

Austrian 



Welcome on board
skylines Magazine



A strong partner for joint success

Austrian Airlines is Austria's biggest airline, part of the Lufthansa group and member of the Star Alliance, the first global association of international airlines.

Thanks to its convenient geographical location in the heart of Europe, our home airport of Vienna is an ideal hub between East and West.

Austrian Airlines on a course for success

- 80 aircraft
- worldwide route network with around 130 destinations
- 35 destinations in Central and Eastern Europe

We have your target group on board

In 2017, Austrian Airlines carried around **12,9 million passengers**.

From journey planning and booking to the return trip home, you can reach our passengers via a variety of touchpoints. The possibilities of placing your advertising message range from online and digital advertising materials via numerous ambient media to our in-flight magazine skylines, which has the almost undivided attention of our passengers. The effect of advertising also increases due to the higher contact time.

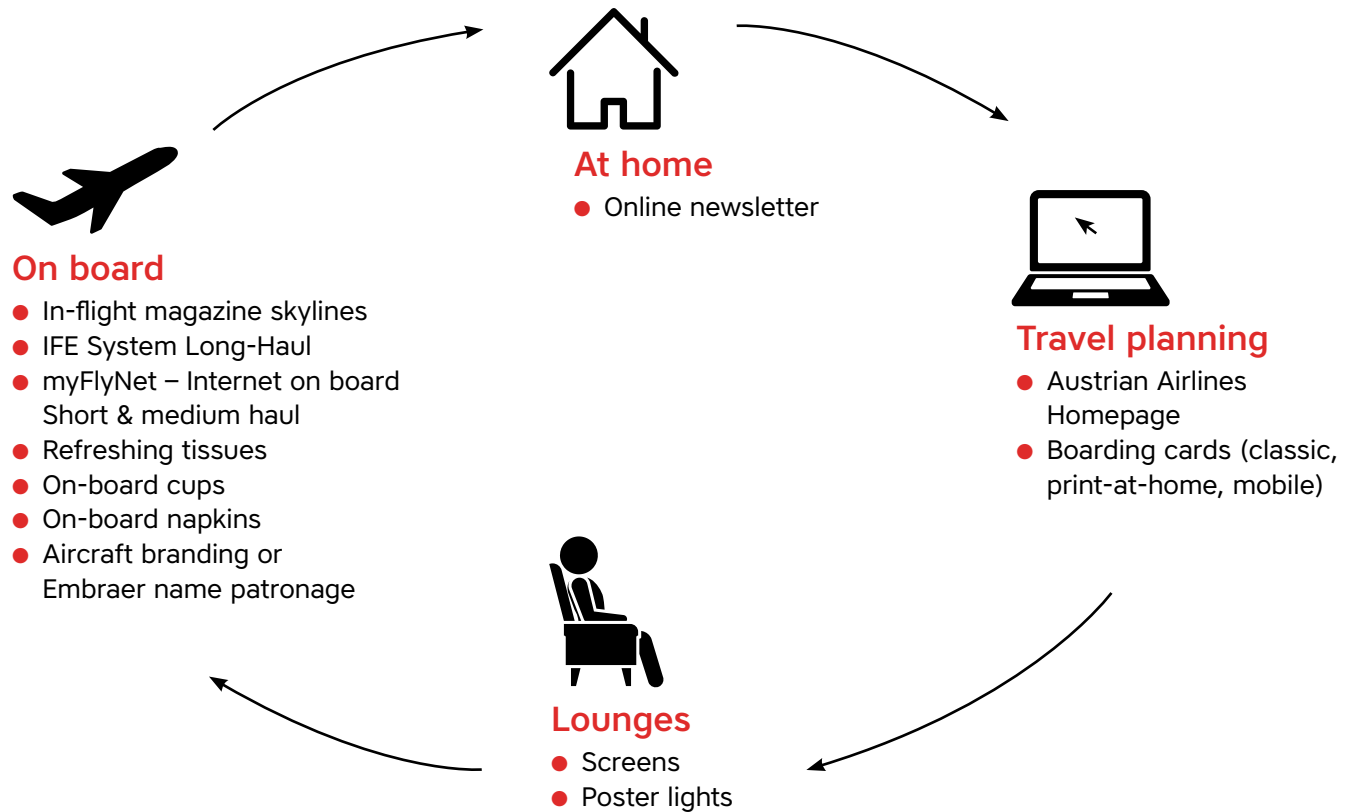
The soaring advertising effect

- the best reach
- exclusive advertising environment
- top-class target group
- longer contact time
- undivided attention
- intensive advertising effect



