

JetAway media information 2010

DESTINATIONS | AIRLINE | MAGAZINE | PASSENGERS | RATECARD

The inflight magazine for **Jet2.com**



Jet2.com
Friendly low fares



JET2.COM

- **Jet2.com** is one of the North's top airlines - the leading scheduled airline from Leeds Bradford, Manchester and Blackpool.
- **Established European coverage** - launched in 2003, Jet2.com operates from 7 UK hub airports to 51 destinations with over 100 routes.
- **Broad audience** - carrying both business and leisure passengers, Jet2.com caters for city break, ski, corporate, winter sun and Mediterranean holidays.
- **Exceptional service** - Jet2.com prides itself as the 'friendly low fares' airline that provides seat allocation as well as the best leg room and seat size of all low cost carriers.
- **Award winning** - including 'Best Scheduled Airline', by *Which?* readers, 'Best European Short Haul Airline' 2006, 2007 and 2008 *Guardian & Observer* Travel Awards. As well as the 'Best Passenger Airline' from the Baltic Air Charter Association 2009.

DESTINATIONS

UK/IRELAND:

Belfast
Blackpool
Cork
Edinburgh
Jersey
Leeds/Bradford
Manchester
Newcastle
East Midlands

SPAIN:

Alicante
Almeria
Barcelona
Ibiza
Malaga
Mallorca
Menorca
Murcia
Reus

CANARY ISLANDS:

Lanzarote
Tenerife
Gran Canaria

AUSTRIA:

Salzburg

ITALY:

Milan
Pisa
Rome
Sardinia
Venice

EGYPT:

Sharm El Sheikh
Hurghada

TURKEY:

Dalaman
Bodrum

USA:

New York

FRANCE:

Chambery
La Rochelle
Nice
Paris
Toulouse
Avignon
Bergerac

CZECH REPUBLIC:

Prague

GERMANY:

Dusseldorf

CYPRUS:

Paphos
Larnaca

GREECE:

Crete
Corfu
Kos
Rhodes

CROATIA:

Split
Dubrovnik

HOLLAND:

Amsterdam

HUNGARY:

Budapest

PORTUGAL:

Faro
Madeira

SWITZERLAND:

Geneva

ISRAEL:

Tel Aviv

TUNISIA:

Monastir

- **Continued and sustained growth** - 2010 will see Jet2.com open its 7th hub airport at East Midlands with 7 additional routes added to the network. The airline will also see the introduction of 5 new destinations - Kos, Reus, Bergerac, Gran Canaria and Madeira.
- **Innovative** - In 2007 Jet2.com launched Jet2Holidays. Jet2Holidays differentiates itself from other tour operators by offering various unique services, including the ability to book flexible duration holiday, package holidays on scheduled services from regional airports. Jet2.com also provides a charter service to specialist tour operators, fear of flying courses, carriage of orchestras and sporting events.



QUICK FACTS

**PUBLISHED
BI-MONTHLY**

**PASSENGERS PER ISSUE
OVER 1 MILLION**

**ABC1 PROFILE
74%**

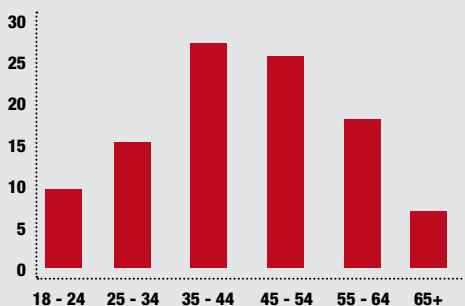
**AVERAGE AGE
42**

**MALE/ FEMALE
51% MALE
49% FEMALE**

“At Jet2.com we are dedicated to providing our passengers with a quality publication onboard our aircraft and we are delighted to be working with Ink Publishing on delivering a magazine that meets both our passengers and our businesses high expectations.”

Jonathan Alcock, Senior Marketing Manager, Jet2.com

AGE OF FLYERS



THE MAGAZINE

JetAway magazine is distributed in every seatback on every flight. The magazine gives unique and targeted access to Jet2.com passengers both onboard and beyond.

With one of the largest regional magazine audiences in Yorkshire and across the North of England, JetAway is one of the most cost effective ways to target both residents and visitors to the region.

High-quality editorial and design running over 134 glossy pages, means JetAway competes on a level with leading consumer titles in the market. Entertaining and informative content covers travel, lifestyle fashion, sport, celebrity and property.

JetAway magazine is the only form of onboard entertainment during the flight providing



quality time with passengers and high levels of engagement. With an extensive Sky Shop section, passengers must pick up the magazine in order to purchase products such as fragrances, beauty products, toys and gifts as well as food and drinks from the menu.

