Enjoy!

Media kit 2020
With its hub just outside Paris, Transavia France is a hip budget airline that’s part of the Air France KLM Group. It takes a social media-savvy generation on spontaneous short hauls around Europe, the north of the Mediterranean Basin and the Middle East.

Its bimonthly inflight magazine, Enjoy!, caters for this audience with off-beat and trendy itineraries, from active city breaks to relaxing beach holidays. Written in French and English, the content is light in tone and bright in colour. We also advertise on boarding passes, engaging travellers from the moment they check in online at home right to the end of their journey.

Entertaining an inquisitive millennial audience

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.
A European carrier
Adding to hubs in Orly, Lyon and Nantes, Transavia is moving to the south with flights from Montpellier from Spring 2020. Two Boeing 737-800s will fly to more than 20 destinations, many of which are exclusive.

A young fleet
With an average aircraft age of just five years, Transavia boasts one of the youngest fleets in Europe.

Over 11m passengers flying to 85 destinations across Europe and beyond
Twelve years after its first flight, Transavia France’s network now covers 119 destinations in 25 countries, with three take-offs every 10 minutes from Paris, Lyon, Nantes and Montpellier.

The best is yet to come
Founded in 2007 as part of Air France KLM Group, Transavia created its new identity in 2015. This is a young airline with a bright future that’s growing by 10% a year.

Did you know?
There are a huge array of unique possibilities to communicate with Transavia passengers via our brand partnership opportunities. See page 7 and ask for more information.
Whether they’re international or French, our millennial audience is highly engaged with Enjoy! magazine – and they’re waiting to hear from you.

Get your message in front of a broad demographic...

32% passengers take 2-3 trips per year

10% Frequent flyers take 4 or more trips per year

74% of passengers read inflight magazines (Kantar TGI)

45% of business audience

FRENCH TRAVELLERS 55%

INTERNATIONAL TRAVELLERS 45%

MALE 51%

FEMALE 49%

40+% of passengers are millennials

35-44 YEARS 16%

25-34 YEARS 19%

45-54 YEARS 16%

55-64 YEARS 16%

65+ YEARS 17%

32% passengers take 2-3 trips per year

Enjoy magazine Mediakit 2020 4/10
Transavia France’s magazine is all about modern travel

Covering a variety of topics such as food and drink, arts, wellness and adventure, the content includes outside-the-box itineraries, inspiring stories, new trends and accessible activities, in line with the airline’s promise of “Making low-cost feel good”.

Eye-catching imagery

Each issue features commissioned photography, focusing on bright and colourful landscapes with an Insta feel. Illustrations are bold, eye-catching and always include an element of humour – a world away from typical touristic views found on postcards. The imagery focuses on what makes the destinations special.

A millennial concept

Enjoy! wants to entertain a generation eager for discoveries. This starts with the cover, which offers a surprising twist, showing a destination in an intriguing way.

Trend focused content

The front section includes influencers’ tips, trendspotting, Instagrammable shots, funny facts and figures, playlist recommendations and entrepreneurs’ stories.

Insider’s travel tips

Discover the must-sees as well as places off the beaten track: a tips page follows each feature and suggests the destinations’ best places for food, drinks, shopping and sightseeing.

Airline pages

These pages focus on company news and practical airline information to keep passengers up to date with Transavia’s services around the network, as it keeps on growing.

Inspiring features

Features inspire travellers with recommendations outside the classic tourist-guide picks. From experiential pieces to fun itineraries, they tell unique stories with a genuine voice.

Tour de force de l’urbanisme

Melting-pot singular de style, l’architecte, le décor urbain de l’aéroport s’impose comme le lieu de tous les possibles pour les urbanistes du monde entier.

Bienvenue à Montpellier, notre quatrième base!

After Orly, Lyon and Nantes, we’re moving to the south with flights from Montpellier, from spring. Two Boeing 737-800s will fly to more than 20 destinations, many of which are exclusive.
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.

**Why travel media?**

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.

---

Sources: ››› IATA / ††† Kantar TGI / ¤¤¤ GfK, MRI / Ink: A Flight to Remember Enjoy magazine Mediakit 2020
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.

Unique creative solutions tailor-made...

→ 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.

→ Special pull out
Let us devise a special gatefold section or pull-out insert for maximum impact.

Enjoy magazine Mediakit 2020 9/10
Something to suit every budget...

Contact Jessica Gandlarz Email jessica.gandlarz@ink-global.com Telephone +44 20 7625 0747

Per double issue

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>€13,500</td>
</tr>
<tr>
<td>Half page</td>
<td>€7,500</td>
</tr>
<tr>
<td>Double-page spread</td>
<td>€20,876</td>
</tr>
<tr>
<td>Inside front cover</td>
<td>€16,310</td>
</tr>
<tr>
<td>Inside front cover spread</td>
<td>€27,574</td>
</tr>
<tr>
<td>Outside back cover</td>
<td>€17,850</td>
</tr>
</tbody>
</table>

Advertorials are charged at 10% extra

Special formats available on request
Advertorials, tip-ons, gatefolds, supplements etc.

### Production schedule

<table>
<thead>
<tr>
<th>Issue</th>
<th>Copy deadline</th>
<th>Onboard</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan/Feb</td>
<td>5th Dec</td>
<td>1st Jan</td>
</tr>
<tr>
<td>Mar/Apr</td>
<td>5th Feb</td>
<td>1st Mar</td>
</tr>
<tr>
<td>May/Jun</td>
<td>5th Apr</td>
<td>1st May</td>
</tr>
<tr>
<td>Jul/Aug</td>
<td>5th Jun</td>
<td>1st Jul</td>
</tr>
<tr>
<td>Sep/Oct</td>
<td>5th Aug</td>
<td>1st Sep</td>
</tr>
<tr>
<td>Nov/Dec</td>
<td>5th Oct</td>
<td>1st Nov</td>
</tr>
</tbody>
</table>

### Specifications (mm)

<table>
<thead>
<tr>
<th>Format</th>
<th>Trim Size</th>
<th>Bleed Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Full Page</td>
<td>270 x 200</td>
<td>276 x 206</td>
</tr>
<tr>
<td>b) Double Page Spread</td>
<td>270 x 400</td>
<td>276 x 406</td>
</tr>
<tr>
<td>c) Half Page Horizontal</td>
<td>120 x 180</td>
<td>n/a</td>
</tr>
</tbody>
</table>

Please request an artwork spec sheet for full details of print specifications.