Passenger Journey

The touchpoints to success





Your Travel Companion

Unique advertising materials

Print

- In-flight magazine skylines
- Classic boarding card
- Print-at-home boarding card



Digital

- Lounge screens
- IFE system long haul: Exclusive spot movies, Exclusive spot TV, skylines on screen, Air Show, Widget on IFE homepage with/without content, sponsored content
- myFlyNet – internet on board short & medium haul: Banners or Tiles on Portal, video content

Online/Mobile

- Newsletter
- Austrian Airlines homepage
- Mobile boarding card (in combination with print-at-home boarding card)

Atmosphere

- Lounge poster lights
- Refreshing tissues
- On-board cups
- On-board napkins
- Aircraft branding
- Embraer name patronage



skylines Magazine

Reach the high-class target group with skylines



Around the world Heavenly magazine resorts

For over 26 years, the in-flight magazine **skylines** has taken off to inspire readers on journeys – with exciting topics, fascinating pictures, an inviting layout and reader offers which are worthwhile. Ensure your advertising presence now in a high-value travel and lifestyle magazine which doesn't just report about Austrian Airlines destinations, but has the whole world in view.



my world

The most beautiful & important destinations in the world in view



my austria

Experience all sides of Austria – with the best tips for culture, hotels and cuisine



skylines extra

Selected special topics, excitingly prepared, top for our many readers



my australian

Everything that you should know about your airline: Product information, route network, fleet and much more



The background of the advertisement is a photograph of a sunset or sunrise over a body of water, with a silhouette of an airplane flying in the sky. The sky is filled with orange and yellow clouds, and the sun is low on the horizon, creating a bright glow. The water in the foreground is dark, and the overall scene is peaceful and scenic.

2.2 million passengers per issue

Get Started! skylines media data

Valuable time for your advertising message

Lean back: In the Austrian Airlines lounges and during the flight, our passengers have time to relax and enjoy themselves. These are the best conditions for an undisturbed reading situation, which also lets your advertising have a more intense effect.

Our magazine can also be accessed as E-paper on austrian.com.

Additional circulation for the CAT: (City Airport Train)

- 3,800 passengers every day
- 1.4 million passengers per year
- Additional circulation increases your chances and number of contacts

First class target group:

2.2 million passengers per issue

of spending age:

58 % 20 to 50 years
49 % women
51 % men

Impressive circulation

100,000 copies

Perfect distribution:

In each seat pocket of all Austrian Airlines flights and in the Austrian Airlines lounges at Vienna airport

Frequency:

6 times yearly

Size:

205 x 260mm

Languages:

German and English



Boarding Time Calendar 2018

ISSUE	DATE OF- ISSUE	ADVERTISEMENT- DEADLINE	PRINTED MATERIAL -DEADLINE	TOPIC- FOCUS
1/2018	1. 1. 2018	20. 11. 2017	6. 12. 2017	Properties, Experience Austria, art, culture & cuisine in Austria, best of holiday & travel, further training, interior & design
2/2018	1. 3. 2018	26. 1. 2018	7. 2. 2018	60 year anniversary of Austrian Airlines, properties, Experience Austria, art, culture & cuisine in Austria, best of holiday & travel, crafted Austria, healthcare/sport
3/2018	1. 5. 2018	26. 3. 2018	11. 4. 2018	Properties, Experience Austria, art, culture & cuisine in Austria, best of holiday & travel, private banking
4/2018	1. 7. 2018	26. 5. 2018	11. 6. 2018	Properties, Experience Austria, art, culture & cuisine in Austria, best of holiday & travel, healthcare
5/2018	1. 9. 2018	24. 7. 2018	13. 8. 2018	Properties – EXPO REAL, Experience Austria, art, culture & cuisine in Austria, best of holiday & travel, healthcare & wellness, lawyer special, properties
SPECIAL ISSUE SKYLINES				
EXPO REAL	3. 10. 2018	3. 9. 2018	11. 9. 2018	48 hours Munich, best of EXPO REAL
6/2018	1. 11. 2018	21. 9. 2018	9. 10. 2018	Properties, Experience Austria, art, culture & cuisine in Austria, best of holiday & travel, further training, private banking, Xmas gift tips



Lounge screens

Digital advertising opportunity for spots or stills in the exclusive atmosphere of the Austrian Airlines business and senator lounges at Vienna airport.

