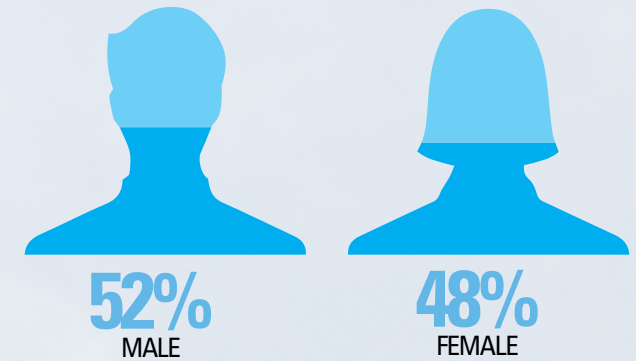
PASSENGER DESTINATIONS



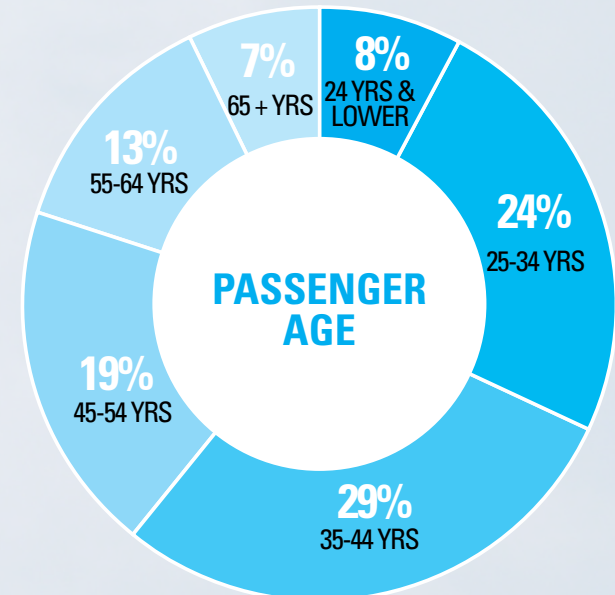
PASSENGER SPLIT



GENDER SPLIT



WHAT IS THE AUDIENCE THINKING ABOUT?





CAPTIVE AUDIENCE

With an average flight duration of 6.5 hours, you have access to a unique and captive audience away from distraction and work.



ENGAGED AUDIENCE

Passengers consider flight time their own leisure time. An opportunity to switch off and relax.



DECISION MAKERS

Passengers flying in the premium cabins are more likely to be CEO's, Presidents, Directors, MD's, and board members, allowing you to target and influence key decision makers.



AFFLUENT

Just 2.2 per cent of the population has an income greater than US\$160,000. Passengers who fly Emirates 6 or more times a year are 340% more likely to earn US\$160,000 or more a year.



EARLY ADOPTERS

Premium passengers embrace new technology and hardware sooner than their peers to help simplify and make their lives more productive.

PASSENGERS WHO FLY 6 OR MORE TIMES PER YEAR ARE:



- 270% MORE LIKELY TO EARN US\$100,000 TO US\$150,000 A YEAR
- 340% MORE LIKELY TO EARN US\$150,000+ A YEAR



- 240% MORE LIKELY TO OWN A WATCH WORTH MORE THAN US\$4,000
- 340% MORE LIKELY TO PURCHASE ANOTHER WATCH WORTH MORE THAN US\$4,000 IN THE NEXT 12 MONTHS



- 165% MORE LIKELY TO OWN A CAR WORTH US\$40,000 OR MORE
- 200% MORE LIKELY TO SPEND US\$40,000 OR MORE ON THEIR NEXT CAR



