

Oryx المراسل



Media Kit 2019



Qatar Airways is...

THE **WORLD'S FASTEST-GROWING** AIRLINE

ONE OF THE **YOUNGEST GLOBAL AIRLINES**
TO SERVE ALL SIX CONTINENTS

CONNECTING MORE THAN **150 DESTINATIONS** EVERY DAY

AN **AWARD-WINNING AIRLINE** – IT WAS VOTED
AIRLINE OF THE YEAR IN 2011, 2012, 2015, AND 2017

ONE OF AN ELITE GROUP OF JUST NINE AIRLINES
WORLDWIDE TO HAVE EARNED A **5-STAR RATING BY SKYTRAX**



Qatar Airways is...

30 MILLION PASSENGERS IN 2017. PASSENGER NUMBERS ARE UP **19.2% YEAR-ON-YEAR**

10.5% INCREASE IN PASSENGER NUMBERS – MIDDLE EASTERN CARRIERS HAD THE STRONGEST TRAFFIC GROWTH OF ANY GLOBAL REGION LAST YEAR (SOURCE: IATA)

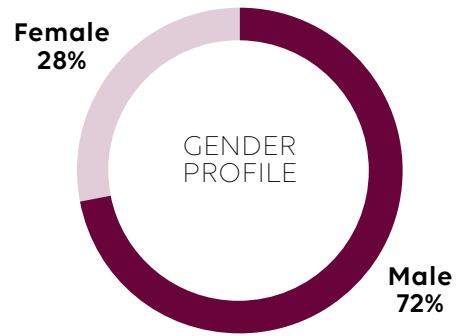
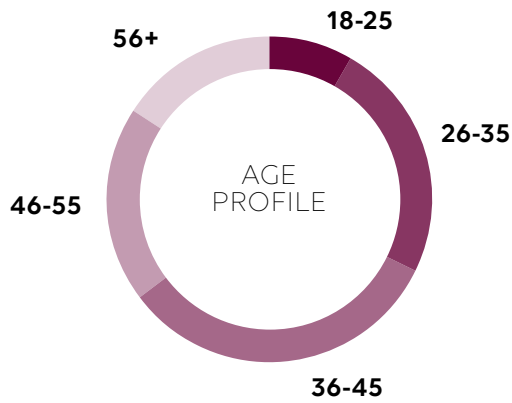
AVERAGE FLIGHT TIME IS **6+ HOURS**

FREE-SPENDING PASSENGERS £1,643 – TOURISTS FROM QATAR HAD THE BIGGEST AVERAGE SPEND PER TRANSACTION IN THE UK IN SUMMER (SOURCE: GLOBAL BLUE)

THE MAGAZINE IS AVAILABLE IN **EVERY SEAT ON BOARD**

Demographics

150+ DESTINATIONS



NATIONALITY

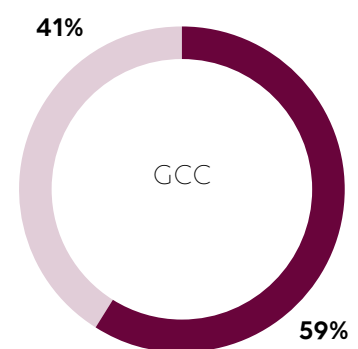
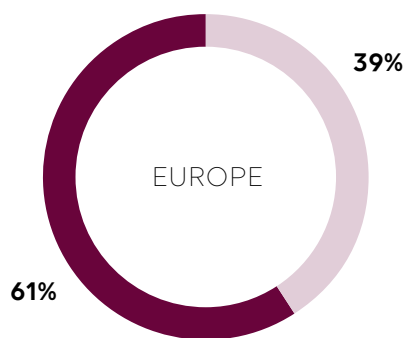
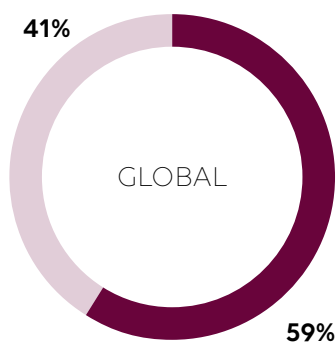
Qatar	3%	USA	6%
UK	11%	France	5%
India	8%	Australia	4%
Germany	6%	Italy	3%

RESIDENCY

Qatar	9%
UK	9%
USA	6%
Germany	6%
Australia	5%
India	5%

Reason for travel

■ Business ■ Leisure



Oryx

CURATED
LUXURY

Oryx is a deluxe travel magazine with a different theme each month – from Discover and Active to Time and Music. Available in all classes, and with content in both English and Arabic, it reflects the five-star quality of Qatar Airways.