Target group:

all lounge visitors,
even from partner airlines

- 60,000 visitors each month
- Transmission approx. 80 times per day during opening times – repetition approx. every 15 minutes

Technical data:

Screen size: 1920 x 1080 pixels
File formats: jpg, mpeg (or any current video format), transmission without audio

Screen size:

46 inches

Booking deadline:

4 weeks before appearance

Delivery date:

2 weeks before appearance

Price: € 6,900.– per month

For 30 seconds (standard, other spot lengths on request)

Classic boarding card

Large surface placement on rear side of boarding cards issued in Austria

Target group:

All passengers using Austrian Airlines check-in counters or check-in machines in Austria

- Scheduling of the exact day of appearance or advertisement period is not possible
- 4 million pieces or around 6 months advertisement period (per instalment produced)

Technical data:

printable PDF

Motif subject to approval given by Austrian Airlines



Price: € 47,500.–

per instalment



IFE System Long-Haul Exclusive Spot "Movies"

Exclusive spot placement before the start of the selected film in the "movies" category.
Transmitted in business and economy class.

Target group:

all long haul passengers

- 220,000 contacts per month
- in-flight on 12 long haul aircraft

Delivery date:

9 weeks before the start
(always on the first of the month)

*Spot subject to approval given by
Austrian Airlines*

Price: € 10,900.– per month

for 30 seconds
(Standard, other spot lengths on request)

IFE System Long Haul Exclusive Spot "TV/Series"

NEW!

Exclusive spot placement before the start of the selected TV or series format.
Transmitted in business and economy class.

Target group:

all long haul passengers

- 220,000 contacts per month
- in-flight on 12 long haul aircraft

Delivery date:

9 weeks before the start
(always on the first of the month)

*Spot subject to approval given by
Austrian Airlines*

Price: € 10,900.– per month

for 30 seconds
(Standard, other spot lengths on request)



IFE System Long-Haul "skylines On Screen"

Spot placement within approx. 10 minute infotainment format "skylines on Screen" which is transmitted at least once on all personal screens in the business and economy class.

Target group:

all long haul passengers

- 440,000 contacts within 2 months
- in-flight on 12 long haul aircraft
- The format is switched in a 2-month rhythm.
- without audio, with subtitles
- Format can be called up individually during the flight through the IFE programme menu and is played on the lounge screens (3-4 times per hour during opening times)

Delivery time:

11 weeks before the start

Price: € 8,900.– for 2 months

for 30 seconds
(standard, other spot lengths on request)
Animation or clip or individual stills also possible (with surcharge)

IFE System Long Haul "Air Show"

NEW!

On some small compact slides, the passenger receives constantly updated information on the flight progress (position of aircraft, cruising altitude, speed etc.) on his personal in-seat IFE screen. Placement of a still in the slide show.

Target group:

all long haul passengers

- 220,000 contacts per month
- in-flight on 12 long haul aircraft

Slide subject to approval given by Austrian Airlines

Size:

1280 x 768 pixels

Delivery date:

9 weeks before appearance

Price: € 4,900.– per month

Slide appears 50-60 times per hour



IFE System Long Haul Advertising space (widget) on IFE homepage with or without content

Still placement on homepage of the entertainment system which every passenger can access via his personal in-seat IFE screen. 2 different size formats available (widget 1 or widget 2).
By clicking, enlargement of the visual to full screen OR link to prepared content.

Target group

all long haul passengers

- 220,000 contacts per month
- in-flight on 12 long haul aircraft

Widget 1 size:

320 x 466 pixels

Widget 2 size:

458 x 466 pixels

Delivery date:

9 weeks before the start
(always on the first of the month)

Visual and content subject to approval given by Austrian Airlines

Price: € 6,500.– per month

For full screen pop-up version widget 1

Price: € 8,500.– per month

For full screen pop-up version widget 2

Price: € 9,500.– per month

for content link widget 1

Price: € 11,500.– per month

for content link widget 2



IFE System Long Haul Sponsored Content

NEW!

Integration of video content of
approx. 15 until max. 45 minutes in length.

Target group:

all long haul passengers

- 220,000 contacts per month
- On board 12 long haul aircraft

Delivery date:

9 weeks before the start
(always on the first of the month)

*Content subject to approval
given by Austrian Airlines*

Price: € 4,900.– per month

myFlyNet – Internet on Board Short & Medium Haul Banners or Tiles on Portal

31 Airbus family aircraft are already equipped with internet on board. The passenger can access the portal site free of charge on their personal end device where they can find useful information about their destination – and also your advertising message. Placement of the advertising space in the form of a tile or banner directly on the portal site.

