

AIRITALY

Atmosphere

Media kit 2019

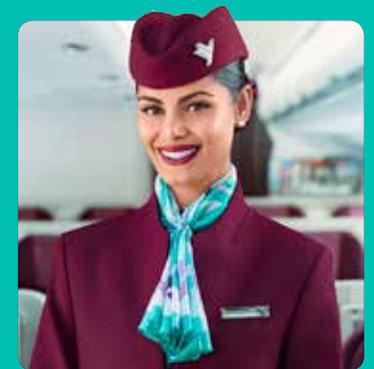


Welcome to Air Italy

Introducing Italy's newest – and most exciting – full-service carrier. Since launching in February 2018, Air Italy has laid down a firm challenge to the aviation industry's most established players, thanks in no small part to its modern fleet and a fast-expanding global network.

From its base in Milan – Italy's fashion and business capital – this new airline is on a mission to bring its nation's heart and soul to the world, through a combination of style, dynamism and a very Italian attention to detail.

And with a plan to grow its fleet to more than 50 aircraft, carrying in excess of 10 million annual passengers, by 2022, there's plenty more to come from this Italian icon in the making.





Imagine the world differently

Travel is a lifestyle, and *Atmosphere* for Air Italy is a fun, friendly and at times cheeky guide to travelling in style. Covering fashion must-haves, culinary trends and the latest hotel design, the focus is always on where best to experience these movements for real. Warm and humorous in tone, the layout is confident and grown-up. The Italian way of life weaves through the pages, highlighting the joy and beauty of Air Italy's destinations.

di moda

Atmosphere's front section where warm, friendly and charismatic articles on fashion, food, culture and design take readers on a journey through Air Italy's network.

The features

Evocative photography and compelling travel narratives combine in *Atmosphere's* longer form features to tell original stories that will inspire readers to imagine the world differently.

The facts

50

New aircraft by 2022

31

(inches) Pitch of economy class seats in long-haul aircraft

26

Destinations in the global network

+10

million passengers by 2022



2

Domestic hubs (Milan, Olbia)

100m

Passengers carried by Meridiana, the parent airline of Air Italy

10

Short-haul fleet
Boeing 737

5

Long-haul fleet
Airbus A330

An Italian influence

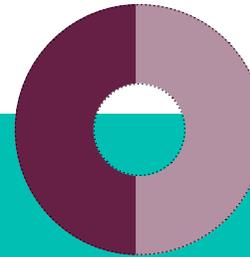
- Pizza and gelato served onboard
- Business class amenity kits by Fedon
- Italian wines and espresso served in Business class cabin

Why travel media?

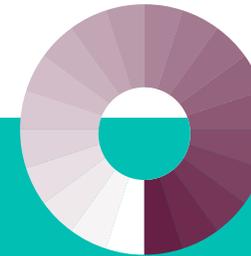
As more people take more journeys, so travel media grows stronger and more influential. This sector stands unique in today's advertising environment, because of its growing – and captive – audience. Because readers can't skip your ads while on a plane, you will be investing in their undivided attention, without digital distraction.

When you combine this with our deep understanding of who is travelling, as well as where and when, together with the inspirational content we produce, it makes for a potent opportunity to get your message across – and make sure it sticks.

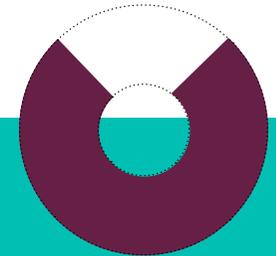
Ink is the largest travel media company in the world. and we make unrivalled award-winning content.



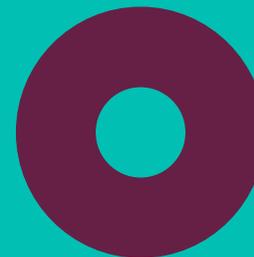
Passenger numbers will double in the next 20 years[†]



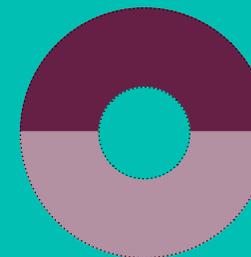
Airline passenger numbers are growing by 3-5% every year[†]



74% of passengers read inflight magazines[‡]



Travel media has the most affluent readership of any of the world's media[¤]



Travellers are 50% more engaged reading inflight than when on the ground[¥]

Sources [†]IATA / [‡]Kantar TGI / [¤]Gfk, MRI / [¥]Ink: A Flight to Remember

Our destinations

With an aim to service in excess of 50 routes by 2022, Air Italy is one of the world's fastest growing airlines. Its domestic and international network currently includes 26 destinations.

Italy

- Bologna
- Cagliari
- Catania
- Lamezia Terme
- Milan Malpensa
- Milan Linate
- Olbia
- Naples
- Palermo
- Rome
- Torino
- Verona

Africa

- Accra
- Cairo
- Dakar
- Kenya
- Lagos
- Maldives
- Sharm-el-Sheikh
- Tenerife
- Zanzibar

North America

- Los Angeles
- New York
- Miami
- San Francisco
- Toronto



Advertise with us

Per monthly issue

Full page	€12,500
Half-page	€7,250
Double-page spread	€20,980
Inside front cover spread	€26,000
Inside front cover	€16,490
Inside back cover	€15,900
Back cover	€18,600

Advertorials

One-page advertorial	€13,750
Double-page advertorial	€23,080

(Special formats on request)

Price lists in other currencies available

Advertising page specifications

Trim size	(h) 275mm x (w) 200mm
Half vertical.....	(h) 234mm x (w) 81.5mm
Half Horizontal.....	(h) 114mm x (w) 167mm
Quarter page	(h) 114mm x (w) 81.5mm



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