The magazine covers Qatar Airways' 150+ global destinations, bringing beautifully designed, thought-provoking stories to the reader. The focus is on contemporary luxury and insightful discovery for premium travellers.

Oryx was named winner of the Custom Redesign title at the 2017 Folio: Eddie & Ozzie Awards.



Oryx
الذئب

CURATED
LUXURY



A collector's edition, every month

Each issue of Oryx explores a different theme, bringing a unique perspective of the world to life on the page.

UPCOMING THEMES 2019

JANUARY ADVENTURE

FEBRUARY OPULENCE

MARCH HERITAGE

APRIL TECHNOLOGY

MAY FLAVOUR

JUNE PLAY

JULY CRUISE

AUGUST TRENDSETTERS

SEPTEMBER URBAN

OCTOBER BEAUTY

NOVEMBER EXPLORE

DECEMBER QATAR



CURATED
LUXURY



Regular features

THE COLLECTIVE

News and stories from around the network

THE COLUMN

An expert in their own words

THE Q&A

Celebrity interviews

THE LOOK

Still-life fashion shoots showcasing the latest trends

THE PROFILE

Profiling people who are at the top of their industry – from top chefs to pop stars



CURATED
LUXURY



Bespoke content

Ink is a full-service agency and we believe that every brand has a story to tell. Our Creative Solutions team can craft forward-thinking premium native editorial and supplements that will engage our readers, wherever they are.

SERVICES

Content | Strategy | Design | Video | Photography

WANT TO KNOW MORE?

Get in touch to find out more:
nour-el.moulay@ink-global.com



CURATED
LUXURY



Our advertisers

BEAUTY

Paco Rabanne
Maison Francis
Kurkdjian Paris
Amouage

FASHION & ACCESSORIES

David Morris
Louis Moinet 1806
Veschetti
Minna Parikka

TRAVEL

Maxx Royal Resorts
Visit Seychelles
The May Fair Hotel
Tourism Thailand
Visit Qatar

AUTO

BMW

BUSINESS

QNB Private Banking



CURATED
LUXURY



Rates & Specs

2019 ADVERTISING RATES

Full page	15,630 USD
Double page spread	28,150 USD
Outside back cover	45,650 USD
Contents Full page	15,950 USD
Inside front cover spread in English or Arabic	35,630 USD
Righthand page first 30 pages	Plus 5%
Exclusivity in (field or destination) the first third	Plus 20%
Full page advertorial	18,780 USD
DPS advertorial	35,160 USD
Gatefold DPS	48,250 USD
Full page inserts - 200gsm Gloss	+ 6,900 USD
DPS insert	+ 9,600 USD
Supplement 100gsm Gloss	68,500 USD
Spotlight section	Plus 5%

Advertising Partnership Discount: 6 issues - 15% 12 + issues - 30%

CONTACT NOUR EL-MOULAY

nour-el.moulay@ink-global.com +44 207 6250 816, +44 7557224570



CURATED
LUXURY



Travel media works

AIR PASSENGER NUMBERS WILL **DOUBLE**
OVER THE NEXT 20 YEARS (SOURCE: IATA)

INFLIGHT MAGAZINES ARE **READ BY 73%**
OF AIR PASSENGERS (SOURCE: TGI)

TRAVEL MEDIA HAS THE **MOST AFFLUENT**
READERS IN THE WORLD (SOURCE: GFK)

INFLIGHT IS THE **MOST POSITIVE PLACE**
FOR INSPIRING MEDIA (SOURCE: SITA)

ADVERTISING RECALL IS **NEARLY 50%**
HIGHER INFLIGHT THAN ON THE GROUND

TRAVEL MEDIA REACHES REAL PEOPLE
WITHOUT ANY DIGITAL DISTRACTION