

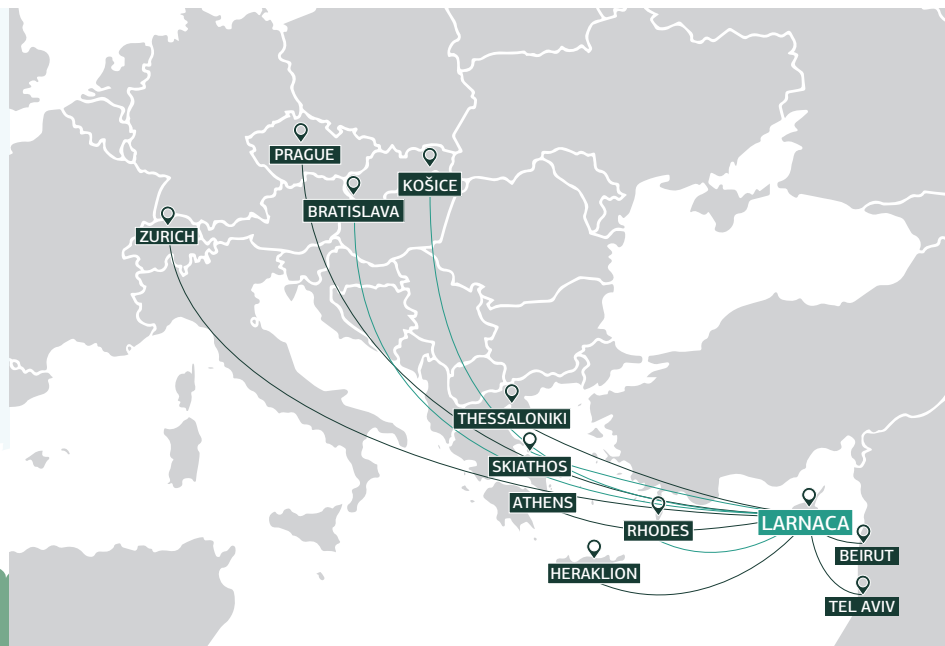
# BREEZE

CYPRUS AIRWAYS MAGAZINE / MEDIA PACK 2019



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'Breeze' inflight magazine is available for free on every Cyprus Airways flight throughout the year, published on a triannual basis. Passengers enjoyed a winter/spring issue between January – April 2019 and can now look forward to a summer issue between May – August 2019, and an autumn/winter issue between September – December 2019.

The magazine entertains over 210,000 holidaymakers and business travellers flying between Larnaca and Athens, Tel Aviv, Beirut, Prague, Thessaloniki, Zurich, Slovakia (Bratislava and Košice) and the Greek islands (Heraklion, Rhodes, Skiathos).

Giving advertisers the unique opportunity to target readers of all ages from across Europe and beyond, the magazine is available in every seat pocket throughout 2019, enticing passages with sleek design and expert editorial content featuring a wide range of vibrant lifestyle and travel articles accompanied by stunning imagery.

## CONTACT US:

kiki.haida@cyprusairways.com

## YEARLY CIRCULATION

20,000  
copies

## YEARLY PASSENGERS

210,000

## DISTRIBUTION

Available in all Cyprus Airways seat pockets on flights between Larnaca and the following destinations:

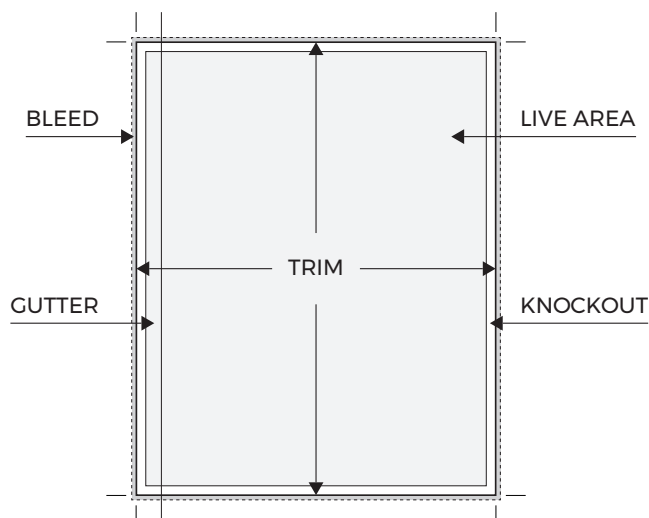
- Athens
- Bratislava
- Beirut
- Heraklion
- Košice
- Prague
- Rhodes
- Skiathos
- Tel Aviv
- Thessaloniki
- Zurich

