Etihad Airways, the national airline of the United Arab Emirates, was established in July 2003 by a royal decree issued by HH Sheikh Khalifa bin Zayed Al Nahyan. Etihad currently serves more than 100 of the world’s most exciting international destinations, and has become known for award-winning product and service innovations.

In 2016, Etihad Airways was awarded the World’s Leading Airline at the World Travel Awards for the eighth year in a row. Awarded only to airlines achieving the highest quality performance, Etihad is one of just nine airlines to be certified as five-star.
BY NUMBERS

18.21m passengers a year, up 6% year on year

68% Abu Dhabi is the world’s richest city, with more than two-thirds of households receiving an income of $100,000+

$2,194 per visit. UAE tourists are among the top-spending visitors to the UK

$2,508 monthly luxury spend in the UAE, one of the highest in the world
As more people are travelling, our media is growing stronger and stronger every day and year on year. 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, where and when, AND our media is always positive and inspiring.
DEMOGRAPHICS

- **GENDER**
  - 65% MALE
  - 30% FEMALE

- **100 DESTINATIONS**

- **6.4K First Class passengers per month, 76.5K per year**
  - **132K Business Class passengers per month, 1.6M per year**

- **20% of passengers across our network are seeking quality-focused leisure**

- **CORE PASSENGER PROPORTIONS**
  - 42% 25-40 YEARS OLD
  - 29% 41-60 YEARS OLD

- **Top destinations connecting to Abu Dhabi include:**
  - Cairo, Kuwait, Bangkok, Mumbai, London, Muscat, Melbourne, Paris, Dusseldorf, Manchester, New York and many more
Modern in its outlook, global in its perspective, Atlas by Etihad is an ideal companion to one of the 21st century’s most innovative airlines. Stunning photography, stylish design and thought-provoking lifestyle content combine to create a manual for the modern traveller that should inspire them to explore the globe and marvel at it in equal measure, providing a definitive digest of the hottest high-end trends and must-visit destinations.

**Timezones**
The latest global happenings.

**The Globalist**
An expert briefing on the hottest trends in travel, tech, business and lifestyle.

**Suitcase**
An essential guide to travelling in style.

**A Day in the Life**
Go behind the scenes of the world’s best restaurants, museums and companies.
WELCOME ONBOARD

People can’t skip your ads while on a plane, so you will be investing in your consumers’ undivided attention.

Print advertising makes a digital campaign up to four times more effective.

70% of people are more likely to remember a brand seen in print vs digital.

The ability to customise print messaging according to the audience.

Atlas is also available across all cabin classes and lounges therefore communicating with the entire audience onboard Etihad.

61% of people trust an advert seen in print vs 42% in digital.

We recently ran a campaign with a partner of the airline who tracked a 30% uplift in uptake when adding print vs not running a print campaign.
DESTINATION VIDEOS

We don’t just make magazines. Each month, alongside the print edition of Atlas, we produce a destination-based video to sit on atlas.etihad.com. Running to around three minutes, these insider guides reveal the best of what’s on offer in Etihad hotspots around the globe.

- The video features prominently at the top of the Atlas website’s homepage each month. By making it the hero story, we can maximise click-through for viewers. There’s also a dedicated ‘Video’ section on the navigation bar.

- And it’s on Etihad’s inflight entertainment offering, seen by at least 1.5 million passengers per month.

- They’re also distributed through Etihad’s social channels on Facebook (3.3m followers), YouTube (67.7k subscribers), and Instagram (866k followers).

$POA – contact courtney.maggs-jones@ink-global.com for more info
Welcome to atlas.etihad.com, the online companion to Atlas. Alongside all of the stories produced for the monthly magazine, you’ll also find:

**Extended image galleries**
These show readers a different side to a story.

**Unique web-only commissions**
A perfect way to speak to our online audience, be it a guide to Brisbane’s best ramen joints or the review of a hot new hotel.

**Companion editorial to destination stories in the magazine**
So, for example, to accompany a feature in the September 2017 issue of Atlas on New York’s hottest new designers and makers, we provided a guide to getting into Broadway shows.
## 2019 Advertising Rates

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Price</th>
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<tbody>
<tr>
<td>Gatefold Front Cover</td>
<td>$POA</td>
</tr>
<tr>
<td>Inside Front Cover Spread (1st DPS)</td>
<td>$43,312</td>
</tr>
<tr>
<td>Inside Front Cover (Arabic)</td>
<td>$41,250</td>
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<tr>
<td>Opening bank DPS</td>
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<tr>
<td>Double Page Spread</td>
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<tr>
<td>Full Page, special position</td>
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<tr>
<td>Full Page, run of page</td>
<td>$15,630</td>
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## Series Discounts

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<thead>
<tr>
<th>Insertions Level</th>
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<tr>
<td>6+</td>
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<td>12+</td>
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<tr>
<td>24+</td>
<td>15%</td>
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<tr>
<td>36+</td>
<td>20%</td>
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## Video & IFE

<table>
<thead>
<tr>
<th>Option</th>
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<tbody>
<tr>
<td>IFE Video option</td>
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<tr>
<td>Annual Video partnership</td>
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<tr>
<td>A Day in the Life</td>
<td>$POA</td>
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</table>

## Digital Display

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<tbody>
<tr>
<td>MPU and Banners</td>
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### Prices & Specs

- **Full page**
  - Trim: Width 205mm x Height 260mm
  - Bleed: Width 211mm x Height 266mm
  - Type: Width 185mm x Height 240mm

- **Double page**
  - Trim: Width 410mm x Height 260mm
  - Bleed: Width 416mm x Height 266mm
  - Type: Width 390mm x Height 240mm
Atlas
BY ETIHAD

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