

الاجواء المفتوحة

OPEN SKIES ARABIC EDITION

MEDIA INFORMATION 2017

OPEN SKIES MAGAZINE - ARABIC EDITION
الأجواء المفتوحة
أهلاً بالغد

**OPEN SKIES ARABIC
IS THE DEDICATED
INFLIGHT MAGAZINE
FOR ALL ARABIC
SPEAKING
PASSENGERS OF
EMIRATES AIRLINES**

ABOUT OPEN SKIES



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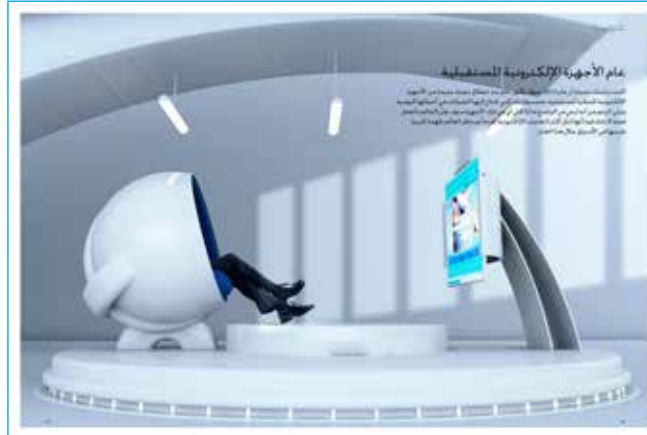
ABOUT OPEN SKIES

TARGETED SPECIFICALLY TO THE ARABIC SPEAKING AUDIENCE, MEANING TARGETED PRINT MARKETING ON ALL MENA ROUTES WITH EMIRATES.

DELIVERS YOUR MESSAGE TO A MORE CAPTIVE AUDIENCE.

COMMANDS ATTENTION THROUGH ITS EXCEPTIONAL PRODUCTION VALUES, COVER DESIGNS AND GRAPHICAL ILLUSTRATIONS.

STRATEGICALLY DISTRIBUTED ON ALL BOARDING GATES AT DUBAI AIRPORTS & ON-BOARD ON ALL AIRCRAFTS ACROSS THE MENA REGION.



OUR AUDIENCE

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 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 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.

OUR AUDIENCE

PASSENGERS WHO FLY 6 OR MORE TIMES A YEAR ARE:

270% MORE LIKELY TO EARN **US\$100,000 TO US\$150,000** A YEAR, THAN THE AVERAGE PERSON



340% MORE LIKELY TO EARN **US\$150,000+** A YEAR, THAN THE AVERAGE PERSON

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 TO 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% 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.



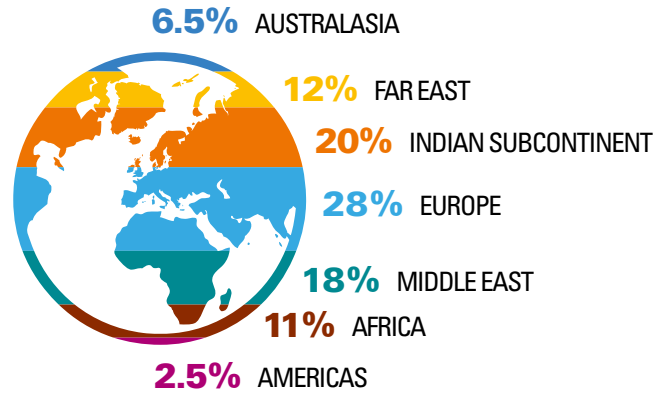
80% OF EMIRATES PASSENGERS **TAKE 3 OR MORE FLIGHTS A YEAR**

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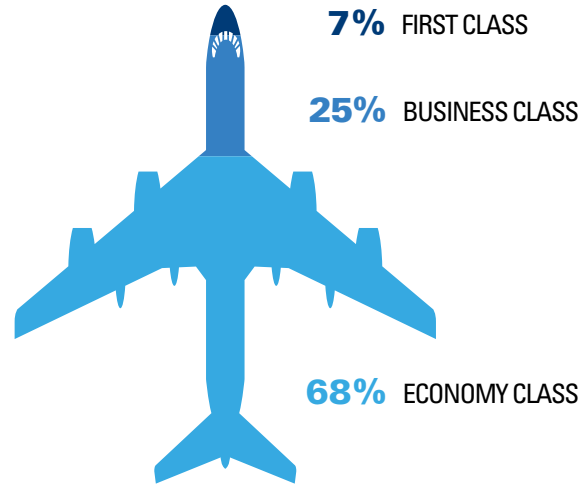
أهلاً بالغد