- 400% MORE LIKELY TO HAVE A PRIVATE INVESTMENT (EXCLUDING MORTGAGE) WORTH BETWEEN US\$950,000 AND US\$3,000,000



300%

MORE LIKELY TO OWN A DESIGNER SUIT COSTING OVER US\$1,000



250%

MORE LIKELY TO OWN A HANDBAG WORTH OVER US\$500



250%

MORE LIKELY TO OWN JEWELLERY WORTH MORE THAN US\$1,500



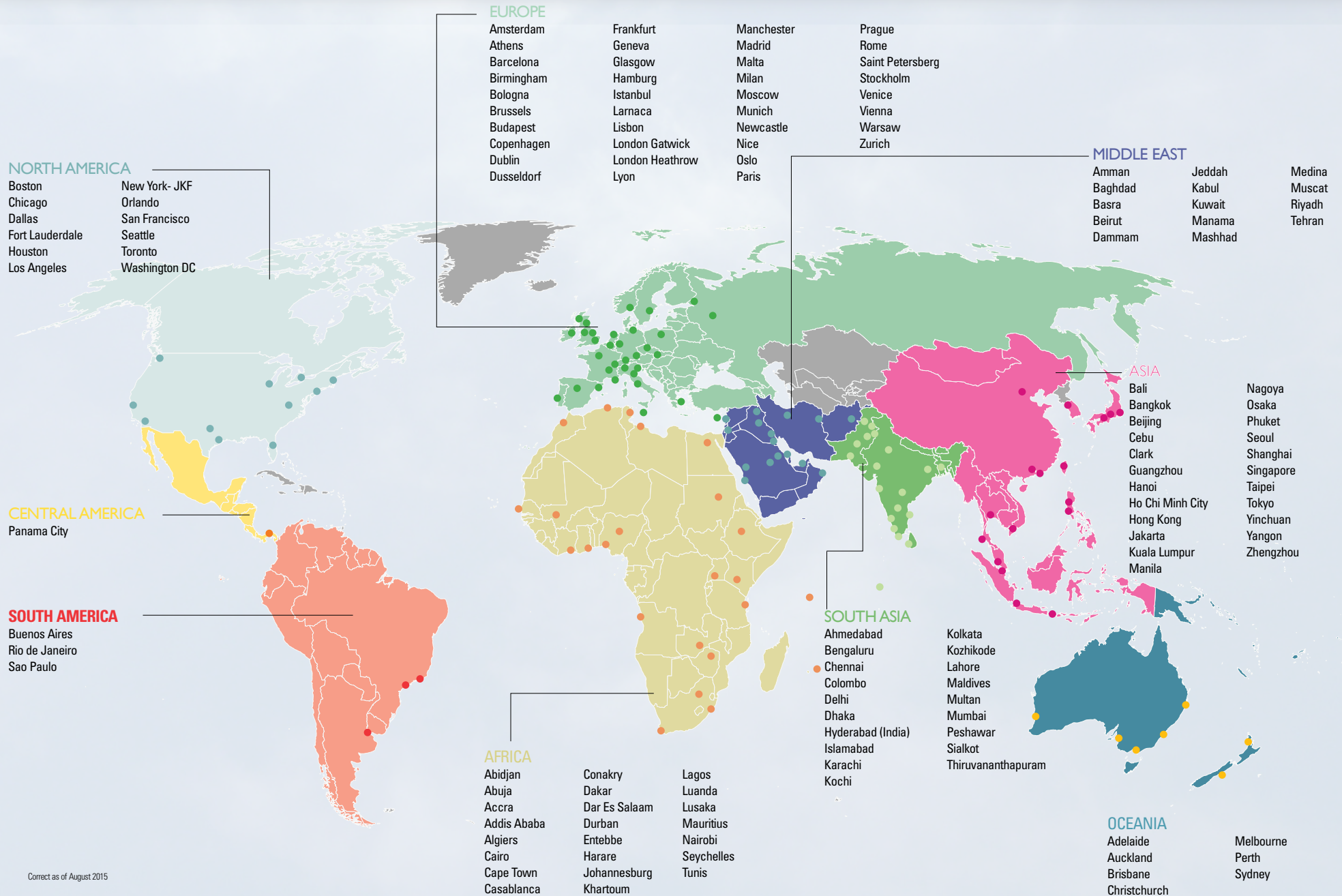
240%

MORE LIKELY TO HAVE ANNUAL GOLF CLUB MEMBERSHIP



The Emirates customer base predominantly consists of frequent travellers.

