

العربية للطيران
airarabia.com

Air Arabia

Media Kit 2016



About Air Arabia

Air Arabia is the first and largest Low Cost Carrier (LCC) in the Middle East and North Africa. Flies from 5 hubs in UAE, Morocco, Egypt and Jordan, to over 120 destinations spread across the Middle East-Levant, Indian subcontinent, North Africa, Asia and Europe. Offering comfort, reliability and value for money air travel.

Air Arabia carries some half a million passenger each month and its no inflight entertainment policy makes advertising onboard its flights a very captive opportunity to get the message across to a niche and targeted audience.



Air Arabia :: Statistics

One of the largest networks; globally covering over 120 destinations, with an average yearly occupancy rate of **83%**.

Daily regional flights:

- **20** flights/day from & into **KSA**
- **3** flights/day from & into **Oman**
- **4** flights/day from & into **Kuwait**
- **2** flights/day from & into **Bahrain**
- **3** flights/day from & into **Qatar**
- **12** flights/day from & into **India**

Weekly European flights:

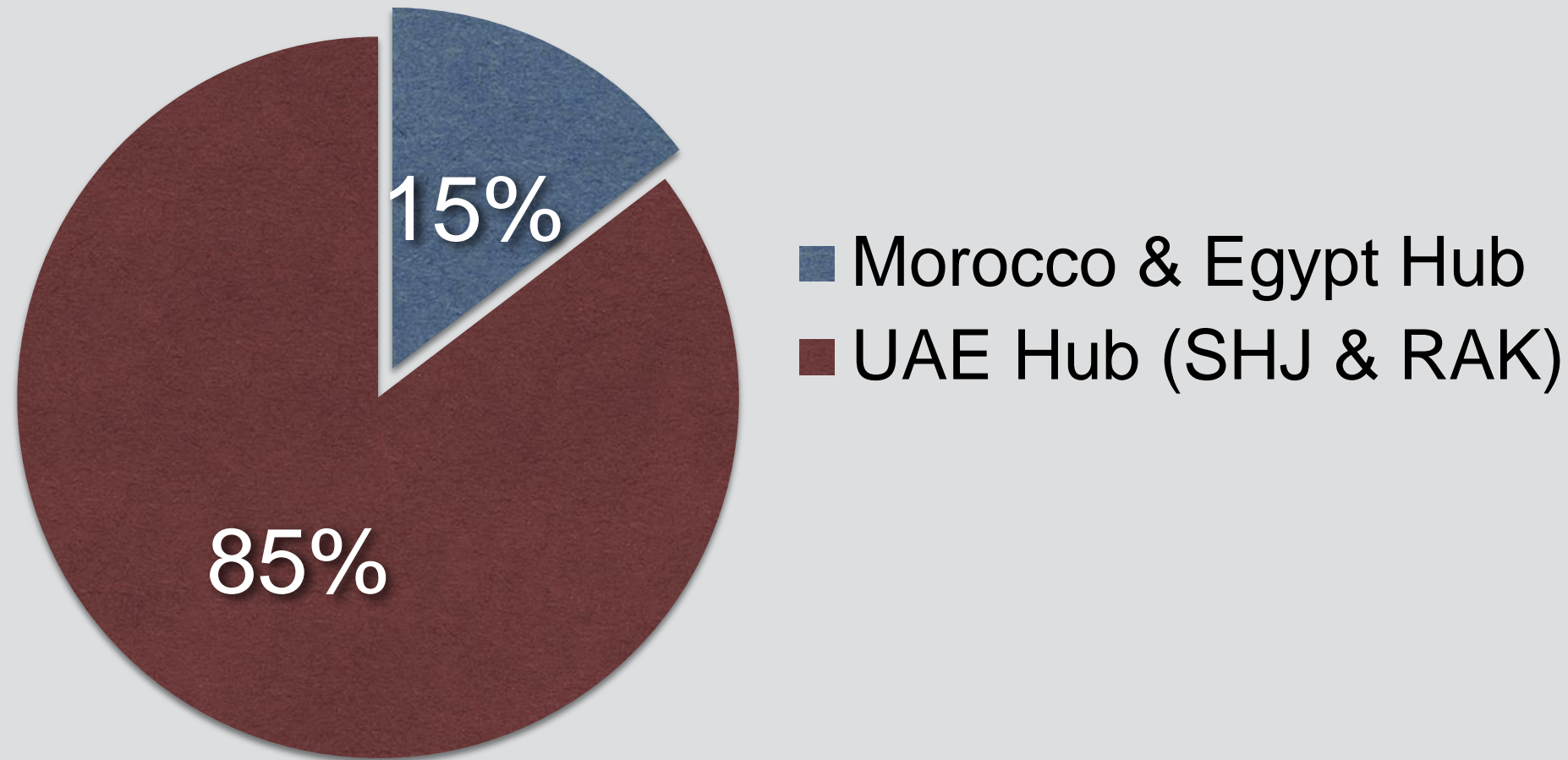
- **11** flights/week to **Spain**
- **4** flights/week to **Switzerland**
- **24** flights/ week to **Italy**
- **22** flights/ week to **France**
- **8** flights/week to **Netherlands**
- **2** flights/week to **UK**
- **3** flights/week to **Germany**

