Exploring the world from a German point of view, the recently redesigned WINGS tells in-depth stories about lifestyle, culture, sports and innovation that have been designed to appeal to Eurowings’ broad passenger base, from international business travellers to sun-seeking holidaymakers.

Elegant and refined, WINGS introduces its readers to new travel trends and unearths the world’s quirky stories, providing an optimistic, inspiring and outward-looking mindset.

In the hands of 38.5m passengers every year...

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.
Over 75,000 passengers flying to 210 destinations in 60 countries every day...

Not only is Eurowings one of the largest and the most successful low-cost carriers in Europe, it is also one of the best places in the sky to engage with a business audience.

Eurowings has 10 hubs across Europe

These are: Cologne/Bonn, Stuttgart, Berlin, Hanover, Hamburg, Dortmund, Düsseldorf, Vienna, Salzburg and Palma de Mallorca

Welcoming Las Vegas to our growing network

2019 has seen a number of new routes including the USA, South Africa, Thailand, Mauritius and the Caribbean, with a new base opening in Pristina.

Eurowings has 10 hubs across Europe

670 flights a day on 205 aircraft

That includes nearly one in five passengers in the German market, where we are the biggest low-cost carrier.

Did you know?

There are a huge array of unique possibilities to communicate with Eurowings passengers via our brand partnership opportunities. See page 7 and ask for more information.

Half of Eurowings passengers are business travellers

Nearly 50% of our 38.5m annual passengers fly for work-related purposes and the airline is the first low-cost carrier to offer a full Business Class offering on its new long-haul flights.

Wings magazine Mediakit 2020 3/12
Our audience is young, successful and highly engaged with WINGS magazine – and they're waiting to hear from you.

**97%**
have read the magazine in the last 12 months

**31%**
stayed in a hotel more than four times last year

**83%**
are inspired by the tourism features in Wings

**42%**
are travelling on business

**63%**
call-to-action rate for the advertising featured in Wings

**37%**
have bought a product advertised in Wings

**70%**
like to have technology that makes life easier at home

**Wings magazine Mediakit 2020 4/12**

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

Our audience is young, successful and highly engaged with WINGS magazine – and they're waiting to hear from you.
Smart, elegant and refined with an optimistic outlook...

The concept, look and feel of the new-look magazine are informed by digital design and social media – just as Eurowings is the most digitally forward-looking and inventive airline, so the magazine’s own mission is to connect directly with readers.

Award-winning design that grabs attention

Much like Eurowings itself, WINGS magazine has a strong visual identity that aids the reader experience.

Trend-focused culture

In our front section, we highlight the hottest events, festivals and must-dos across the network as listicles sparking inspiration and wanderlust.

The big questions answered

Using a form that inspires curiosity, our mid-section take a closer look at events and how social media influencers shape the latest trends in travel.

Beautiful travel features with first class journalism

It’s with our longer-form content that we really go out and explore the world meeting passionate people in exciting places and providing inspiring bucket lists for curious travellers, all delivered by award-winning writers and photographers.

Product focused insights

We know our readers love technology, so our editorial is specifically designed to inspire their next purchase.

Useful travel tips and stories

How better to see a destination that through the eyes of a local? Expert advice forms a hugely important part of the editorial offering.
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.

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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.

→ 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.

→ Unique creative solutions tailor-made...
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.

← Special pull out
Let us devise a special gatefold section or pull-out insert for maximum impact.
Something to suit every budget...

Contact Viktoria Hof  Email viktoria.hof@ink-global.com  Telephone +44 20 7625 0759

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

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