PASSENGER DEMOGRAPHICS

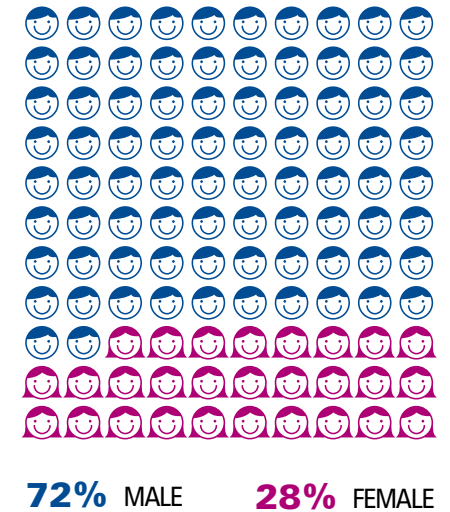
PASSENGER DESTINATION



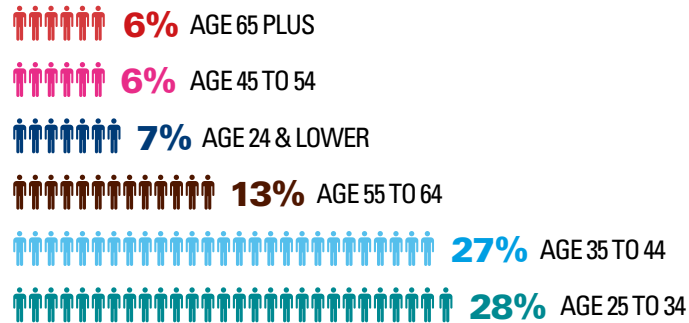
PASSENGER SPLIT



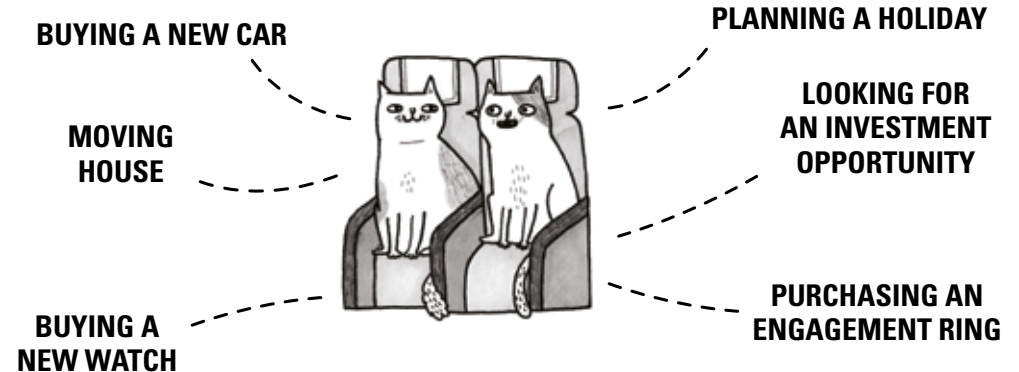
PASSENGER SPLIT

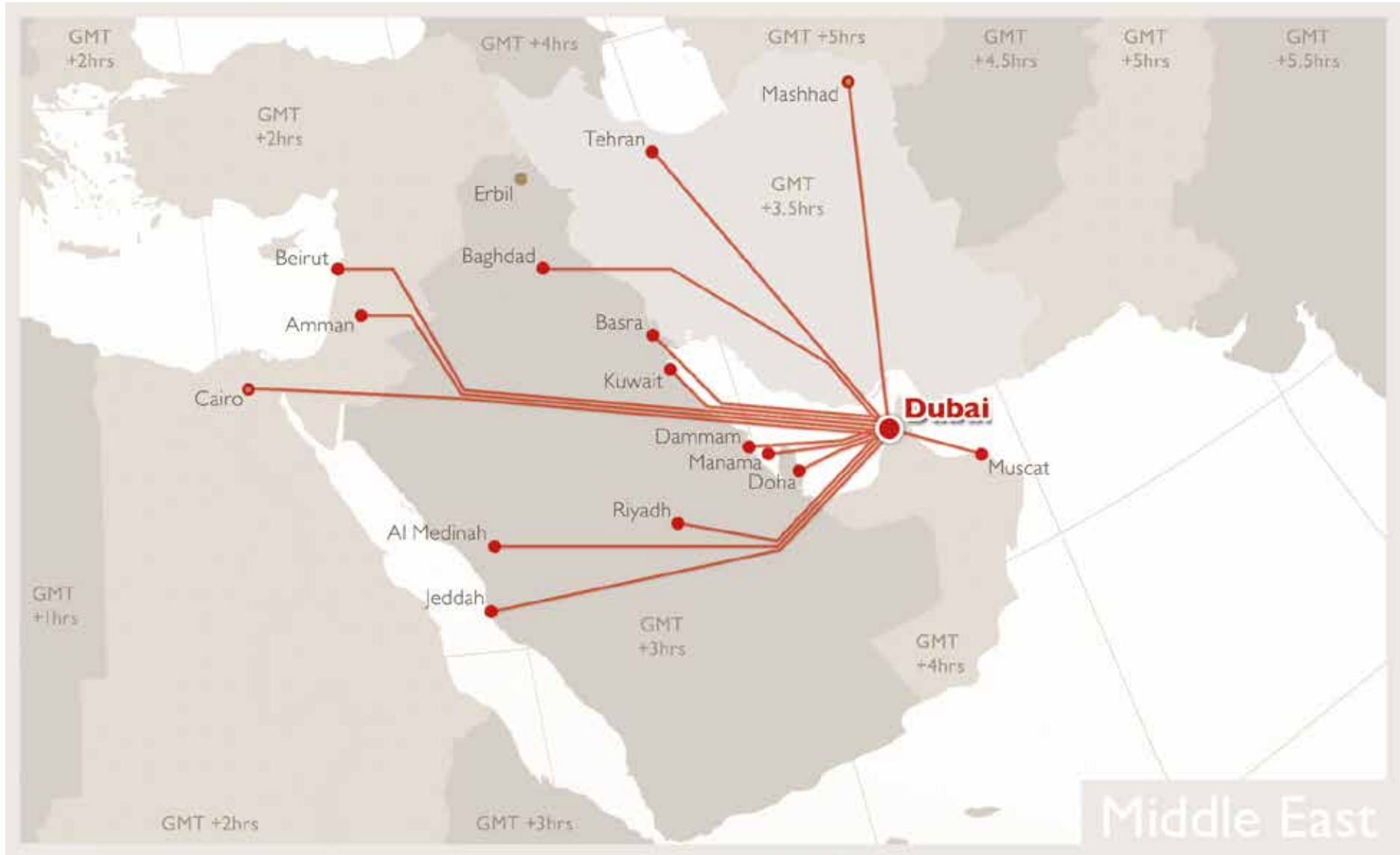


PASSENGER AGE



WHAT IS THE AUDIENCE THINKING ABOUT?





الاجواء المفتوحة أهلاً بالغد

DUBAI AIRPORT, THE AVIATION HUB

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

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



DUBAI INTERNATIONAL
BECAME THE WORLD'S
BUSIEST AIRPORT
IN 2015



RETAIL TRAFFIC UP
7% WITH FOOTFALL OF 80 MILLION
CUSTOMERS IN DUBAI MALL IN 2015

PASSENGER TRAFFIC
THROUGH DUBAI AIRPORT
HAS GROWN BY
7.2% IN 2016



DUBAI DUTY FREE
ARE EXPECTING SALES OF
OVER **US\$2 BILLION**
IN 2017



AVERAGE SALE
PER PASSENGER AT
DUBAI DUTY FREE IN 2015
WAS **US\$70**

84 MILLION
PASSENGERS

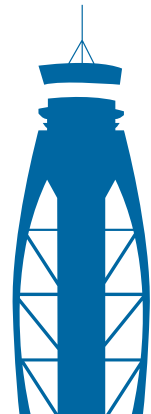
EXPECTED TO HAVE PASSED THROUGH
DUBAI AIRPORT



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



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KEY FACTS:

LANGUAGE:

Arabic

CIRCULATION:

Available on-board Emirates flights across MENA routes and distributed across the complete Emirates lounge network

CONTENT:

Written for the needs and tastes of the arabic traveller, it provides invaluable content, news, stories and features relating the Middle East, Africa and the rest of the world. Engaging and informative content

AUDIENCE:

Economy, Business and First Class Passengers

PRINT RUN:

15,000 copies

FREQUENCY:

12 issues per year

OPEN SKIES ARABIC EDITION

REGULAR POSITION	US\$
Full page	5,000
Double Page Spread	9,250
Half Page	3,000
Half Page Solus	3,500

PREMIUM POSITIONS	US\$
Outside Back Cover	11,000
Inside Front Cover Spread (2 pgs)	18,000
Inside Front Cover	9,000
Inside Back Cover	8,500
Page One	9,000
Full Page (opposite contents)	6,500



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

	Half Page Horizontal
	Trim: 106 x 173

	Half Page Vertical
	Trim: 224 x 80

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.



GENERAL INFORMATION

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

DEADLINES

- Booking 10th of month prior to publication
- Material 12th of month prior to publication
- Cancellation 5th of month prior to publication

SERIES DISCOUNT

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

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 + 61 894 472 734, okeeffekev@bigpond.com.au, +61 412 080 600, Licia@okm.com.au
BELGIUM AND LUXEMBOURG M.P.S. Benelux; Tel +32 720 9799, francesco.sutton@mps-adv.com
CHINA Publicitas Advertising; Tel +86 10 5879 5885
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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.



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