Top 10 destinations (from highest in demand):

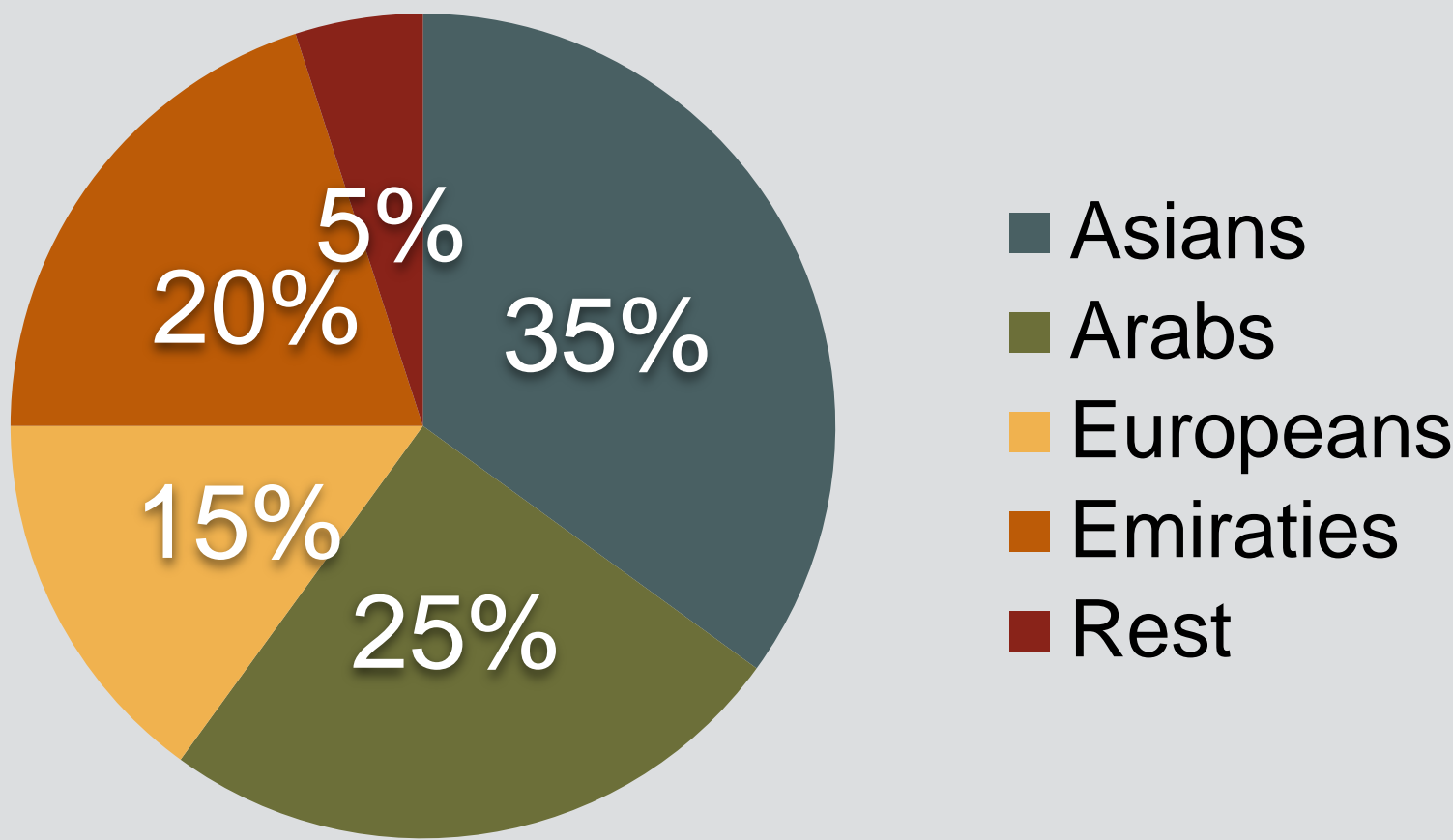
Top Destinations	
1	Trivandrum
2	Kochi
3	Mumbai
4	Kuwait
5	Beirut
6	Amman
7	Dammam
8	Chennai
9	Delhi
10	Alexandria

