

airBaltic Ambient Media 2016

More ways of reaching
the most desirable audience!



Table of contents

Facts & Figures	3
Route map	4
Information about target group.	5 – 6
Introduction to Ambient Media	7
Advertising Media before flight.	8 – 9
Advertising Media on board.	10 – 15
Contacts	16





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. In 2015, airBaltic carried almost 3 million passengers.
More than 40% of passengers travelled on transit via Riga.
- 50% of airBaltic tickets are sold via www.airbaltic.com
- Flights per week: on average **825**.
- airBaltic fleet consists of the following aircraft types: Boeing 737-300, Boeing 737-500 and Q400 Bombardier NextGen. Soon fleet will be supplemented with 13 Bombardier CS300 series aircrafts.
- For the second year running, the Latvian airline airBaltic has been ranked No 1 globally in punctuality in 2015 by OAG analysts, who tracked the performance of over 50 million flight records.



Route map 2016

- airBaltic operates direct flights from Riga to more than **60** destinations, **6** direct routes from Tallinn, **5** direct routes from Vilnius, and **3** direct routes from Heringsdorf.
- Strategically important business and leisure destinations are served up to 6 times per day.



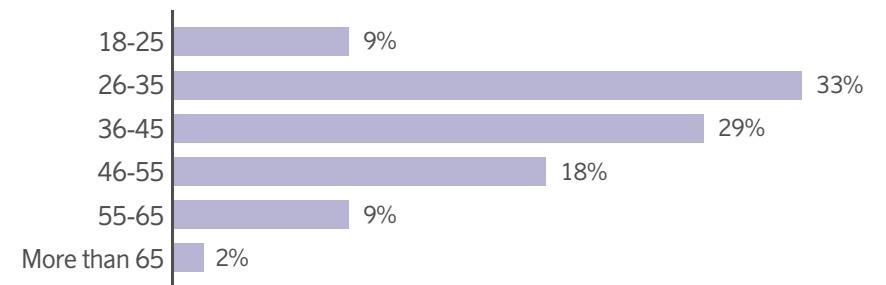
Information about target group

➤ **Passengers per month:** on average **220,000**

➤ Gender

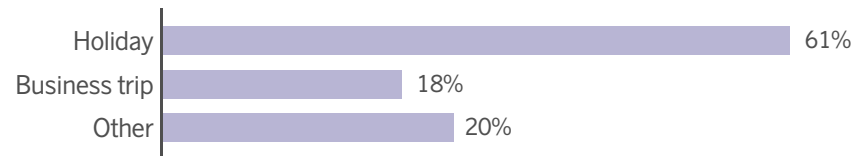


➤ Age

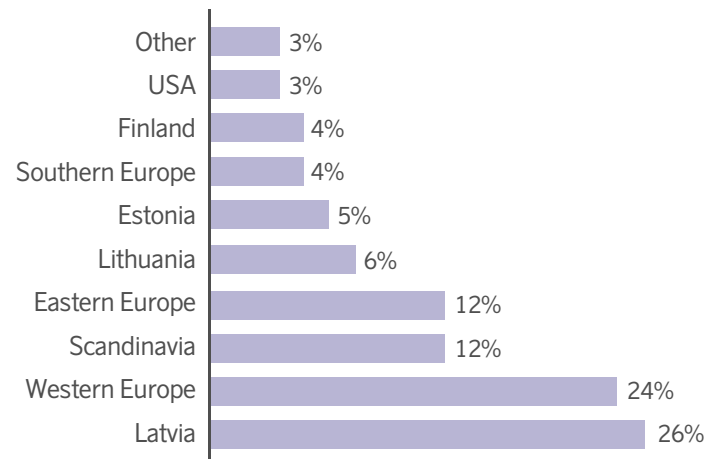


Information about target group

⇒ Travel purpose



⇒ Point of sales

Facts &
FiguresRoute
mapInformation
about
target groupIntroduction to
Ambient
MediaAdvertising
Media
before flightAdvertising
Media
on board

Contacts



Introduction to Ambient Media

- From well before passengers get on board to the many opportunities available once in air, Ambient Media offers unique channels for multiple advertising media with airBaltic.