80%
OF EMIRATES PASSENGERS
TAKE 3 OR MORE FLIGHTS A YEAR



Dubai has become a global aviation hub, for many of the world's leading brands, Dubai Airport is an incredibly important part of their marketing channel:



ONE THIRD

OF THE WORLD'S POPULATION LIVES WITHIN 4 HOURS OF DUBAI



DUBAI INTERNATIONAL AIRPORT

BECAME THE WORLD'S BUSIEST AIRPORT IN 2015



PASSENGER TRAFFIC

THROUGH DUBAI AIRPORT HAS GROWN BY

7.2% IN 2017



RETAIL TRAFFIC UP

7%

WITH FOOTFALL OF 80 MILLION CUSTOMERS IN 2017



DUBAI INTERNATIONAL TERMINAL 3

IS THE WORLD'S LARGEST AIRPORT TERMINAL BUILT EXCLUSIVELY FOR EMIRATES AND ITS CODE SHARE PARTNER QANTAS. IT HAS AN ANNUAL CAPACITY OF 43 MILLION PASSENGERS



DUBAI DUTY FREE

ARE EXPECTING SALES OF OVER US\$2 BILLION IN 2017



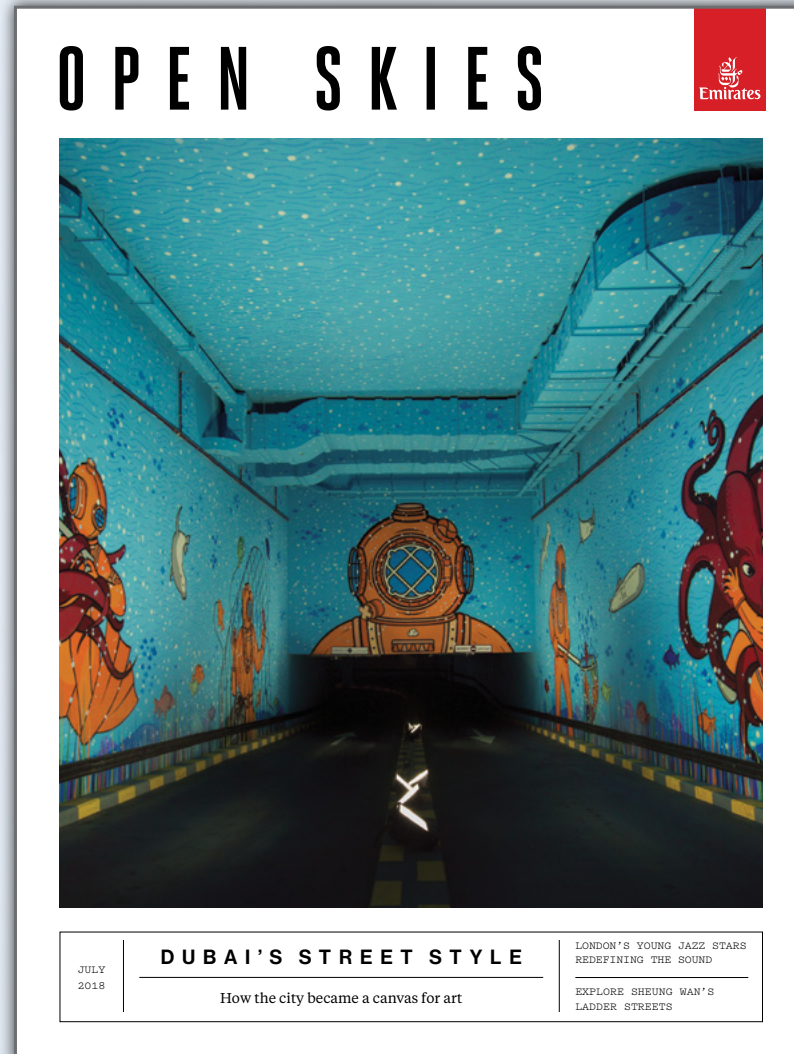
84 MILLION PASSENGERS

EXPECTED TO HAVE PASSED THROUGH DUBAI AIRPORT



AVERAGE SALE

PER PASSENGER AT DUBAI DUTY FREE IN 2017 WAS US\$70



KEY FACTS:

LANGUAGE:

English

CIRCULATION:

In the seat pockets of Emirates flights in business and first class whilst available across economy class, as well as being distributed throughout the complete Emirates lounge network

CONTENT:

A contemporary based travel magazine written by the world's leading travel writers and including world class photograph

AUDIENCE:

Economy, Business and First Class Passengers

REACH:

4.65 million passengers a month and growing

FREQUENCY:

12 issues per year

OPEN SKIES ENGLISH EDITION

REGULAR POSITION	US\$
Full page (ROP)	16,500
Double Page Spread (ROP)	31,500

PREMIUM POSITIONS	US\$
Outside Back Cover	36,500
Inside Front Cover Spread (2 pgs)	64,750
Inside Back Cover	33,500
Full Page (opposite contents)	19,000

DPS POSITIONS	US\$
1st Double Page Spread	46,950
2nd Double Page Spread	45,250
3rd Double Page Spread	42,250
4th Double Page Spread	40,500
5th Double Page Spread	39,000
6th Double Page Spread	35,850
7th Double Page Spread	34,250
8th Double Page Spread	32,800

SPECIAL REQUESTS	US\$
Bound Insert	49,500

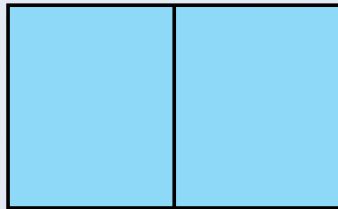


REACH 4.65 MILLION PASSENGERS

ALL INVOICE AMOUNTS 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.

TECHNICAL SPECIFICATIONS

(mm) H x W



DPS

Trim: 260 x 390
Bleed: 266 x 396
Type: 224 x 370

DPS ads need to be given as 2 single pages after 7mm tiling is done on both sides of the spine



Full Page

Trim: 260 x 195
Bleed: 266 x 201
Type: 224 x 173

DIGITAL MEDIA FORMAT

PDF (Portable Document Format)

- The artwork should be a press ready PDF file (version 1.3) generated through Illustrator/ Quark Xpress or InDesign, saved on maximum resolution (300 dpi) in actual size with bleed and crop marks.
- All files must be CMYK format and all black text as over print.
- A colour printout of the saved artwork should be sent for reference along with the CD. However, please note that colour prints/digital proofs supplied will be used only as a guideline and the advertisements will be reproduced as per the data specifics supplied on the CD.
- For bleed size add 3mm extra on all four sides after the trim marks.
- Image loss in the gutter 3mm either side.
- For full page ads ensure that the text is 10 mm away from the crop marks on all four sides.
- If text runs across a DPS please ensure that the text is 10mm away from the gutter on either side.

DEADLINES

- Booking 10th of month prior to publication
- Material 12th of month prior to publication

SERIES DISCOUNT

- 3-5 insertions 5%
- 6-9 insertions 10%
- 10+ insertions 15%

GENERAL INFORMATION

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

Cancellation

- **Prime Position**
minimum 3 months prior to publication (90 days)
- **Standard Advertising**
minimum 1 month prior to publication (30 days)

INTERNATIONAL MEDIA REPRESENTATIVES

AUSTRALIA/NEW ZEALAND Okeeffe Media; Tel +61 412 080 600, licia@okm.com.au **CHINA** Publicitas Advertising; Tel +86 10 5879 5885 **HONG KONG/THAILAND** Sonney Media Networks; Tel +852 2151 2351, hemant@sonneymedia.com **INDIA** Media Star; Tel +91 22 4220 2103, ravi@mediastar.co.in **SWITZERLAND, FRANCE/ITALY & SPAIN** IMM International; Tel +331 40 1300 30, n.devos@imm-international.com **JAPAN** Tandem Inc.; Tel + 81 3 3541 4166, all@tandem-inc.com **TURKEY** Media Ltd.; Tel +90 212 275 51 52, mediemarketingtr@medialtd.com.tr **UK** Spafax Inflight Media; Tel +44 207 906 2001, nhopkins@spafax.com **USA** WorldMedia; Tel +001 212 244 5610, conoverbrown@worldmediaonline.com

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