

2012

baltic outlook

Baltic Outlook Ambient Media 2012

More ways of reaching
the most desirable audience!



Table of contents

Facts & Figures 3

Route map 4

Information about target group 5 – 6

Advertising in BalticOutlook 7 – 11

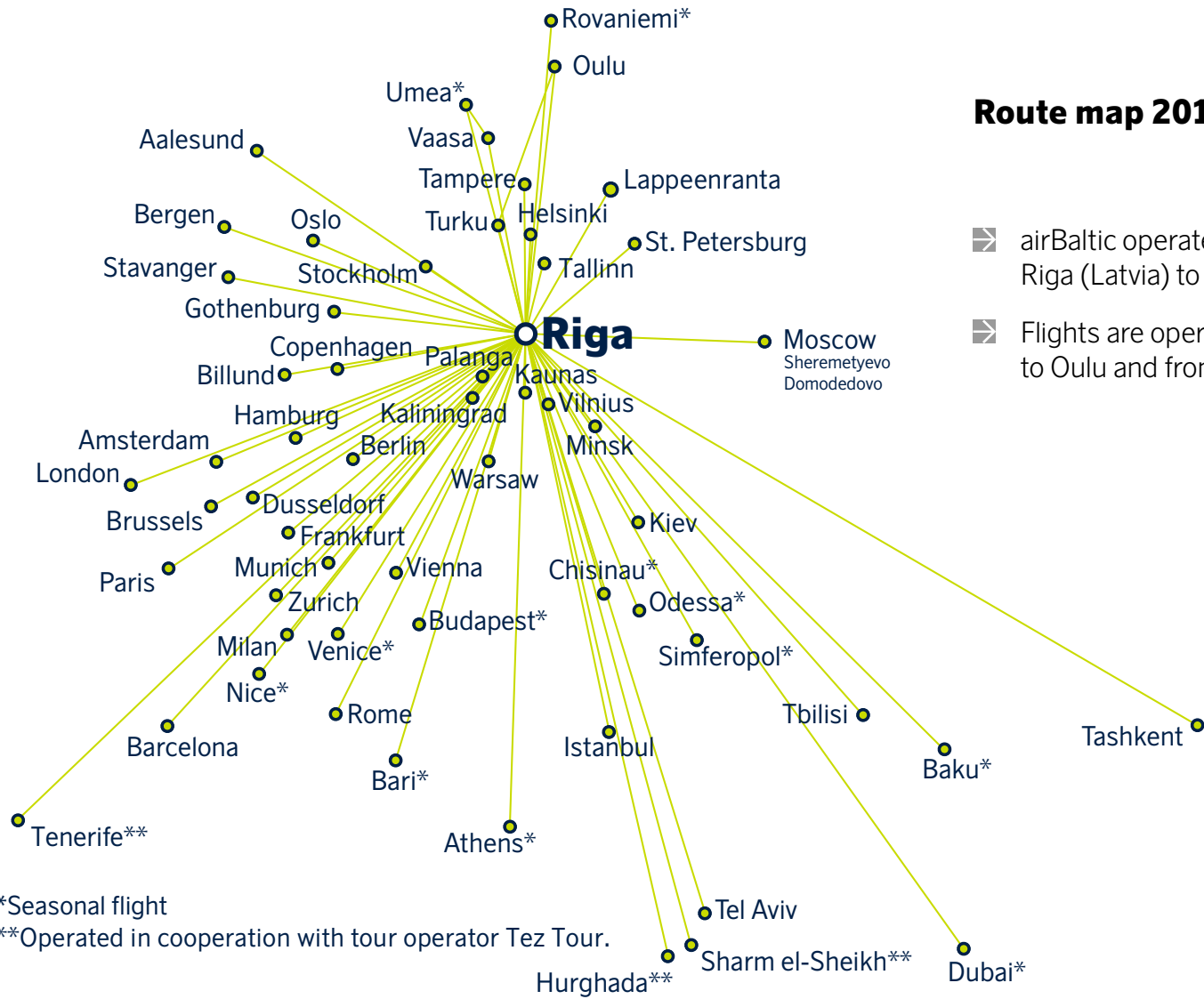
Contacts 12





Facts & Figures

- airBaltic was founded in 1995. Core values are safety, punctuality, service and good price.
- airBaltic is one of the fastest – growing airlines in Europe. During the eleven months of 2011, airBaltic transported a total of **3,153,835** passengers, or 5% more than during the same period in 2010.
- Almost 50% of airBaltic tickets are sold via www.airbaltic.com
- Flights per week: on average **1070**.
- airBaltic fleet consists of the following aircraft types: Boeing 737-500, Boeing 737-500, Boeing 757-200, Fokker 50 and Q400 Bombardier NextGen.



Route map 2012

- airBaltic operates direct flights from Riga (Latvia) to almost 60 destinations.
- Flights are operated also from Turku to Oulu and from Vaasa to Umea.

*Seasonal flight

**Operated in cooperation with tour operator Tez Tour.



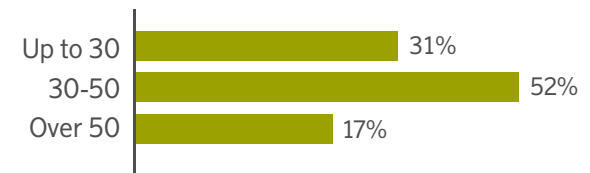
Information about target group

- Passengers per month: on average **267,227**
