

TAD

Targeted Advertising

Media Pack 2015

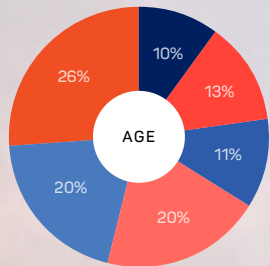


Brussels Airlines TAD

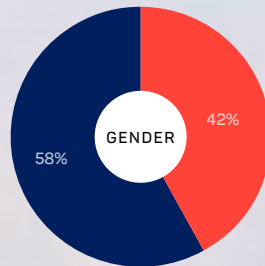


Brussels Airline fly **6.6m** passengers per year

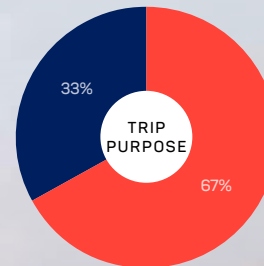
The Brussels Airlines passenger



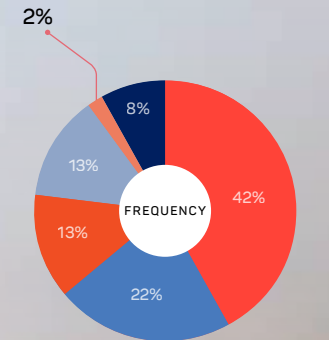
■ 18-24 ■ 45-54
■ 25-34 ■ 55-64
■ 35-44 ■ 65+



■ Male ■ Female



■ Business ■ Leisure



■ First trip ■ 4-5 times
■ Once before ■ 6-10 times
■ 2-3 times ■ 24 times +

Brussels Airline fly **6.6m** passengers per year

A valuable audience

550k passengers per month



22%
of Brussels routes are to Africa



12%
of passengers are C-Suite/Board Directors



74%
of business passengers make over 4 return trips p.a.



19%
buy in-flight duty free, with Liquor, Beauty & Fragrances the top categories



25%
of business passengers book their hotel under a week before travelling

TAD Research

A boarding pass is viewed across **13** journey touchpoints

Passengers look at their boarding pass over **4 times** in any one journey

25%

Look at pass
traveling to airport

20%

Look at
pass in-flight

61%

could recall
advertised brands

53%

would consider
buying TAD
advertised products

Source: Ink Boarding Pass Research 2012

The Brussels Airlines hubs

Top 10 Hubs Summer

Brussels
Geneva
Nice
Berlin Tegel
Rome Fiumicino
Barcelona
Vienna
Madrid
Copenhagen
Malaga



Brussels Airlines TAD ratecard

Print-at-home boarding pass

€330 CPM

Dimensions: 738 x 339px

 **brussels airlines**
A STAR ALLIANCE MEMBER 



PASSENGER NAME: [REDACTED]
E-TICKET NUMBER: [REDACTED]
Frequent Flyer No.: [REDACTED]
Check-in Sequence No.: [REDACTED]

BOARDING PASS


From	To	Flight No.
[REDACTED]	[REDACTED]	[REDACTED]

Date	Departure	Class of Travel
[REDACTED]	[REDACTED]	[REDACTED]

Gate	Boarding Time	Seat	
[REDACTED]	[REDACTED]	[REDACTED]	NO FREE MEAL/DRINK

Expect queues at security control. Please proceed to your departure gate in time for boarding.

CARRY-ON BAGGAGE Business class: 2 pieces (10 kgs), Economy class: 1 piece (8 kgs), h/flex economy+: 1 piece (12 kgs), h/light economy: 1 piece (8 kgs). The maximum piece size is 15x8x23 cm. If you are travelling on another airline, please contact them for more information.

BAGGAGE DROP-OFF is possible until 40 min. before departure for flights within Europe and until 70 min before departure for flights to and from Africa. If you are travelling with carry-on baggage only, please proceed directly to your boarding gate.

DANGEROUS GOODS are not allowed in either carry-on baggage or in checked baggage. More information on www.brusselsairlines.com

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