Air Arabia :: Statistics

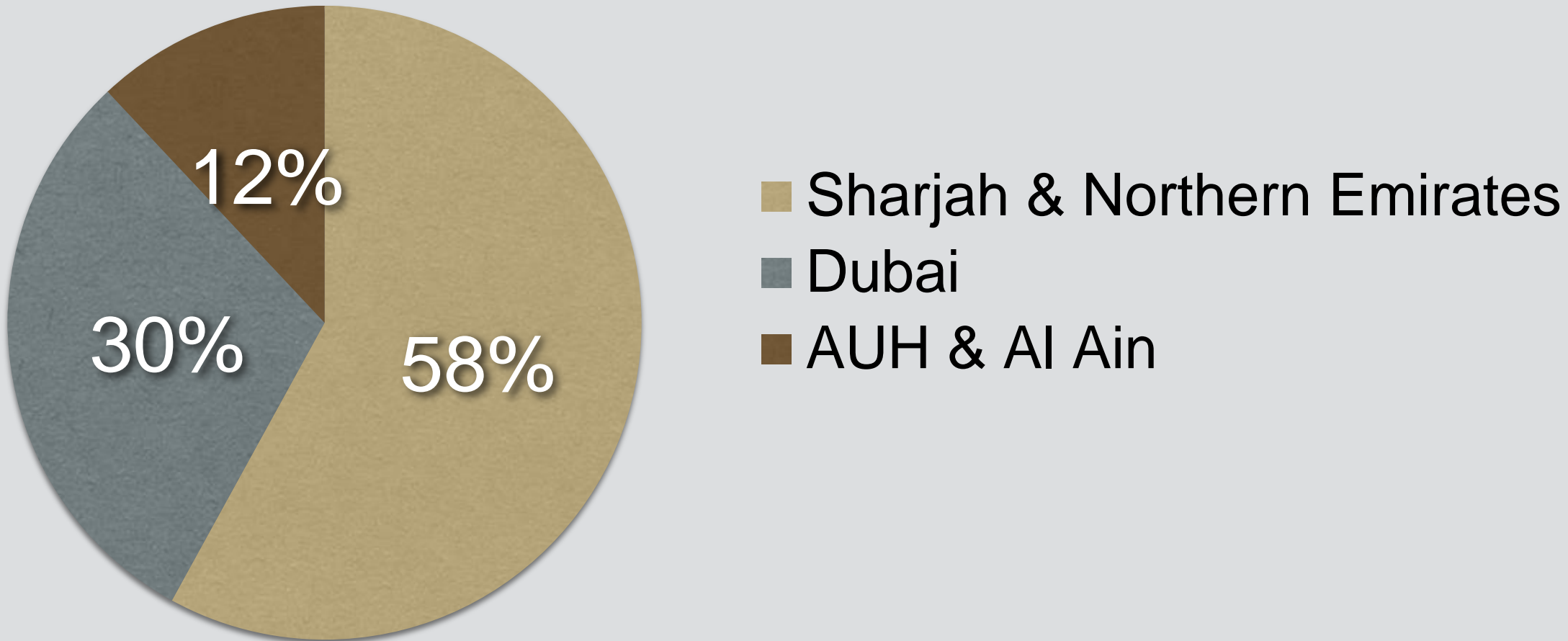
Total travelers 2016 = 11.9 million



Nationalities' Distribution:



45% of the travelers live in UAE:



About in-flight Advertising

In-flight advertising is one of the best ways to advertise to a captive audience who flies commercial flights frequently.

Along with the automatic high reach of in-flight ads, comes a high frequency of frequent flyers, not to mention ad exposure of an average of 2.5 hours.



Impactful

The best onboard ads provide relevant information or fun diversions for passengers.



Impactful

The best onboard ads provide relevant information or fun diversions for passengers.



Our Travelers ... *Listen to the experts...* “we know the business”

Reach thousands of people flying everyday around the GCC , Levant, Egypt, Pakistan, India and more



Travellers Profile vary from low to mid/high income, SME business owners, large families and others demanding convenience at unnecessarily expensive fares ...

we call them “**Smart Travelers**”.

Inflight vertising Options



1 Headrest Covers

Reach 20,000 Contact per Month/ aircraft

Target Audience Entire Route Network

Minimum Booking 1 Aircraft for one Month

Lead Time 4 Weeks

Price AED 37,000 / Month per Aircraft



2 Inflight Entertainment Ad

Reach 20,000 Contact per Month/ aircraft

Target Audience Entire Route Network