- Number of children per month (2-15 years old): **7,311**

➤ Gender



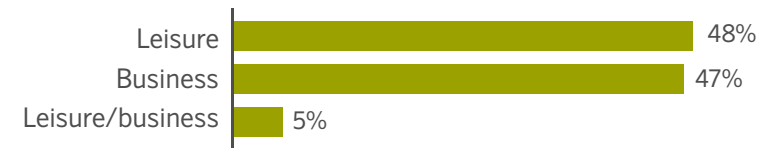
➤ Age



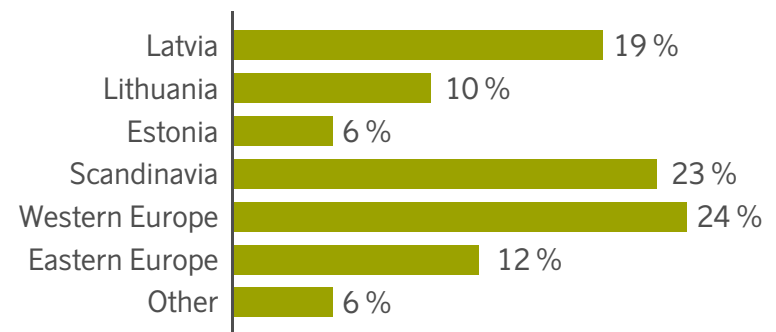


Information about target group

➤ Travel purpose



➤ Point of sales





Baltic Outlook

➤ Description

In-flight magazine Baltic Outlook is published in English already from 1998, monthly -from 2007. The audience of the Baltic Outlook is businessmen who regularly use airBaltic services and foreign tourists travelling to the Baltic States, Scandinavia, Western and Eastern Europe and CIS countries. Baltic Outlook boasts regular exclusive interviews with major figures from the world of culture, sport and business.

➤ Baltic Outlook is distributed at:

- seat pockets of airBaltic aircrafts and a free copy available for all passengers;
- transit area in Riga International Airport;
- business lounge in Riga International Airport;
- seat pockets of Baltic TAXI
- airBaltic ticket offices worldwide.

➤ Circulation: 20 200

- **Electronical version of Baltic Outlook can also be read at www.airBaltic.com or as iPhone application.**

The diagram illustrates the cover and spread specifications for the Baltic Outlook 2012. It is divided into two main sections: 'COVERS' and 'SPREAD'.