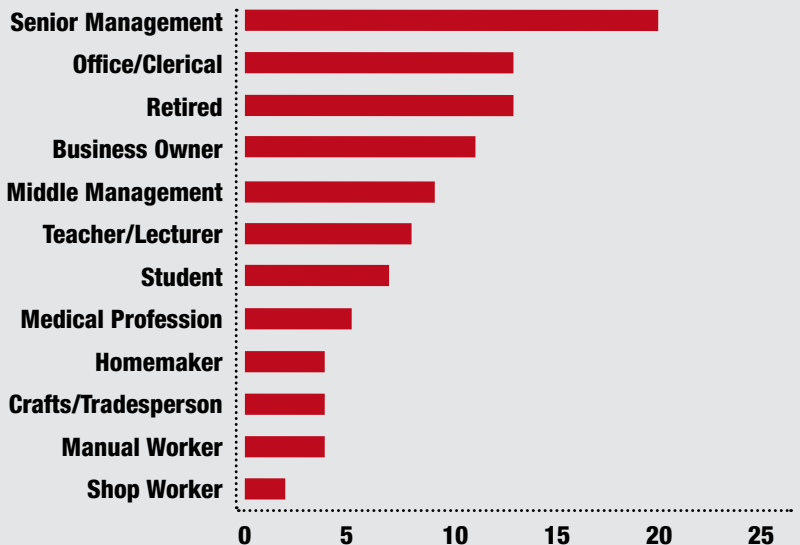
JET2.COM PASSENGERS

Jet2.com passengers are the affluent and active travellers to and from the North of the UK. They are high internet and credit card users, and with 98% booking their flights online, the Jet2.com website is the most visited e-commerce site in the North of England.

Jet2.com passengers book 6 months in advance and are extremely brand loyal with over half flying more than 4 times per year.

Almost one in every five passengers are inbound to the UK from Europe.

OCCUPATION OF PASSENGER





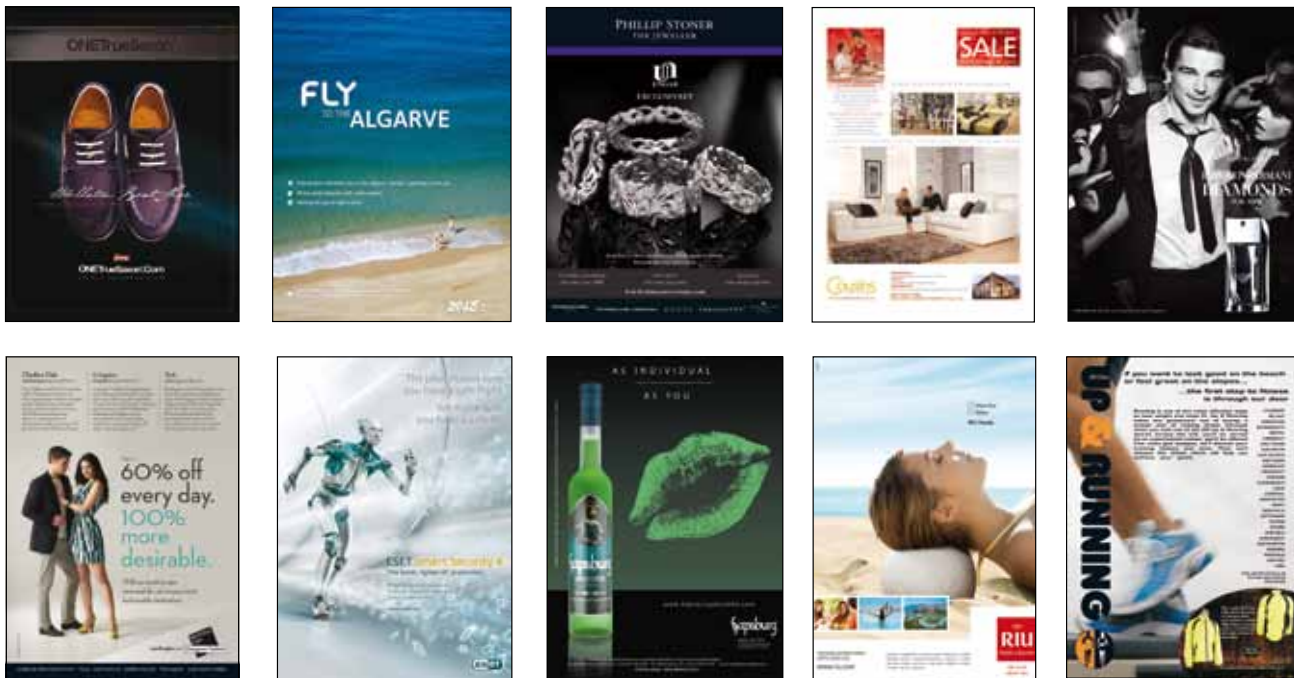
JET2 RATE CARD:

	1 Insertion (Per Insertion)		3 Insertions (Per Insertion)		6 Insertions (Per Insertion)	
	£	€	£	€	£	€
DPS	12,263	14,715	11,650	13,979	11,067	13,280
Full Page	7214	8656	6853	8223	6510	7812
½ Page	4148	4997	3940	4728	3743	4491
¼ Page	2385	2862	2265	2718	2151	
2581						
Special Positions						
Inside Front Cover DPS	14,071	16,885	13,367	16,040	12,699	15,238
Inside Front Cover	8296	9955	7881	9457	7486	8983
Inside Back Cover	7466	8959	7092	8511	6737	8084
Outside Back Cover	8656	10,388	8223	9867	7811	
9374						
Advertorials						
DPS	13,489	16,186	12,814	15,377	12,174	14,608
Full Page	7935	9522	7538	9045	7161	8593
Online Magazine						
Banner Advertising	£1200 (1440) per issue					

OTHER INFORMATION

- Gatefolds, tip-ons and other special formats on request
- Guaranteed position + 10%
- Advertising agency commission – 10%
- Publication date the 1st of the month
- Copy deadline = the 11th of the month prior to publication

EXAMPLE ADVERTS FROM THE MAGAZINE



LONDON | ATLANTA | HONG KONG | NEW YORK | SINGAPORE

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