Target group:

Passengers on board the short & medium haul fleet (Airbus 320F)

- 640,000 passengers per month on the Airbus fleet
- on their way to 115 destinations in Europe, the Middle East, North Africa
- Average flight time of 2 hours
- 40,000 passengers per month use the portal site
- Approx. 40 minutes online

Delivery date:

4 weeks before the start

Choose according to departure location, destination or routes

Tile size:

230 x 230 pixels

Banner size:

2544 x 320 pixels

Price: € 3,900.– per month

for tiles

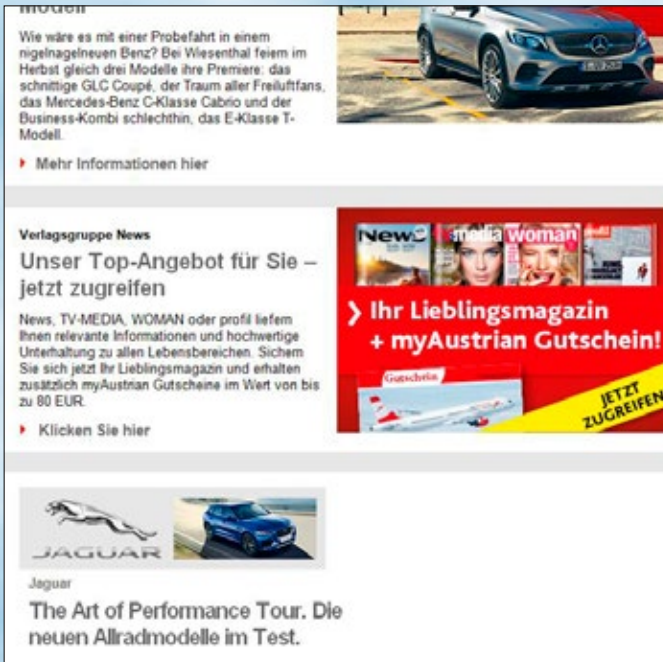
Price: € 6,900.– per month

for banners

Price on request:

Possibility of linking banner or tile to content page (text & image), linking to white-listed homepage, provision of content features for portal site (e.g. games)





Newsletter

Impactful placement in connection with Austrian Airlines news and offers.

Target group:

Austrian Airlines Newsletter recipients

- 400,000 recipients in Austria, 1.2 million recipients worldwide
- Average opening rate: 18 %
- Average CTR: 1.5 %
- Price for country-specific issue on request

Publication date:

Appears on each 2nd and 3rd Tuesday of the month (contribution appears twice per month)

Due to the provisions of the DSGVO , a circuit is only possible subject to review and approval by Austrian Airlines.

Delivery date:

4 weeks before the start

Advertising technical data:

Text: max. 60 characters

Logo: 140 x max. 60 pixels, 72 dpi, optional

Image: 140 x max. 60 pixels, 72 dpi, optional

Content technical data:

Headline: max. 15 characters

Text: max. 120 characters

CTA text: max. 15 characters

Image: 600 x 400 pixels

(if retina-display optimised: 1,200 x 800 pixels)