The sky is our limit. Choose yours!



Advertisement in In-flight magazine *Baltic Outlook*

➤ Description

Baltic Outlook is a monthly in-flight magazine, free of charge and distributed at:

- every seat pocket of airBaltic aircrafts
- airBaltic ticket offices worldwide;
- transit area in Riga International Airport;
- business lounge in Riga International Airport;
- Radisson and Park Inn Hotels in Latvia, Lithuania and Estonia;
- Restaurants in Riga and Jurmala;
- electronical version of *Baltic Outlook* is also available at www.airbaltic.com

Circulation depending on season ~30 000

The readership of the magazine reaches around 300 thousand people per month, as on average one copy is read by 10 people.



Advertisement in In-flight magazine *Baltic Outlook*

➤ Format

Size: A4 format

➤ Price per month

COVERS 210x280 + 5mm	2nd COVER EUR 2150 3rd COVER EUR 1850 4th COVER EUR 2450	SPREAD 420x280 + 5mm EUR 2850	PAGE 210x280 + 5mm EUR 1570
1/2 OF PAGE HORIZONTALLY 179x120mm EUR 1000	1/2 OF PAGE VERTICALLY 90x260mm EUR 1000	1/3 OF PAGE VERTICALLY 60x260mm EUR 550* EUR 700**	1/3 OF PAGE HORIZONTALLY 179x84mm EUR 550* EUR 700**

* such advertisements are published in the advertising block at the end of the magazine;
 ** price per advertisement in 10 exclusive spots at the beginning of the magazine.

For more information, please contact advertising managers in Latvia:
 indra@frankshouse.lv / ieva.birzniece@frankshouse.lv / liene@frankshouse.lv
 Advertising manager in Lithuania: renata@frankshouse.lv



Advertisement in seat pockets

➤ Description

Reach your customers by placing your adverts, leaflets, brochures in seat pockets of all airBaltic fleet.

Seat pockets is the most popular place for advertising on board, as passengers are likely to check the content of the seat pockets in front of their seats.

Minimum order: 1 month

Number of flights per month: 3000 – 4000*

Number of passengers per month: 220 000 – 245 000*

➤ Format

Size: Not exceeding A4 format

➤ Price per month

10 000 – 15 000* EUR +VAT

**depending on seasonality*



Advertisement on Lavatory Surfaces

➤ Description

One of the newest medium accompanying other advertising options to further extend the brand and message into the forward and rear aircraft cabin lavatories.

➤ Format

Size: 137 x 58 cm



Advertisement on aircraft exterior

➤ Description

The first message passengers see when they approach the aircraft, and it creates a bold visual impact for all airport passengers and personnel. Exterior ads are visible at all times during select phases of flight: boarding and deplaning.

➤ Format

Size: 50 → 450 m²



Advertising space in the airBaltic Food & Drinks menu

➤ Description

Every single flight, airBaltic Economy class passengers reach for our menu cards to choose their onboard meals and drinks. Space on the menu card means unique point of sales advertising.

➤ The Food & Drinks menu cards are changed every three months, seasonally (Spring, Summer, Autumn, Winter menu).

➤ Price

1500 – 2000 € / product listing for 3 months

➤ Description

Exclusive one full page advertisement in airBaltic menu for products sold in the menu.

➤ Price

2000 € / full page for 3 months



Advertisement on refreshing towels, cardboard cups and coasters

➤ Description

Often the biggest impact comes from the most useful of items, no matter how seemingly insignificant, so you might consider space on one of these three, each with its own indisputable importance.



Advertisement on sugar packet or cutlery set

➤ Description

Nothing beats the added sweetness of sugar to a cup of coffee or tea, and a well-placed advertisement on a packet will grab notice just before passengers tear into them.

➤ Format

On request

➤ Minimum quantity

100,000 (approximately for 6 months)



Contacts

For all the latest pricing and information and to explore cooperation possibilities, please contact

advertise@airbaltic.com

To learn more about airBaltic and for further information, you are welcome to visit **www.airbaltic.com**