STANDARD POSITIONS	TRIM	BLEED	PRICE FOR ONE ISSUE	PRICE FOR TWO ISSUES
<b>FULL PAGE</b> (right hand)	210mm x 260mm	216mm x 266mm	€1,260	€2,140

COVER POSITIONS	TRIM	BLEED	PRICE FOR ONE ISSUE	PRICE FOR TWO ISSUES
<b>BACK COVER</b>	210mm x 260mm	216mm x 266mm	€ 1,850	€ 3,145
<b>INSIDE FRONT COVER</b>	210mm x 260mm	216mm x 266mm	€ 1,700	€ 2,890
<b>INSIDE BACK COVER</b>	210mm x 260mm	216mm x 266mm	€ 1,600	€ 2,720

VAT IS NOT INCLUDED IN ABOVE PRICES



## FULL PAGE

**Trim size:** 210mm x 260mm

**Bleed size:** 216mm x 266mm

**Live area size:** 198mm x 248mm

**Safety:** All live matter must be 6mm from trim on all sides

**Gutter safety:** 10mm

**Minimum size:** Knockout type should be 8 points.

**Note:** Perfect alignment of type or design across the gutter of two facing pages cannot be guaranteed.

## TECHNICAL REQUIREMENTS

### MEDIA

All ad submissions must be either PDF, EPS, TIFF or JPG

#### Requirements for PDF files:

- All fonts MUST be embedded.
- The colour space must be CMYK or Grayscale. NO RGB/LAB or embedded colour profiles (such as ICC profiles).
- NO files with PMS colours. All PMS colours MUST be converted to CMYK
- Resolution: 300dpi

### PROOF REQUIREMENTS

A certified SWOP3 supplied proof or high quality colour printout to be sent as a hard copy to:  
1 Sparti Str., Antoniou Building, 5th-6th floor,  
Lamaca - Cyprus.

All proofs should have clear identification of the type of proof it is and the name, address and phone number of the sender/pre-press service provider.

### FILE STORAGE

The original proof and an archived copy of the digital ad file will be kept for 6 months after printing.

### PRINTING

Web offset (SWOP), Perfect binding.

### LABELLING OF ADVERTISEMENTS

Advertisements that simulate or resemble editorial content will be clearly identified and labeled as "SPONSORED CONTENT"

## TERMS & CONDITIONS

The following terms and conditions shall apply to all advertisements in Breeze Magazine, published by Action PR & Publications Limited (the "Publisher").

### GENERAL

i. Advertising rates are as specified in the current rate card (the "Rate Card") issued by Cyprus Airways. All advertising rates are quoted in Euro and are exclusive of VAT and any other applicable taxes. VAT and any other applicable taxes shall be paid by the Buyer in addition to the advertising rate indicated on the Rate

Cards and shown separately on the relevant invoice issued by Cyprus Airways. If an advertisement is placed in the magazine by a registered advertising agency on behalf of its client, then such an advertising agency may claim any applicable discount on the applicable advertising rate.

ii. The Buyer is required to sign a booking form, which will constitute an agreement between the Buyer and Cyprus Airways confirming that the Buyer agrees to be bound by these Terms and Conditions as well as the terms and conditions of the booking form and of the current Rate Cards (the "Agreement").

iii. Any complaint about the published advertisement should be made by the Buyer to Cyprus Airways in writing within 15 (fifteen) days from the date of the invoice issued to the Buyer in accordance with these Terms and Conditions. If the Buyer fails to notify Cyprus Airways of any complaint in writing within the designated period, neither the Publisher nor Cyprus Airways shall have any liability whatsoever towards the Buyer, nor will they be held liable for any compensation or damages.

iv. Cyprus Airways shall have the right, at any time and at its absolute discretion, to refuse, omit or postpone the publication of any advertisement and/or change the position of any advertisement.

v. Cyprus Airways reserves the right to change these Terms and Conditions at any time without notice.

