



The company

➤ **ESTABLISHED:** bmibaby is a low-cost airline, formed as part of the bmi group. In July 2009 Lufthansa took control of bmi, making bmibaby part of one of the world's largest and most successful aviation companies.

- Launched in 2002, bmibaby is the major airline operating from the Midlands and Wales

- bmibaby operates 450 services per week to more than 30 European destinations from four UK hubs

➤ **GROWTH:** 2010 saw the addition of two new routes in Germany: Munich and Cologne. In 2011 bmibaby will launch three new routes – to Verona in Italy, Ibiza in Spain and Montpellier in France – as well as a new hub airport servicing Belfast from London Stansted.

➤ **BROAD AUDIENCE:** bmibaby specialises in carrying leisure and business passengers from the UK to popular destinations in Europe.





Where we fly



From four hubs, bmibaby flies to more than 30 destinations in the UK and Europe

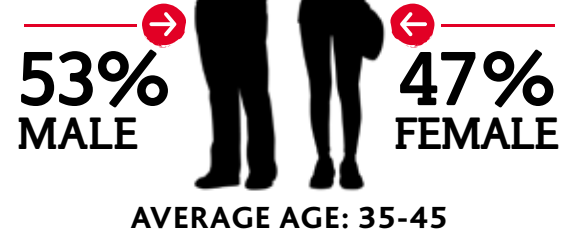




The audience

WHO FLIES WITH BMIBABY?

bmibaby passengers are affluent consumers from the Midlands, Wales and the North West of England



98.4%

OF BMIBABY PASSENGERS RESIDE IN THE UK, PUTTING YOUR BRAND, PRODUCT OR SERVICE IN FRONT OF A HIGHLY TARGETED AUDIENCE

Average income:
£40,000 - £59,000

bmibaby passengers are brand-loyal:
90% *say they would use the airline again*

42% AB
74% ABC1

TRIPS TAKEN IN 2010

MEDITERRANEAN ROUTES



1,165,000

CITY ROUTES (UK & EUROPE)



1,154,000

BUSINESS



1,751,000



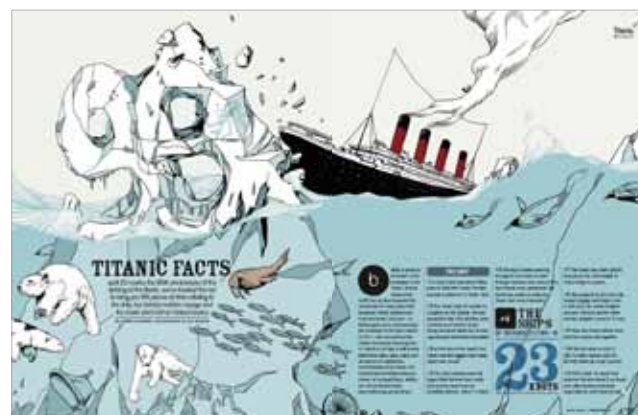


The magazine

- ↘ *yeahbaby* is a quarterly publication reaching over **one million passengers** every issue.
- ↘ Every passenger receives a copy: the magazine is distributed in **every seat back** on every flight.
- ↘ *yeahbaby* is the **only form of entertainment onboard**. It offers a lighthearted and easy-to-read source of amusement and information that engages readers from the first page to the last.
- ↘ *yeahbaby* offers **informative and inspirational editorial content** focusing on destinations, activities, lifestyle and business. The magazine also encompasses the airline's shopping opportunities.
- ↘ 65% of passengers are **influenced by yeahbaby** and say it encourages them to visit new destinations, as well as places of interest in the destinations they are flying to.
- ↘ *yeahbaby* readers are **keen consumers** who are **mainly affluent** and have a need to travel. The magazine embraces their lifestyles and keeps them informed on how to spend their time and their money wisely, whether they're at home or travelling abroad for business or pleasure.

Editorial

➔ The magazine is packed with engaging features that inform and inspire





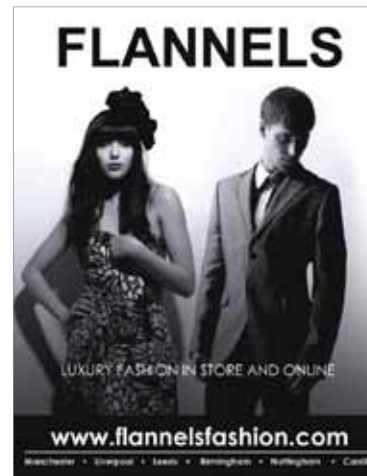
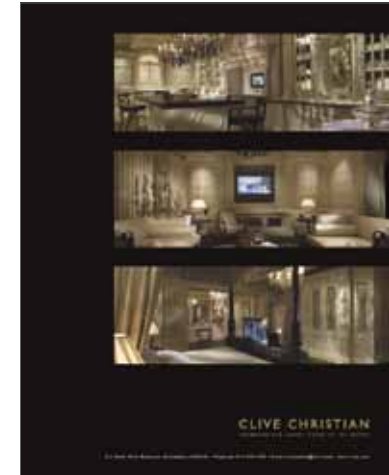
The opportunity

- ↘ Every single day, your advertisement in *yeahbaby* will be seen by more than **11,000 active consumers**.
- ↘ *bmibaby* is one of the **most recognised brands** in the Midlands and Wales. Through *yeahbaby* you can align your brand, service or product with the dynamic brand that is *bmibaby*.
- ↘ *yeahbaby* provides a platform for advertisers to reach a **huge regional audience** from the Midlands, Wales and North West of England; it allows your company to reach this highly targeted, upmarket audience within one publication.
- ↘ Passengers **trust *bmibaby*** and therefore will place their trust in your brand, product or service.
- ↘ **Captive consumers** are engaged with the quality content in *yeahbaby* for an average of 37 minutes per person per flight. *yeahbaby* offers a **unique opportunity** to engage prospects and hold their attention.
- ↘ Advertising in *yeahbaby* gives you the unique opportunity to engage **joint decision makers** at the same time. Rarely do two people sit down at the same time to read the same publication, with few or no distractions. It's an opportune moment to discuss future purchases and activities, both at home and on holiday.



Who we work with

↘ This is your opportunity to join forces with respected brands that have identified the value of yeahbaby as part of their marketing campaigns, in order to reach a targeted audience of travellers actively seeking information and inspiration.



Creative solutions



- Advertisers allow you to create **bespoke messages** using the editorial voice and design aesthetics of yeahbaby
- They are an effective advertising option, resulting in compelling articles that ensure **stronger engagement** and **long-lasting recall**



Digital solutions

📱 APPS

- The magazine is also available as an iPhone and iPad application, both of which
- These applications fully support hyperlinked adverts and advertorials.
- Telephone numbers, websites and email addresses can be activated on the pages, so users can link through by tapping the screen.
- It is also possible to embed video and audio material onto the pages.

📱 ONLINE ADVERTISING

- Banner advertising can be placed on the destination pages of bmibaby.com
- bmibaby.com receives 11 million page views per month.
- Destination page views number more than 260,000 per month.
- Banner ads provide online support to your print campaign.
- Banner ads also enable companies to engage bmibaby passengers before they fly.





Summary

- Reach more than **one million passengers** every quarter, 90% of whom are from the UK.
- Create targeted regional campaigns for companies in the Midlands, Wales and North West.
- Engage **active consumers** who are free from everyday distractions.
- Low cost per 1,000 + highly targeted = **high return on investment**