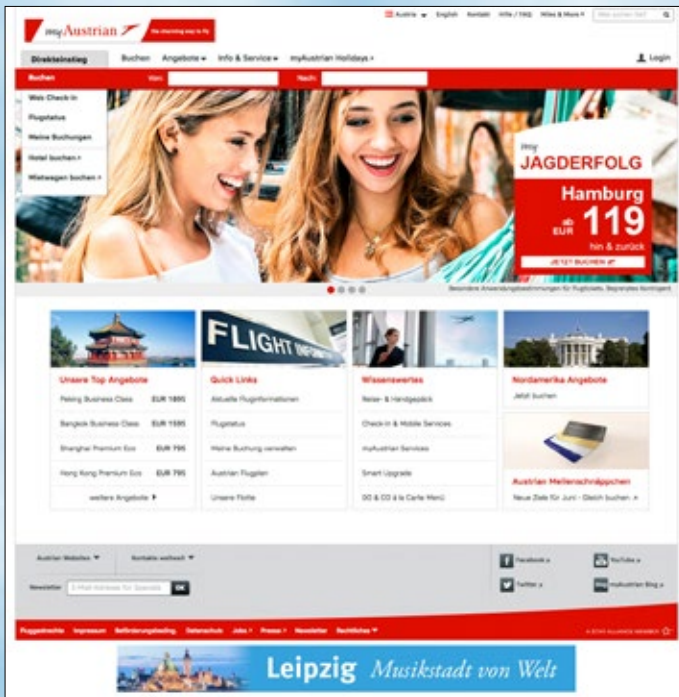
Link to landing URL

Price: € 9,900.– per month

Content for issue in Austria

Price: € 27,900.– per month

Issue worldwide



Austrian Airlines Homepage

It doesn't matter whether its journey planning, booking flights or calling up flight plan information – the Austrian Airlines homepage offers a prominent placement possibility for your advertising message.
Banner advertising space in lower part of the austrian.com homepage (Austria).

Target group:

all visitors on austrian.com

- 600,000 page views or 400,000 visits per month
- Sub pages as well as homepages of other countries on request

Delivery date:

2 weeks before appearance

Technical data for advertisement:

Size:

968 x 98 pixels

File type:

gif or jpg (max. 50 KB), flash (max. 100 KB)
Link to landing URL

Available tracking parameters:

page views, clicks, CTR

Price: € 19.50

per 1,000 page views
(Corresponds to € 11,700.– per month)

Sub pages as well as homepages of other countries on request



Lounge poster lights

Backlit advertising space for posters (size: A1) in 3 locations in the exclusive atmosphere of the Austrian Airlines business and senator lounges at Vienna airport (terminal 3).

- 60,000 visitors each month

Target group:

all lounge visitors, even from partner airlines

Delivery date:

2 weeks before appearance

Price: € 5,900.-
per month



Combo Package **NEW!** Print-at-home and Mobile Boarding Cards

Around 400,000 passengers per month are already using their mobile end device or desktop for online check-in. Advertising space placement on print-at-home and mobile boarding card.

Target group:

Passengers worldwide who check in over austrian.com

Technical data:

Image size: 800 x 495 pixels, max. 200 KB

Headline: 25 characters

Footer text (optional): 70 characters

Link to landing page

Price: € 29,900.-
per month



On-board cups

Fixed service component on all routes.

- 1.5 million pieces per 3-month period

Target group:

All passengers in the business class on short & medium haul flights as well as economy class on all short, medium and long haul flights

Technical data:

Print: up to 4c

*Branding subject to approval
given by Austrian Airlines*

Delivery date:

on request

Price: €49,900.–

Per 3-month period



Refreshing tissues **NEW!**

New on board for your advertisement.

- 500,000 pieces per 6-month period

Target group:

Business class passengers on short & medium haul flights, if required also for passengers in economy class (around 80,000 passengers per month)

Technical data:

printable surface: 140 x 70mm (wxh)
Print possible up to 4c

*Branding subject to approval
given by Austrian Airlines*

Delivery date:

on request



Price: € 39,000.–

Per 6-month period



On-board napkins

Fixed service component on all routes.

- 3 million pieces per 3-month period

Target group:

all passengers in business & economy class
(1 million passengers per month)

Technical data:

Print: up to 1c

*Branding subject to approval
given by Austrian Airlines*

Delivery date:

on request

Price: € 39,900.–

Per 3-month period





Aircraft branding

Possible on the aircraft fuselage between the front and rear entrance door in the variants full or part coverage, both sides or one side.

*Visual subject to approval
given by Austrian Airlines*

Price: on request

Includes production, installation and disassembly of the special foil, including all necessary certifications and rental costs



Embraer Name Patronage

Name one of the Austrian Airlines Embraer aircraft according to your wish and let it fly throughout Europe. This advertising medium is especially suited for advertising messages about tourist destinations and facilities.

Name or visual subject to approval given by Austrian Airlines

Package 1:

Name (both sides under the cockpit), visual or logo on the right of the frontmost entry door, press release including photo

Price: € 15,000.–

Package 2:

Name (both sides under the cockpit), visual or logo on the right of the frontmost entry door, press release including photo, 1/1 page in skylines in-flight magazine

Price: € 25,000.–

Package 3:

Name (both sides under the cockpit), visual or logo on the right of the frontmost entry door, press release including photo, 1/1 page in skylines, contribution in Austrian Airlines newsletter

Price: € 35,000.–

Additional services on request.

*Price valid for 3 year
adhesion period*



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