An iconic British challenger brand

Innovative, famous for their friendly service and with a unique spirit, Virgin Atlantic are an airline that customers love to fly.

Founded by Sir Richard Branson in 1984, with the aim of offering a great customer experience.

Virgin Atlantic now fly to over 30 of the world’s most popular destinations. They also offer hundreds of onward connections thanks to a partnership with Delta Air Lines®. Never has it been easier to connect with the US.

Virgin Atlantic offer a taste of the excitement and enjoyment of travel lost to many airlines today, thanks to everything from their luxurious Upper Class bars and Clubhouse lounges, to award-winning inflight entertainment in every cabin.
5.44 million passengers per annum

Average income
$65,000+

over 3x more likely to stay in 5 star hotels*

over 3x more likely to spend 11+ nights in a hotel*

Annual spend on holiday
76% above average*

*vs. UK average

Source: CAA/Mintel/TGI GB 2016/YOUGOV
by the numbers

Average Income
£50,000+

2.5x
more likely than average
to have £1,000 spare
each month

UPMARKET
higher social grade and
more likely to be c-suite
than British Airways passengers

40+
above average 40+
profile, with 59% of
passengers aged over 40

Virgin Atlantic
passengers consume
challenger brands

Source: CAA/Mintel/TGI GB 2016/YOUGOV
As more people travel, our media grows stronger and stronger every day. Travel media is unique in today’s advertising environment, not only because of the increasing consumer numbers, but because we have a deep understanding and knowledge of who is travelling, as well as where and when. Furthermore our media is always positive, aspirational and inspiring.

Passenger numbers are growing 3-5% every year (IATA)

Passenger numbers will double in the next 20 years (IATA)

74% of passengers read inflight magazines (Kantar TGI)

Travel media has the most affluent readership in the world (Gfk MRI)

Travellers are 50% more engaged reading inflight than when on the ground (Ink: A Flight to Remember)

Inflight media is always inspiring and positive

Travel media reaches real people without being a digital distraction

All travel media can be targeted

Ink is the largest travel media company in the world with award-winning content
Vera, our monthly inflight magazine, combines the latest entertainment with travel inspiration from around our route network.

Vera is a dazzling A-list entertainment and travel magazine, cleverly connecting the onboard entertainment content with original destination tips from across Virgin Atlantic’s global route network.
IFE

TV advertising

Options:
- Spot 30 second adverts around our inflight entertainment
- Boarding video (30 seconds)
- Booked monthly
- Audience 500,000 passengers in all three cabins per month

Creative deadline:
Seven weeks prior to onboard date

prices start from £39,800
Virgin Atlantic is the first European carrier to offer wifi on ALL of its fleet of aircraft

Brands have the ability to deliver digital advertisements to passengers whilst they are in the air and in a unique mindset

Options range from complete wifi sponsorship and takeover to targeting specific routes and destinations

prices start from £10,000
ambient

Check in areas
- Check in promotions at all Virgin Atlantic destinations around the world
- Campaigns range from product sampling to experiential ideas
- Average passengers a day:
  
  Heathrow: 7,000
  Gatwick: 2,700

Plane wraps:
Your chance to have one of our planes flying across the world with your brand on it

On board:
create your own unique experience on board one of our flights. From a mixologist to a chef, an on board competition to giving out presents to our passengers.

POA
Various Clubhouse promotions available, ranging from monthly masterclasses to product placements.

- Heathrow: average 1,300 per day
- Gatwick: average 200 per day
- Global: available on request
- Passengers travelling in Upper Class or Flying Club Gold members
- Average stay of 2.5 hours

London Heathrow Clubhouse
London

Clubhouses
Locations include:
- Heathrow
- Gatwick
- LHR Revivals (for use for arrivals)
- JFK, New York
- Newark, New York
- Los Angeles
- Washington
- San Francisco
- Boston
- Johannesburg
- Hong Kong

More information on Clubhouses
virginatlantic.com/clubhouses
Previous examples include:

Champagne served in Clubhouses.

Complemented with onboard ads and retail listing.

New York City based, premium audio company obsessed with sound and creativity.

Listening rig set across Clubhouse network
Marketing onboard
50 headphones given as gift to Million Milers
Duty free pre order item.
Virgin clubhouse lounges provide the perfect opportunity to connect with Upper Class and gold and members in a unique way.

We have the ability to create an experience which allows our clubhouse visitors to engage with your brand.

prices start from £10,000
Well Red e-newsletter

Monthly email newsletter sent to 1.2m active Flying Club members.
- Includes all tiers (Red, Silver, Gold)
- Average open rate: 45%
  Click through rate: 28%
- Competition sponsor slots available on request
- Feature in email and competition landing page

prices start from £15,000
headphone packs

- Feature in Economy, Premium and Upper Class cabins
- Spec: 12cm x 12cm

Delivery deadline:
Two weeks before campaign

prices start from £10,000
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social media support
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