Media Kit
2020
In the hands of 38m passengers each year...

N represents the adventurous spirit and curious mind of the Norwegian Air traveller. With stories to engage, excite and inspire, our award-winning magazine prides itself on being different from the rest.

Its in-depth articles tell unusual and uplifting stories from around the Norwegian network – as well as delivering smart travel tips and essential trendwatching for the airline’s broad passenger base.

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.
Not only is Norwegian one of the fastest growing and most successful low-cost carriers in the world, it’s also a fantastic opportunity to engage with a broad audience.

**Going global**

Since 2014, when the airline began operating its first transatlantic flights, the number of long-haul destinations has steadily increased. In addition to its European and Scandinavian dominance, the airline now flies to 11 US destinations, plus Buenos Aires and Rio de Janeiro, Thailand, Jordan and Dubai.

**Green machines**

In 2019 Norwegian began offering customers CO₂-offsetting and became first airline to sign UN climate-action initiative.

**Over three million passengers flying to 150 destinations every month**

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**New for 2020**

The airline will have 18 new routes for summer 2020, many reflecting a growing presence in Eastern Europe. Expect new destinations and increased routes to Gdansk, Palanga, Tivat, Szczecin, Poznan, Tirana, Kaunas and Wroclaw.

**Did you know?**

There are a huge array of unique possibilities to communicate with Norwegian passengers via our brand partnership opportunities. See page 7 and ask for more information.
Engaging stories – and travel tips too...

*N magazine* is aimed at travellers who value original, intelligent storytelling – helping them to get beneath the skin of a place and really understand its people and culture, as well as glean smart, relevant advice on how to put themselves in the picture.

> Award-winning design that grabs attention

Much like Norwegian Air itself, *N* magazine has a strong visual identity that aids the reader experience.

> Long-form

Interesting stories from around the network – drilling down into food, culture, design, travel and lifestyle.

> Travel essentials

From timely events to big ideas and the hippest neighbourhoods, our front section gives readers the downlow on the need-to-know.

> Photography

Enticing the reader, the magazine features some of the best photographic talent today – with great views from around the network.

> Products

Glossy concept shoots of the latest products entice our readerships with gifts, gadgets and travel must-haves.

> Green focus

What sets *N* apart from many other inflight titles are regular stories that address ethical or sustainable issues.

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It's an ancient shepherding tradition that's slowly dying out in Europe: moving herds of livestock great distances along ancestral routes. Now some of the last Spanish vestiges of this "transhumance" have been documented by the photographer Susana Girón in her new book *Zug der Schafe* (*Train of Sheep*). In it she joins one of the twice-yearly pilgrimages made by Maria and Antonio Alarcón, semi-nomadic shepherds from Granada. "They live in the middle of the forest and on mountain slopes" while they move their sheep 200km over eight days, Girón explains. Antonio, 63, would like to retire and leave the herd to his son, "but he doesn't know if he will follow the tradition". While transhumance is environmentally sustainable, "it also means living six months in other parts of the country, far from friends and family," she adds. "These are hard living conditions for young people."
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.
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.

Create your campaign from a huge array of platforms

1. Airline websites
   Passengers can engage with our destination-led content at the point of holiday inspiration.

2. Airline apps
   With a presence on our travel partners’ apps, our content can actively influence decision making.

3. Reach TV
   Our TV network beams content and advertising directly to screens in 80 US airports.

4. Branded video
   We create bespoke video content for the world’s largest travel brands that is watched by millions pre- and during flight.

5. Social channels
   We inspire travellers with content delivered to their social feeds.

6. Boarding passes
   Connect with your desired audience through a targeted advert on a boarding pass.

7. Emails
   As part of a wider campaign, reach passengers in their flight confirmation mail.

8. Experiential
   Work with us to create real-world immersive experiences to tell your brand’s story.

9. Lounge activations
   From bar takeovers to bigger events, we can make a lasting impression on passengers through lounge activations.

10. Plane wraps
    Turn a flight into a world-beating advert for your brand with a full-plane takeover.

11. Headrests
    Ambient advertising in-flight is a highly effective communication tool.

12. Magazine editorial
    Award-winning magazine editorial is at the centre of our content suite.

13. Sampling
    Put your product just where you want it – in the hands of passengers.

14. IFE portal
    Branded video content shown inflight inspires and drives bookings.

15. Cabin interiors
    An interior takeover creates an effective brand immersion for passengers.

16. Wifi portal
    Reach business travellers by being an advertising partner of the WiFi portal.
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.

→ Unique creative solutions tailor-made...

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↑ 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  Zina Mures  zina.mures@ink-global.com  +44 20 7625 0927

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### Advertorials

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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.