Visual Format 30" Video Ad shown every one hr.

Lead Time 4 Weeks

Price AED 23,000 / Month per Aircraft



3 Hand Baggage Tag (from Sharjah Airport)

Reach 80,000 Contact per Month

Target Audience Passengers departing from Sharjah Airport

Minimum Booking 2 Months

Lead Time 4 Weeks

Price AED 35,000 / Month

FLT NO.: G9	DATE:	العربية للطيران airarabia.com	Name: _____ الاسم:
CABIN BAGGAGE			Address: _____ عنوان:
Weight:	Kgs.		Agent:

4 Check-in Boarding Pass (from Sharjah Airport)

Reach

150,000 Contact per Month

Target Audience

Passengers departing from Sharjah Airport

Minimum Booking

2 Months

Lead Time

4 Weeks

Price

AED 65,000 / Month

HALA هالا

اختر عالمياً جديداً من الخدمات المريحة
Experience a whole new level of convenience

+971 6 000 0000

- دخول صالة الإنتظار Lounge Access
- الاستقبال والمساعدة Meet & Assist
- توصيل الشخصيات VIP Transport
- إنجاز إجراءات الدخول Quick Check-in

5 Tray Tables

Reach 25,000 Contact per Month

Target Audience Entire Route Network

Minimum Booking 1 Aircraft for 1 Month

Lead Time 4 Weeks

Price AED 45,000 / Month



6 Ticket Confirmation Banner

Reach 400,000 Contact per Month


Target Audience Entire Route Network

Minimum Booking 1 Month

Visual Format JPEG banner (700 x 100 pixels)

Lead Time 4 Weeks


Price AED 120,000 / Month



العربية للطيران
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Tel: 4971 6 998 0000, Fax: 4971 6 998 0008