### PAYMENT

i. The Buyer agrees to directly pay Cyprus Airways the advertising rate stated in the relevant invoice issued by Cyprus Airways plus VAT and any other applicable taxes.

ii. Cyprus Airways will send the Buyer an invoice upon booking, with full payment of the advert to be made within 15 days from invoice date.

### CANCELLATION

i. No cancellations will be accepted by the Publisher or by Cyprus Airways later than fifteen (15) working days prior to the printing of the publication in which the advertisement(s) will be placed. If an advertisement is cancelled beyond this deadline, the Buyer shall be liable to pay to Cyprus Airways the full cost of the advertisement plus VAT and any other applicable taxes.

If an advertisement is cancelled after copy date and up to fifteen (15) working days prior to printing, then the Buyer will be charged with the 25% of the full cost of the advertisement plus VAT and any other applicable taxes.

ii. Cancellations will only be accepted in written form and must be acknowledged by Cyprus Airways in writing.

### CREATIVE

i. An advertising copy must be supplied by the Buyer to the Publisher and Cyprus Airways in accordance with the relevant technical specifications aforementioned.

ii. Neither the Publisher nor Cyprus Airways accept any responsibility whatsoever for the colour reproduction of any advertisement that is not accompanied by a chromalin proof.

iii. Creative material supplied for insertion must comply with the provisions of all applicable laws and regulations.

### LIABILITY

i. The Buyer shall ensure that the advertisement does not:

- (a) infringe any applicable laws and regulations and in particular Intellectual Property Rights, or
- (b) contain any libellous, fraudulent, misleading or false statement, or (c) give cause, directly or indirectly, for any action to be brought against Cyprus Airways and/or the Publisher for libel, fraud, publication of false or misleading statement or otherwise.

ii. All necessary authority and permissions in respect of the use in an advertisement of names or pictorial representations of identifiable persons and/or of references to words attributed to identifiable persons must be secured by the Buyer prior to publication.

iii. If at any time, an allegation of infringement of copyright or other intellectual property right is made against the Buyer by a third party in respect of any advertisement of the Buyer, the Buyer undertakes to immediately inform Cyprus Airways and the Publisher of such alleged infringement or claim. Cyprus Airways shall then have the right to cancel the publication of, replace or modify such advertisement or any infringing part of such advertisement so as to avoid the infringement.

Should this be insufficient to prevent damages from occurring, the Buyer undertakes to indemnify Cyprus Airways and the Publisher for any damages, costs and

expenses finally awarded against Cyprus Airways and/or the Publisher by a court or arbitral tribunal as a result of the claim(s) brought by a third party for alleged infringement of its intellectual property rights or otherwise as well as for all legal and other costs incurred by them in defending such claim(s).

### PUBLISHER LIABILITY

In the event of a Publisher's error in an advertisement or its complete omission, the Publisher's liability shall be limited to the reimbursement of the amount paid by the advertiser. Under no circumstances shall such reimbursement exceed the total amount paid to the Publisher for the advertisement. The Publisher shall have no liability unless the error/omission is brought to the Publisher's attention no later than 60 days after the magazine is first published.

### LAW AND JURISDICTION

i. This Agreement shall be governed by and construed in accordance with the laws of Cyprus.

ii. Any dispute arising between the parties out of or relating to this Agreement shall be determined by the Courts of Cyprus which shall have exclusive jurisdiction for such purpose.

### ACCEPTANCE BY THE BUYER

Signing the booking form signifies the Client's acceptance of these terms and conditions.