



THE NEW  
**Flyjournal**  
2019 MEDIA KIT





## 5.3 MILLION PASSENGERS IN 2017/2018

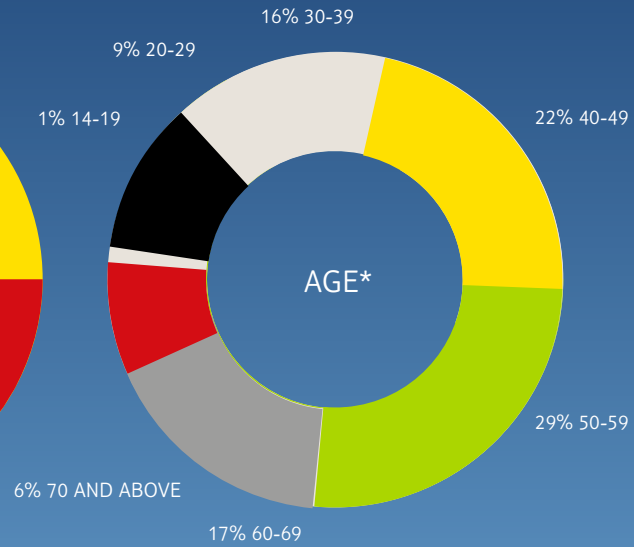
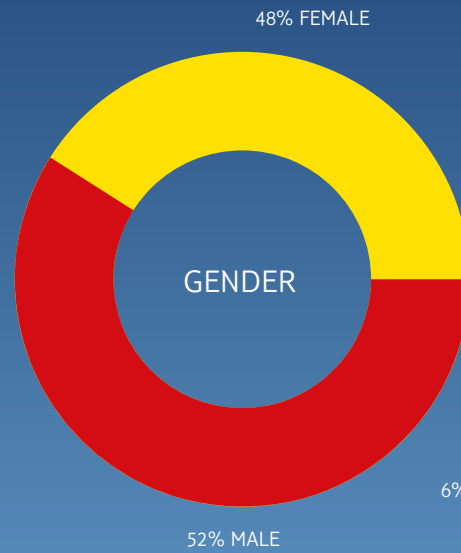
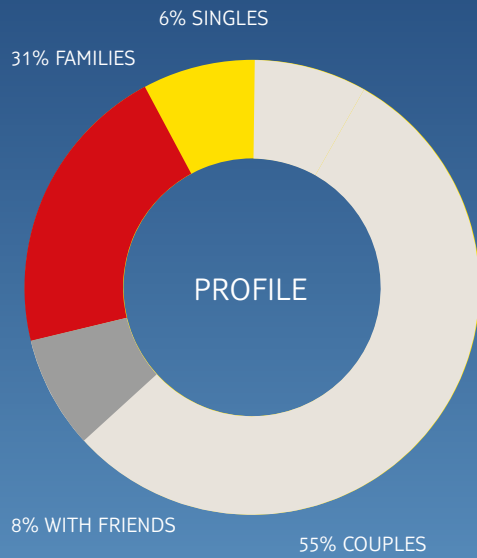
Active since 2007, TUI is part of the TUI Group, the largest leisure, travel and tourism company in the world.

Now Germany's 3rd largest airline by fleet size, TUI fly carries 5.3m passengers to the classic holiday destinations Balears, Canary Islands, Greece, Turkey, Portugal, Egypt, Morocco, Tunisia and Cape Verde.

The airline is serving a route network of 22 destinations in 8 countries with a fleet of 27 modern Boeing 737 aircrafts.



# DEMOGRAPHICS



## TUI PASSENGERS

HAVE A CLOSE BRAND AFFINITY WITH TUI

ARE QUALITY CONSCIOUS CONSUMERS

VALUE HIGH STANDARDS OVER PRICE

\*Source: TUI / UN DESA





# INTRODUCING TUI'S NEW INFLIGHT MAGAZINE



TUI's relaunched inflight magazine Flyjournal celebrates the feelgood factor of holidays with a fresh, inviting editorial concept and high-quality travel photography. The front section plays on that pre-travel buzz with fun and informative planning tips – from the latest apps and products to must-see events. The long-form travel features take the reader on a journey to TUI fly's destinations with warm, personal stories that capture the magic and nostalgia of holidays. This quarterly title focuses on the best way to inspire German adventurers, families and gourmets alike each season, covering mainland Spain, Portugal, Greece and the Balearic and Canary Islands. The magazine also promotes TUI fly destinations in Northern Africa and Cape Verde.





## BY THE NUMBERS

5.3m passengers  
in 2017/18

+15% growth in passengers  
numbers compared  
to 2016

48% have above-average  
to very high  
purchasing power

€22.8bn total annual travel  
spend by TUI  
passengers

## 6 FACTS YOU MAY NOT KNOW ABOUT TRAVEL MEDIA

1

Air passenger numbers will double over the next 20 years (Source: IATA)

4

Inflights is the most positive place for inspiring media (Source: SITA)

2

Inflight magazines are read by 73% of air passengers (Source: TGI)

5

Travel media reaches real people without any digital distraction

3

Travel media has the most affluent readers in the world (Source: Gfk)

6

Advertising recall is nearly 50% higher inflight than on the ground



## PRICES & SPECS

### 2019 ADVERTISING RATES

Full Page, run of page	€ 12,870
Double Page Spread	€ 21,595
Outside Back Cover	€ 17,870
Inside Back Cover	€ 14,157
Inside Front Cover	€ 14,800
Half Page	€ 7,410

### ADVERTORIALS

Full page advertorial	€ 14,157
Double page advertorial	€ 23,555

ISSUE	COPY DEADLINE	ONBOARD
Mar/April/May 2019	8 Feb 2019	1 Mar 2019
June/July/Augt 2019	10 May 2019	1 June 2019
Sept/Oct/Nov 2019	9 Aug 2019	1 Sept 2019
Dec/Jan/Feb 2019/2020	9 Nov 2019	1 Dec 2019

The Ink logo consists of the word "Ink" in a white, bold, sans-serif font, positioned on a red rectangular background.

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