RESERVATION CONFIRMED



- RESERVATION NUMBER (PNR) 38238082
- DATE OF BOOKING 20 Jan 2015
- DATE OF ISSUE 20 Jan 2015
- PASSENGER DETAILS

- BOOKING REFERENCES G9 - 38238082
- AIRLINE CODE LEGEND G9 - Air Arabia

Passenger Name(s)	Fare	Charges	Paid Amount	Balance
MR RAJESH KUMAR NARULA	0.00 AED	277.00 AED	277.00 AED	0.00 AED
TOTAL IN AED	0.00	277.00	277.00	0.00

- TRAVELER CONTACT DETAILS
Rajesh Kumar, Narula --
Note : Above contact no. will be used for flight change notification.
- AGENT DETAILS
Air Arabia HR (ABY) 065088888 stafftravel@airarabia.com
- TRAVEL SEGMENTS

FLIGHT	ORIGIN / DESTINATION	DEPARTURE / ARRIVAL	CHECK-IN FROM	CLASS	STATUS
G9735 (NON-STOP)	Nairobi-B1	Tue, 20 Jan 2015 13:55	Tue, 20 Jan 2015 10:55	Promo Fare Y	OK
	Sharjah	Tue, 20 Jan 2015 19:55			
	Duration: 05:00 Aircraft: Airbus A320		Transit: -	Remarks: -	
G9734 (NON-STOP)	Sharjah	Thu, 22 Jan 2015 09:15	Thu, 22 Jan 2015 06:15	Promo Fare Y	OK
	Nairobi-B1	Thu, 22 Jan 2015 13:15			
	Duration: 05:00 Aircraft: Airbus A320		Transit: -	Remarks: -	

- LOCAL CALL CENTER DETAILS

Nairobi	NBO
Sharjah	SHJ 24 X 7 0007168580000

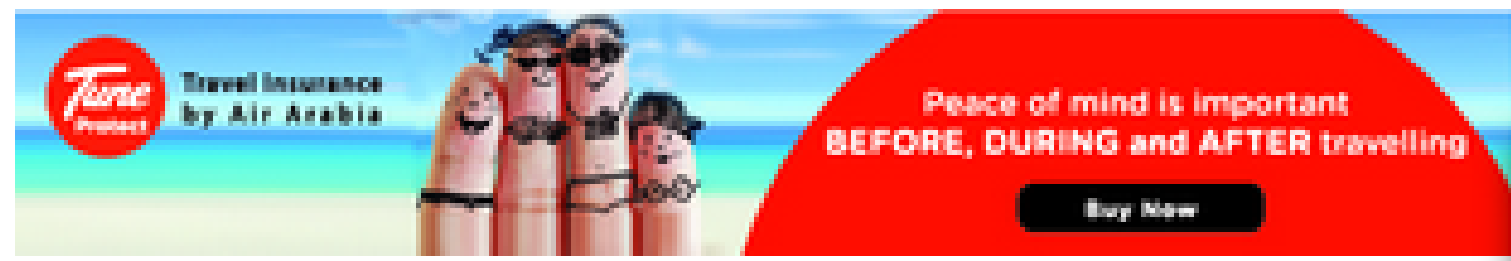
- E TICKET DETAILS

Passenger Name(s)	Segment	Flight	E TICKET NUMBER
MR RAJESH KUMAR NARULA	NBO/SHJ	G9735	5142362381363/1
	SHJ/NBO	G9734	5142362381363/2

- ANCILLARY DETAILS


Passenger Name(s)	Segment	Baggage (s)
MR RAJESH KUMAR NARULA	SHJ/NBO	20 Kg

* All times in local



Peace of mind is important
BEFORE, DURING and AFTER travelling

[Buy Now](#)



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7 Flyers Distribution by Cabin Crew

