



Targeted Advertising

Media Pack 2015

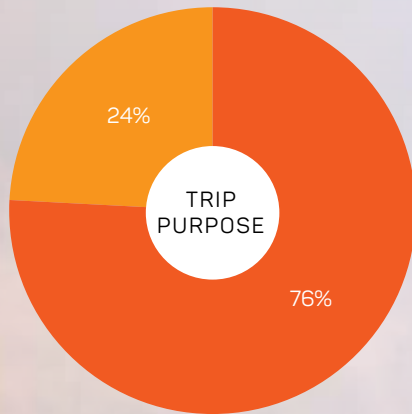


easyJet TAD

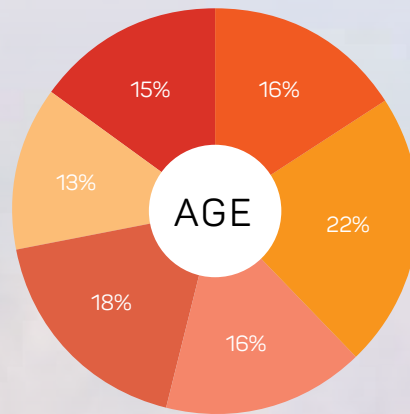


easyJet flies 66.2m passengers per year

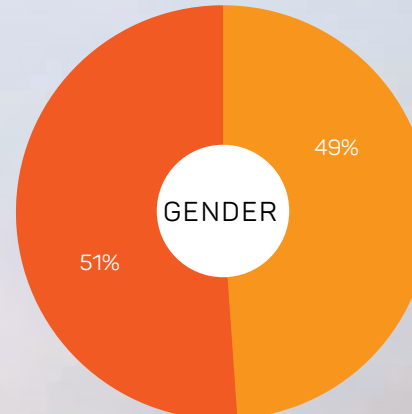
The easyJet passenger



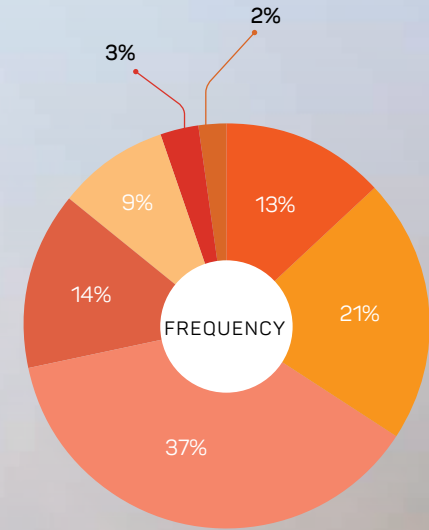
Business Leisure



15-24 45-54
25-34 55-64
35-44 65+



Male Female



First trip 6-10 times
Once before 11-23 times
2-3 times 24 times
4-5 times

easyJet flew 6.6m passengers in August 2014

Sources: TGI, The Global Passenger Survey

A valuable audience



40%
Business profile
on London Routes*



41%
fly over 4 times
p.a. with easyJet



61%
earn over
€36,000 p.a.

easyJet passengers represent:



29%
of all UK
Airport duty-free



29%
of all parking
booked by UK flyers



45%
of all Skiing/Winter
sports holidays

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

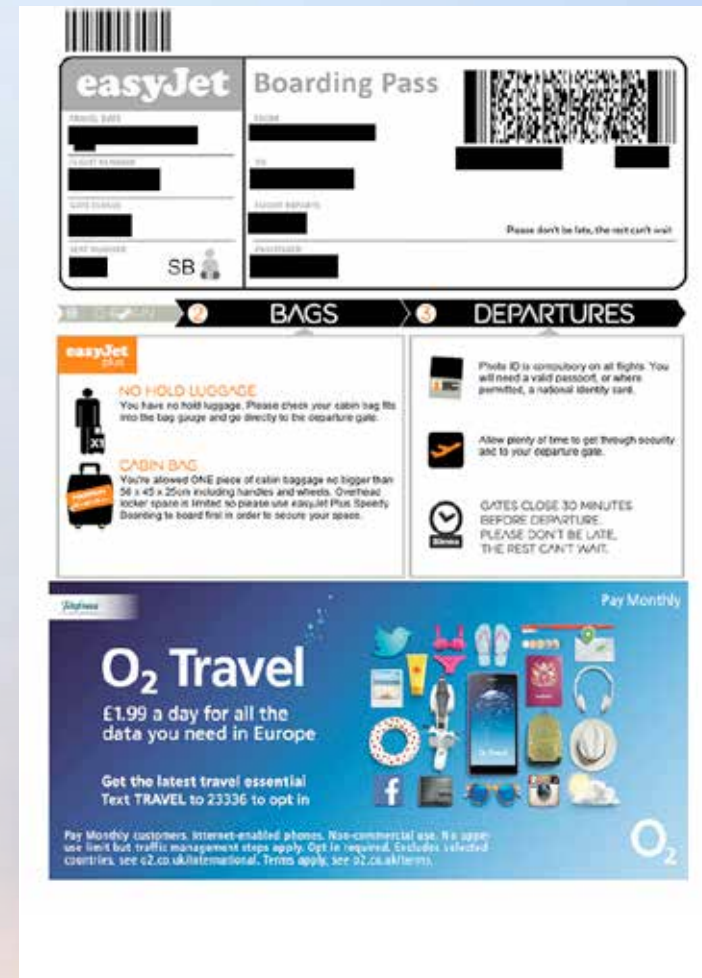
The easyJet hubs

Top 10 Hubs Summer

Gatwick
Milan Malpensa
Geneva
Luton
Basel
Bristol
Charles de Gaulle
Rome Fiumicino
Amsterdam Schiphol
Berlin



easyJet TAD ratecard



Get your advert onto your passengers' boarding pass

738px X 339px
€330 CPM