MEDIA KIT 2020

mabuhay

MELBOURNE
Spring is here and the hip neighborhood of Footscray beckons

LA
Hit the streets of the next fashion capital

TORONTO
Cruise the high markets, bars, and theaters in the east end
Mabuhay, the warm and worldly inflight magazine of Philippine Airlines, inspires readers to explore PAL's network of destinations, spotlights remarkable personalities from around the world and presents dazzling photo spreads capturing the Philippines' magnificent islands and beyond. What's more, Mabuhay is a conversation-starter whose influence extends beyond the plane.
LIFE

The upfront section “Life” gathers inspiration from the latest and greatest happenings across the network and repurposes it into an engaging assortment of easily digestible stories. In addition to spotlighting events, the section also focuses on the future – products and openings that passengers can look forward to, as well as intriguing people striving to make a difference.
Mabuhay's signature feature offers a tour of an exciting city – be it Shanghai, Seoul or New York – through the eyes of an inspirational Filipino now calling that city home. As well as an insider's guide, the feature celebrates the amazing work of Filipinos across the world. In 2017, “Going Global” earned an honorable mention at the Folio: Eddie & Ozzie Awards in New York.
FEATURES

Enjoy a visually stunning, editorially captivating collection of aspirational articles that reflects the interests and the dynamics of both Mabuhay’s current readers, as well as the airline’s future passengers. The stories place an emphasis on the people and the innovations that are transforming the world, highlighting the lifestyle of travel, rather than just travel itself.
Proudly boasting the title of Asia’s first airline, Philippine Airlines is the country’s national flag carrier and its only four-star airline. In 2016 PAL launched their new brand philosophy, “The Heart of the Filipino”. PAL currently flies to destinations throughout Asia, the United States, Canada, Australia, the Middle East and the United Kingdom – with exciting plans to expand their network further in the coming years.
STRENGTH IN NUMBERS

4-STAR AIRLINE
FIRST AND ONLY ONE IN THE PHILIPPINES

79 YEARS AS ASIA’S FIRST AIRLINE

8,278 EMPLOYEES
3,016 CABIN CREW
1,332 PILOTS

17 PAL PRESIDENTS SINCE 1935

4 DOMESTIC AIRPORT HUBS
CLARK
CEBU
DAVAO
MANILA

10 BOEING AIRCRAFT/B777

90 AIRCRAFT IN THE FLEET AS OF MARCH 2019

85 AIRBUS AIRCRAFT

12 BOMBARDIER AIRCRAFT

5 AVERAGE FLEET AGE

44 INTERNATIONAL DESTINATIONS (AS OF APRIL 2019)

32 DOMESTIC DESTINATIONS (AS OF APRIL 2019)
80,000 copies read each month

1.4 million monthly readers

53% Domestic passengers

47% International passengers

PAL Mabuhay Club airport lounges, NAIA T2 arrival area and sales offices worldwide

Also read at:

Selected tourism agencies embassies and consulates

First-rate establishments – hotels, restaurants and cafés
WHY TRAVEL MEDIA

As more people travel, our media grows stronger and stronger every day. Travel media is unique in today’s advertising environment, not only because of the increasing consumer numbers, but because we have a deep understanding and knowledge of who is traveling, as well as where and when. Furthermore, travel media is ALWAYS positive, aspirational and inspiring.

• Passenger numbers are growing 3–5% every year
• Passenger numbers will double in the next 20 years
• 74% of passengers read inflight magazines
• Travel media has the most affluent readership in the world
• Travelers are 50% more engaged reading inflight than when on the ground (Ink: A Flight to Remember)
• Inflight media is always inspiring and positive
• Travel media reaches real people without being a digital distraction
• All travel media is targeted
• Ink is the largest travel media company in the world with award-winning content
RATE CARD

PUBLISHING RATES

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* A 15% loading fee is imposed on requests to appear on a specific or early page.

DECISIONS

PUBLICATION DATE

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PRODUCTION DETAILS

DOUBLE PAGE SPREAD SIZE
Trim area: 280mm (H) x 430mm (W)
Bleed area: 286mm (H) x 436mm (W)
Type area: 260mm (H) x 410mm (W)

FULL PAGE SIZE
Full Page Trim: 280mm (H) x 215 mm (W)
Full Page Bleed: 286mm (H) x 221 mm (W)
Full Page Type Area: 260 mm (H) x 190 mm (W)

• Digital file formats, preferably high resolution
• PDF file (at least 300dpi)
• Files must be supplied as single pages
• All images supplied must be converted to CMYK. All fonts, images and logos must be embedded
• Pages must be created to include bleed when required

CONTACT

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CREATIVE SOLUTIONS

Ads & advertorials
We can design and redesign ads to ensure consistent brand recognition, as well as execute editorial-style stories promoting specific services, venues and destinations to our discerning readers.

Supplements & special sections
Our dedicated team can execute sponsored supplements, inserted into the magazine, or special features sponsored by an advertiser, with specific themes such as golf resorts, shopping promotions, food & drink and others.

Bespoke video
We produce social media-friendly videos promoting destinations, venues and services through our trusted network of professional videographers and video editors.

Other
Speak to us about designing a bespoke series of creative solutions suited to your services and goals.