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.
Our amazing airline

Cebu Pacific is the largest airline in the Philippines. It offers flights to over 60 destinations spanning Asia, Australia and the Middle East, and high flight frequencies to domestic destinations. The airline is set to receive new Airbus A330neo and A320neo aircraft to supplement its growing fleet, and has recently launched new routes to Busuanga (from Cebu), Guangzhou (from Clark) and Hong Kong (from Puerto Princesa). A member of the International Air Transport Association (IATA), Cebu Pacific is certified by IATA Operational Safety Audit (IOSA).

### DOMESTIC DESTINATIONS
- Bacolod
- Dumaguete
- Puerto Princesa
- Siargao
- Surigao

### INTERNATIONAL DESTINATIONS
- Sydney
- Dubai
- Seoul
- Taipei
- Tokyo
- Bali

### HUBS IN THE PHILIPPINES
- Manila
- Cebu
- Clark
- Davao
- Cagayan de Oro
- Iloilo
- Kalibo

PHOTO BY AJIG IBASCO
Our adventurous readers

82% Hold at least one credit card

81% Have a university degree

72% of our readers have acted upon an in-flight magazine advertisement call-to-action in some way

Time spent reading

20% (Over 20 mins)
15% (15-20 mins)
27% (10-15 mins)
12% (5mins)

Employment status

Chairman
Director/Board Director
Senior management
Middle management
Other
Retired
Unemployed
Student
Administrative/Clerical
Junior management

7% (55+) (65+)
14% (45-54)
40% (25-34)
24% (35-44)

(Over 20 mins)
(5mins)
(5-10 mins)
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.

**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.
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

“Smile Magazine is a great way to advertise. It reaches the right people for our services. We have a series of campaigns with Smile and we’re surprised when clients come to our clinic because they saw our ad in the magazine. It helps us increase our sales and it’s the most efficient platform to spend advertising dollars.”
— Clinique De Paris

“Being a new player in the industry, Smile played a crucial role in helping us spread the world about Bai Hotel Cebu. We’re proud to partner with one of the biggest airline magazines in the country. (Smile has) a talented team that delivers great features and amazing content. Thank you, Bai!”
— Bai Hotel Cebu
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

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

<table>
<thead>
<tr>
<th>Size</th>
<th>1 Issue</th>
<th>6 Issues</th>
<th>12 Issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Page Spread</td>
<td>US$18,500</td>
<td>US$15,725</td>
<td>US$13,350</td>
</tr>
<tr>
<td>Full Page</td>
<td>US$9,400</td>
<td>US$7,950</td>
<td>US$6,750</td>
</tr>
<tr>
<td>One Third Page</td>
<td>US$3,300</td>
<td>US$2,800</td>
<td>US$2,380</td>
</tr>
<tr>
<td>Postcard</td>
<td>US$12,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Premium</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>US$18,500</td>
<td>US$15,725</td>
<td>US$13,350</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>US$12,500</td>
<td>US$10,620</td>
<td>US$9,030</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>US$12,500</td>
<td>US$10,620</td>
<td>US$9,030</td>
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<tr>
<td>IFC Spread</td>
<td>US$21,000</td>
<td>US$17,850</td>
<td>US$15,175</td>
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<tr>
<td>First 25% of book</td>
<td>US$11,750</td>
<td>US$9,980</td>
<td>US$8,480</td>
</tr>
<tr>
<td>Beside Airline Page</td>
<td>US$11,750</td>
<td>US$9,980</td>
<td>US$8,480</td>
</tr>
<tr>
<td>Beside Editor’s Page</td>
<td>US$11,750</td>
<td>US$9,980</td>
<td>US$8,480</td>
</tr>
<tr>
<td>First 50% of book</td>
<td>US$11,050</td>
<td>US$9,390</td>
<td>US$7,980</td>
</tr>
<tr>
<td>Advertorial</td>
<td>plus 15% production fee</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Size</th>
<th>1 Issue</th>
<th>6 Issues</th>
<th>12 Issues</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ROP Full Page</strong></td>
<td>US$15,725</td>
<td>US$12,900</td>
<td>US$10,550</td>
</tr>
<tr>
<td>Trim Size:</td>
<td>210 mm (w) x 275 mm (h)</td>
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</tr>
<tr>
<td>Bleed Size:</td>
<td>216 mm (w) x 281 mm (h)</td>
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</tr>
<tr>
<td>Type Area:</td>
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<table>
<thead>
<tr>
<th>Size</th>
<th>1/3 Page</th>
<th>1/2 Page</th>
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</thead>
<tbody>
<tr>
<td>Trim Size:</td>
<td>62 mm (w) x 239 mm (h)</td>
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</tr>
<tr>
<td>Bleed Size:</td>
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</tr>
<tr>
<td>Type Area:</td>
<td>50 mm (w) x 180 mm (h)</td>
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</tbody>
</table>

### File format
- High-resolution PDF files, minimum of 300dpi. Fonts must be embedded.
- We only accept artwork in hi-res PDF or JPEG files.
- Images must have a resolution of at least 300dpi.
- Artwork should be saved in CMYK format.
- The maximum ink coverage is not to exceed 300%. Any thin text or artwork will not print clearly if ink coverage supplied is too high. We also recommend that clients supply a color proof.
- Black text should only be black, not in CMYK or RGB, and set to overprint to avoid any errors.
- To obtain a deep black we recommend: 40%C, 0%M, 0%Y, 100%K (CMYK).
- Avoid running type across the gutter of a double-page spread.
- If artwork needs to be re-sent please notify us. We will not accept any responsibility if incorrect versions are printed after multiple versions have been supplied and no instructions have been given.
- All full-page and double-page artwork must include 3mm bleed to all four sides. All text and images should be at least a further 10mm from the trim size.

### How to send your artwork

Artwork may only be emailed if the file size is less than 10MB. All files over 10MB should be sent to us via www.sendthisfile.com/ink-global.

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Andrew Lugtu  
PUBLISHER  
DIRECT +65 6506 6184  
MOBILE +65 8518 4984  
GLOBE ROAMING +63 927 501 4731  
EMAIL Andrew.Lugtu@ink-global.com

For inquiries/media placements: email smile@ink-global.com or message +63 927 501 4731