COVERS
210x280
+ 5mm

2nd COVER
EUR 2150

3rd COVER
EUR 1900

4th COVER
EUR 2400

SPREAD
420x280
+ 5mm

EUR 2855

Covers and spread

➤ Format

Cover: 210x280mm +5mm bleed

Spread: 420x280mm +5mm bleed

➤ Price

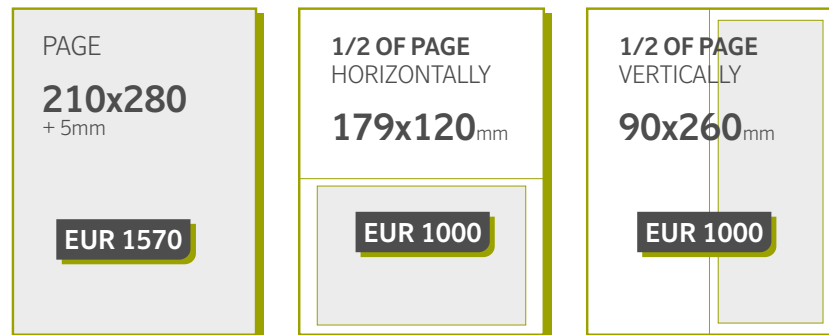
2150€/ 2nd cover*

1900€/ 3rd cover*

2400€/ 4th cover*

2855€/ spread*

*All prices in EUR without VAT.



Page and 1/2 of page horizontally and 1/2 of page vertically

➤ Format

Page: 210x280mm +5mm bleed

1/2 of page horizontally: 179x120mm

1/2 of page vertically: 90x260mm

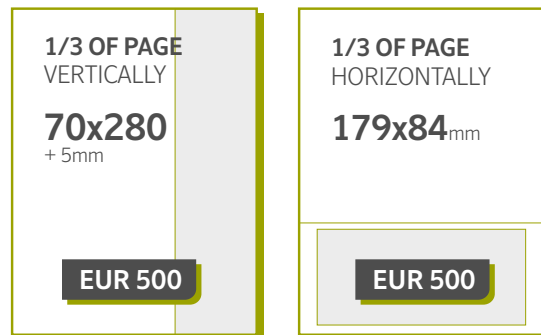
➤ Price

1570€/ page*

1000€/ 1/2 of page horizontally*

1000€/ 1/2 of page vertically*

*All prices in EUR without VAT.



1/3 of page vertically and 1/3 of page horizontally

➤ Format

1/3 of page vertically: 70x280mm +5mm

1/3 of page horizontally: 179x84mm

➤ Price

500€/ 1/3 of page vertically*

500€/ 1/3 of page horizontally*

*All prices in EUR without VAT.

Special conditions, discounts and technical specifications

➤ Special conditions

- 25 % commission for advertisement placement:
- with fixed positioning,
 - separately (not as part of advertisement block).

➤ Discount calculation

Advertiser has the right to choose volume or repetition discount. Discount is given based on the total amount of advertisements placed in the BALTIC Outlook and Frank's magazines.

➤ Volume discount

In excess of	
EUR 3600	– 5 %
EUR 5700	– 10 %
EUR 7850	– 15 %
EUR 10000	– 20 %
EUR 12100	– 25 %
EUR 14250	– 30 %

➤ Repete discount

2x	6%
4x	9%
6x	12%
8x	15%
10x	18%
12x	21%
14x	24%
16x	27%
18x	30%

➤ Technical specification

- Adverts to be provided in EPS or TIF format
- TIFF format – resolution should not be less than 300dpi, CMYK
- Colour compactness must not be more than 360%
- Advert should be sent to inta@frankshouse.lv or placed on the following server:

ftp://www.frankshouse.lv
 User: frankspublic
 Password: free4u
 Folder: BalticO_Reklama
 Layout: Inta +371 2911 3044



Contacts

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