Exploring the world from a Belgian point of view, the recently redesigned binspired tells in-depth stories about lifestyle, culture and innovation that have been designed to appeal to Brussels Airlines’ broad passenger base – from international business travellers to holidaymakers.

Inspiring and innovative, binspired introduces its readers to new travel destinations and unearths the world’s most interesting stories, providing a bright, exciting and beautiful reading experience for all.

In the hands of 12m passengers every year...

As well as award-winning print content, Ink communicates with travellers in other ways:

1. Digital
   Responsive content that converts to bookings.

2. WiFi / Portal
   BYOD streaming / branded WiFi and dedicated channels.

3. IFE Video
   Powerful branded video content that inspires.

4. Social
   Online campaigns for brands and tourism boards.

5. PR
   In-house team works with brands and airlines together.
With a growing global network and a new long-haul product for its business travellers, the Belgian flag carrier is a truly international success story.

**Welcoming Montreal to our growing network**

2019 has seen a number of new routes including to Canada and Slovenia.

**Brussels Airlines flies to 100+ European destinations**

From our Brussels hub in the heart of Europe, we fly to more than 100 destinations across the continent.

**The leading Europe to Africa airline**

Brussels Airlines flies to more than 25 African destinations daily.

**Business matter**

Nearly two-thirds of our 12m annual passengers fly for work-related purposes. In 2019 we launched the Boutique Hotel in the Sky concept for our Business Class passengers on select long-haul flights.

**Over 12m passengers flying to more than 100 international destinations...**

Did you know?

There are a huge array of unique possibilities to communicate with Brussels Airlines passengers via our brand partnership opportunities. See page 7 and ask for more information.
Our mainly Belgian audience is successful, well-travelled and highly engaged with binspired magazine – and they’re waiting to hear from you.

Get your message in front of a broad demographic...

Our mainly Belgian audience is successful, well-travelled and highly engaged with binspired magazine – and they’re waiting to hear from you.

- 68% have a personal income of over €55,000
- 62% are in the market to buy a new car in the next 12 months
- 35% own a watch worth over €1000
- 90% have read the binspired in the last 12 months
- 81% stay more than 11 nights per year in hotels
- 40% of seats at Brussels Airport occupied by Brussels Airlines' passengers
- 58% of readers are travelling for business
- 81% stay more than 11 nights per year in hotels
- 79% look for tourism advertising in binspired

INTERNATIONAL PASSENGERS 30%
BELGIAN PASSENGERS 70%

FEMALE 40%
MALE 60%

60+ years 26%
55-64 years 20%
45-54 years 20%
35-44 years 11%
25-34 years 13%
18-24 years 10%

62% are in the market to buy a new car in the next 12 months

68% have a personal income of over €55,000

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Get your message in front of a broad demographic...

Our mainly Belgian audience is successful, well-travelled and highly engaged with binspired magazine – and they’re waiting to hear from you.
Bright, exciting, and beautiful to read...

The new-look binspired magazine has one primary objective: to introduce readers to new travel destinations and inspire them to visit them. It does this through a combination of fascinating stories – revealing a new side to a city or region – and truly evocative photography.

Design that grabs attention

Much like Brussels airlines itself, binspired magazine has a strong visual identity that aids the reader experience.

Product focused insights

We know our readers love technology, so our editorial is specifically designed to inspire their next purchase.

Useful travel tips and stories

How better to see a destination that through the eyes of a local? Expert advice forms a hugely important part of the editorial offering.

Trend focused culture

Our front section highlights the hottest events, festivals and must-dos across the network, sparking inspiration and wanderlust.

A spotlight on talent

In our inquisitive business section, we unveil the most innovative trends, the hottest talents and the rising destinations shaking up the working world.

Beautiful travel features with first-class journalism

It’s with our longer-form content that we really go out and explore the world, meeting passionate people in exciting places and providing inspiring bucket lists for curious travellers – all delivered by award-winning writers and photographers.
As more people take more journeys, so travel media becomes stronger and more influential. This sector also stands unique in today’s advertising world, 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. Combine our deep understanding of who is travelling, as well as where and when, with the inspirational content we produce, and it makes for a potent opportunity to get your message across – and make sure it sticks.

**Why travel media?**

As more people take more journeys, so travel media becomes stronger and more influential. This sector also stands unique in today’s advertising world, because of its growing – and captive – audience.

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**Sources:** 
IATA / Kantar TGI / GfK, MRI / Ink: A Flight to Remember

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**Binspired magazine Mediapack 2020**

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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.
The passenger journey begins with the planning of a trip, and doesn't end until the moment that the front door key turns in the lock. In between, there are numerous opportunities to reach this audience – and we can help you to make the most of all of them.
Integrate your message more deeply within...

Native advertising and sponsored content provide a unique opportunity to tell your company’s story in a way that mirrors the look and feel of the magazine within which it sits. Rather than placing an advert beside a story, you become the story.
Whether you’re seeking to deliver the message about a single product, raise awareness about your company with a lengthy campaign, or create a jaw-dropping and bespoke editorial magazine, our award-winning creative solutions team can work with you to devise a product that tells your story in the best possible way.

→ Q&A interview
Nothing gives that personal touch like an insightful Q&A. We’ll interview and can even arrange a professional photo shoot.

→ Unique tailored mini magazine
We can create bespoke advertorials or composite promotions to help you engage with our audience.

→ Travel feature
We’ll send a writer to your restaurant, hotel or city to pen a story in exactly the same way as a magazine would.

↑ Expert column
Imagine your CEO as a star columnist. We’ll work with you to craft a column written in their own voice.

← Special pull out
Let us devise a special gatefold section or pull-out insert for maximum impact.

Unique creative solutions tailor-made...

Whether you’re seeking to deliver the message about a single product, raise awareness about your company with a lengthy campaign, or create a jaw-dropping and bespoke editorial magazine, our award-winning creative solutions team can work with you to devise a product that tells your story in the best possible way.
Something to suit every budget...

Contact Jonathan Carrillo Saez Email jonathan.carrillosaez@ink-global.com Telephone +44 20 7625 0820

Per issue

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<thead>
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<th>Format</th>
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Advertorials

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<tr>
<td>Double-page advertorial</td>
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Special formats available on request
Advertorials, tip-ons, gatefolds, supplements etc.

Production schedule

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Specifications (mm)

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Please request an artwork spec sheet for full details of print specifications