



we are travel media

 cebu pacific

smile

MEDIA PACK 2018

Our bright, new Smile



One of the region's most beloved in-flight magazines, *Smile* is exclusively distributed onboard Cebu Pacific Airlines, with a monthly distribution of over 80,000 copies.

Smile is the authority on travel around the Philippines, and around a wider international network, for Filipino travelers. We've been voted Best Airline Magazine in the Philippines and Asia by CNNgo.com, and our travel and lifestyle features have won awards at Asia Publishing Awards.

What's more, *Smile* kicked off 2018 with a fresh, new look — packed with a youthful vibe, lots of humor and the same sense of community that makes our readers love us. The new-look *Smile* is inspirational to the millennial traveler, but speaks to Cebu Pacific's broader passenger base, too.

- 1** Gorgeous exclusive photography
- 2** Splashy destination features
- 3** Exclusive interviews with Filipino personalities
- 4** Destination guides to over 60 cities
- 5** Exciting new restaurants, hotels, bars and events
- 6** Travel trends and gadgets



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Our amazing airline



Cebu Pacific is Southeast Asia's third-largest low-cost carrier, and the number one airline in the Philippines in terms of passenger load. We flew a whopping **19.8 million passengers** in 2017, and an average of **1.6 million people every single month**. That's **63% of the domestic market share**.

37 DOMESTIC DESTINATIONS including Bacolod, Dumaguete, Puerto Princesa, Siargao, Surigao

25 INTERNATIONAL DESTINATIONS including Bali, Dubai, Seoul, Sydney, Taipei, Tokyo

7 HUBS IN THE PHILIPPINES Cagayan de Oro, Cebu, Clark, Davao, Iloilo, Kalibo, Manila



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Our adventurous readers



81%

Have a university degree



40%

Between the ages of 25-34



46%

Aged 35+



82%

Hold at least one credit card



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We have an exciting website, too...

Waytogo (waytogo.cebupacificair.com) is the travel inspiration website for Cebu Pacific that's powered by *Smile* magazine. It supplies readers with fresh, exciting and relevant travel content – from exhilarating destination features that inspire them to travel far and wide, to updates about the trendiest hotels, attractions and events in the region.



...and a bunch of other **creative** solutions

Targeted advertising (TAD)

Market your products and services on Cebu Pacific's flight confirmation email and connect with airline travelers in a way that is targeted, timely and affordable.

Ads & advertorials

We can design and redesign ads to ensure consistent brand recognition, as well as execute editorial-style stories promoting your services, venues and destinations in a way our readers will enjoy.

Supplements & special sections

We can execute supplements, inserted into the magazine, or special features sponsored by an advertiser, with themes such as golf resorts, shopping promotions, food & drink and others.

Other

Speak to us about designing bespoke creative solutions tailored to your services and goals.

Ink

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Our happy clients



“We continue our campaign in *Smile* because it is quintessential reading material for travelers who want to explore different places and cultures. Not to mention the fact that the magazine is also a touchpoint for one of our major markets – Overseas Filipino Workers (OFWs) flying in and out of the country.”
—**Banco de Oro**

“Japan National Tourism Organization and *Smile* have had a good relationship for the past two years. The magazine has really boosted Japan’s tourism – we have more tourists, especially Filipinos, every day. We look forward to more years of partnership with *Smile* and Cebu Pacific!”
—**Japan National Tourism Organization**

“Grand Land has been advertising in *Smile* since we started. As the magazine of the Philippines’ largest airline, it caters to our target market. *Smile* also happens to be one of the best airline magazines – one you love to read from cover to cover!”
—**Grand Land**

“*Smile* has opened doors for CitiHardware to advertise itself in the Philippines and abroad. A fun and informative magazine, *Smile* redefines the inflight magazine reading experience, and the people at Ink have been great partners in helping us achieve our goals.”
—**Davao CitiHardware**



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Our other clients include:



Why travel media



- Passenger numbers are growing **3-5% every year**
- Passenger numbers will double in the next **20 years**
- **74% of passengers** read inflight magazines
- Travel media has the **most affluent readership** in the world
- Travellers are **50% more engaged** reading inflight than when on the ground
- Inflight media is always **inspiring** and **positive**
- Travel media **reaches real people** without any digital distraction
- **Ink** is the largest travel media company in the world with award-winning content



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Sources: Global Passenger Survey / Gfk / TGI / Higher Level 2016 / SITA

Rate card

Size	1 Issue	6 Issues	12 Issues
Double Page Spread	US\$17,688	US\$14,150	US\$11,320
Full Page	US\$8,990	US\$7,192	US\$5,753
One Half Page	US\$4,738	US\$3,790	US\$3,038
One Third Page	US\$3,102	US\$2,481	US\$1,984
Postcard	US\$8,990 per insertion		
Premium			
Outside Back Cover	US\$9,439	US\$7,551	US\$6,040
Inside Front Cover	US\$9,439	US\$7,551	US\$6,040
Inside Back Cover	US\$8,990	US\$7,192	US\$5,753

Production schedule 2018

ISSUE	SPACE RESERVATION DEADLINE	COPY MATERIAL DEADLINE	MAGAZINE ONBOARD DATE
January 2018	2 December 2017	8 December 2017	1 January
February 2018	2 January	10 January	1 February
March 2018	1 February	9 February	1 March
April 2018	1 March	9 March	1 April
May 2018	2 April	10 April	1 May
June 2018	2 May	10 May	1 June
July 2018	1 June	8 June	1 July
August 2018	2 July	10 July	1 August
September 2018	1 August	10 August	1 September
October 2018	3 September	10 September	1 October
November 2018	1 October	10 October	1 November
December 2018	1 November	9 November	1 December

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