Reach 100-160 Contact per Flight

Target Audience Entire route network, can be targeted by region

Minimum Booking 1 Month - 1 Region

Lead Time 4 Weeks

Price AED 400 - AED 500 / Flight depending on the region



8 Aircraft Exterior Branding

Reach

Exterior Branding

Minimum Booking 3 Months

Lead Time 4 Weeks

Price AED 450,000 per Aircraft



Reach

Exterior Sticker

Minimum Booking 1 Month

Lead Time 4 Weeks

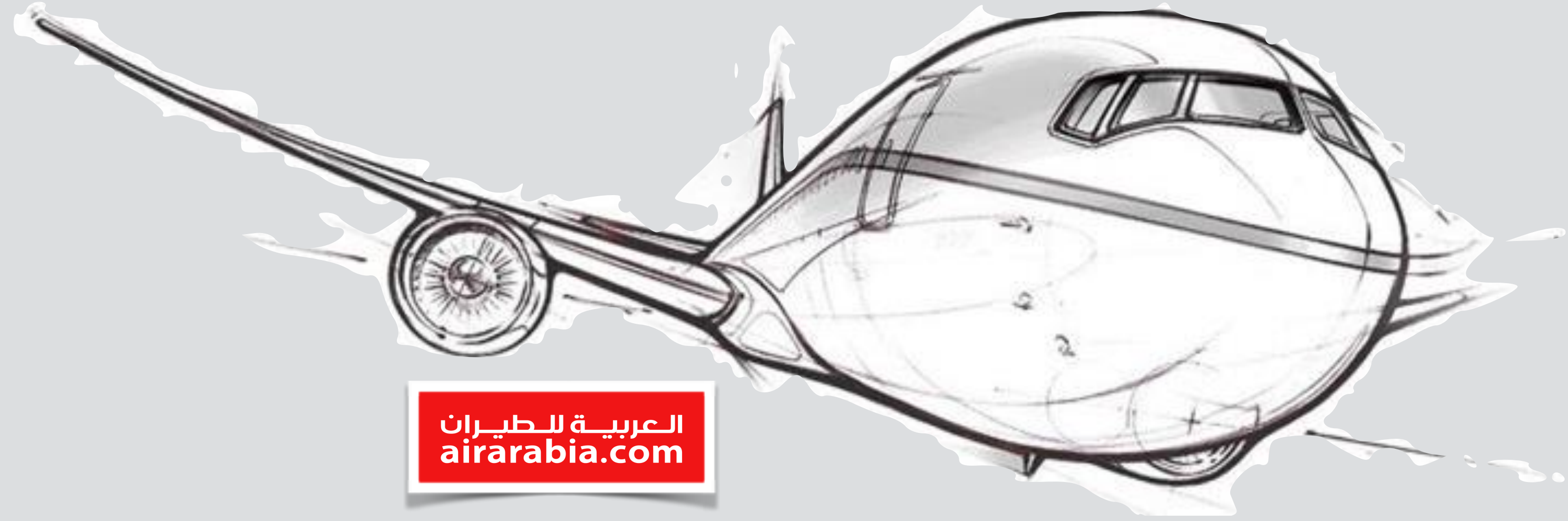
Price AED 56,000 per Aircraft



Rate Card by Slabs / Unit

Format	1 – 4 Planes	5 – 10 Planes	11 – 20 Planes	20 + Planes
Head Rest	AED 37,000	AED 33,300	AED 29,970	AED 26,980
Onscreen	AED 23,000	AED 20,700	AED 18,630	AED 16,770
Tray Tables	AED 45,000	AED 40,500	AED 36,450	AED 32,900

Format	1-2 Months	3-6 Months	7-9 Months	10 Months +
Hand Baggage	AED 35,000	AED 31,500	AED 28,350	AED 25,520
Check in Boarding Pass	AED 65,000	AED 59,500	AED 54,550	AED 50,100
Ticket Confirmation	AED 120,000	AED 108,000	AED 97,200	AED 87,480



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Bon Voyage



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P.O.Box: 390667