



we are travel media™

 cebu pacific

**smile**

MEDIA PACK 2019

# Our bright, new Smile



Smile won **Gold for Inflight Media of the Year 2018** at the first-ever Asia Pacific Publishing Awards (APPA) by the Media Publishers Association of Singapore (MPAS)

One of the region's most beloved in-flight magazines, *Smile* is exclusively distributed onboard Cebu Pacific Airlines, with a monthly distribution of over 80,000 copies.

*Smile* is the authority on travel around the Philippines, and around a wider international network, for Filipino travelers. We've been voted Best Airline Magazine in the Philippines and Asia by CNNgo.com, and our travel and lifestyle features have won awards at Asia Publishing Awards.

What's more, *Smile* updated its pages with a fresh, new look — packed with a youthful vibe, lots of humor and the same sense of community that makes our readers love us. The new-look *Smile* is inspirational to the millennial traveler, but speaks to Cebu Pacific's broader passenger base, too.

## Highlights

- 1 **Gorgeous exclusive photography**
- 2 **Splashy destination features**
- 3 **Exclusive interviews with Filipino personalities**
- 4 **Destination guides to over 60 cities**
- 5 **Exciting new restaurants, hotels, bars and events**
- 6 **Travel trends and gadgets**



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# Our amazing airline



Cebu Pacific is Southeast Asia's third-largest low-cost carrier, and the number one airline in the Philippines in terms of passenger load. We estimate a whopping **22 million passengers** flown in 2018 or an average of **1.8 million people every single month**. That's **63% of the domestic market share**.

**37** DOMESTIC DESTINATIONS including Bacolod, Dumaguete, Puerto Princesa, Siargao, Surigao

**26** INTERNATIONAL DESTINATIONS including Bali, Dubai, Seoul, Sydney, Taipei, Tokyo

**7** HUBS IN THE PHILIPPINES Cagayan de Oro, Cebu, Clark, Davao, Iloilo, Kalibo, Manila



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# Our adventurous readers



81%

Have a university degree



40%

Between the ages of 25-34



46%

Aged 35+



82%

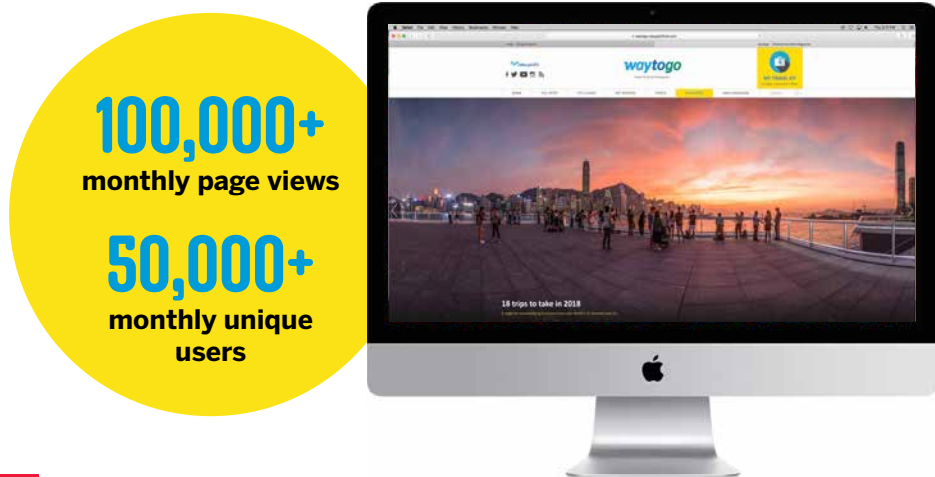
Hold at least one credit card



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# We have an exciting website, too...

Waytogo (waytogo.cebupacificair.com) is the travel inspiration website for Cebu Pacific that's powered by *Smile* magazine. It supplies readers with fresh, exciting and relevant travel content – from exhilarating destination features that inspire them to travel far and wide, to updates about the trendiest hotels, attractions and events in the region.



# ...and a bunch of other creative solutions

## Targeted advertising (TAD)

Market your products and services on Cebu Pacific's flight confirmation email and connect with airline travelers in a way that is targeted, timely and affordable.

## Ads & advertorials

We can design and redesign ads to ensure consistent brand recognition, as well as execute editorial-style stories promoting your services, venues and destinations in a way our readers will enjoy.

## Supplements & special sections

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

## Other

Speak to us about designing bespoke creative solutions tailored to your services and goals.

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# Our happy clients



“We continue our campaign in *Smile* because it is quintessential reading material for travelers who want to explore different places and cultures. Not to mention the fact that the magazine is also a touchpoint for one of our major markets – Overseas Filipino Workers (OFWs) flying in and out of the country.”  
—**Banco de Oro**

“Japan National Tourism Organization and *Smile* have had a good relationship for the past two years. The magazine has really boosted Japan’s tourism – we have more tourists, especially Filipinos, every day. We look forward to more years of partnership with *Smile* and Cebu Pacific!”  
—**Japan National Tourism Organization**

“Grand Land has been advertising in *Smile* since we started. As the magazine of the Philippines’ largest airline, it caters to our target market. *Smile* also happens to be one of the best airline magazines – one you love to read from cover to cover!”  
—**Grand Land**

“*Smile* has opened doors for CitiHardware to advertise itself in the Philippines and abroad. A fun and informative magazine, *Smile* redefines the inflight magazine reading experience, and the people at Ink have been great partners in helping us achieve our goals.”  
—**Davao CitiHardware**



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Our other clients include:



# Why travel media



- 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
- Travellers are **50% more engaged** reading inflight than when on the ground
- Inflight media is always **inspiring** and **positive**
- Travel media **reaches real people** without any digital distraction
- **Ink** is the largest travel media company in the world with award-winning content



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Sources: Global Passenger Survey / Gfk / TGI / Higher Level 2016 / SITA

# Rate card\*

Size	1 Issue	6 Issues	12 Issues
Double Page Spread	US\$17,000	US\$14,000	US\$11,000
Full Page	US\$8,500	US\$7,000	US\$5,500
One Half Page	US\$4,500	US\$3,500	US\$3,000
One Third Page	US\$3,000	US\$2,500	US\$2,000
Postcard	US\$9,000 per insertion		
<b>Premium</b>			
Outside Back Cover	US\$9,500	US\$7,500	US\$6,000
Inside Front Cover	US\$9,500	US\$7,500	US\$6,000
Inside Back Cover	US\$9,000	US\$7,000	US\$5,500

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

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# Production schedule 2019

ISSUE	SPACE RESERVATION DEADLINE	COPY MATERIAL DEADLINE	MAGAZINE ONBOARD DATE
January 2019	2 December 2018	8 December 2018	1 January
February 2019	2 January	10 January	1 February
March 2019	1 February	9 February	1 March
April 2019	1 March	9 March	1 April
May 2019	2 April	10 April	1 May
June 2019	2 May	10 May	1 June
July 2019	1 June	8 June	1 July
August 2019	2 July	10 July	1 August
September 2019	1 August	10 August	1 September
October 2019	3 September	10 September	1 October
November 2019	1 October	10 October	1 November
December 2019	1 November	9 November	1 December

**For inquiries/media placements: email [smile@ink-global.com](mailto:smile@ink-global.com) or message **+63 927 501 4731****

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