



# OPEN SKIES



MEDIA INFORMATION 2019

# OPEN SKIES ABOUT OPEN SKIES



## FRONT

Carefully curated content, focused on unique experiences and offering personal insights.

# OPEN SKIES IS EMIRATES' MULTI-AWARD WINNING INFLIGHT MAGAZINE

## MAIN

Our stories focus on unique travel and lifestyle experiences, exceptional individuals, emerging scenes or trends and innovative institutions.



**1** The magazine creates a **connection** between Emirates and its loyal customers. It is a **celebration** of that relationship.

**3** Radically redesigned for 2018, *Open Skies* is built around **high-quality, contemporary** photography, clean, minimal design and a soft, warm colour palette.

**2** *Open Skies* evokes the **romance** of air travel and represents a lifestyle that its readers can aspire to.

**4** With a stable of global contributors, *Open Skies* champions long-form journalism and **world-class** writing and photography, ensuring that it is always ahead of the competition.



## BRIEFING

Briefing welcomes readers into the world of Emirates.



EMIRATES IS CURRENTLY FLYING TO **159** DESTINATIONS IN **84** COUNTRIES FROM DUBAI



**14,000+**  
AVERAGE FLIGHTS PER MONTH

THE **LARGEST** OPERATOR OF THE **A380** AND **BOEING 777** IN THE WORLD



**60** MILLION PASSENGERS CARRIED BY EMIRATES IN 2017-2018

**77.5%** SEAT OCCUPANCY ACROSS EMIRATES FLIGHTS IN 2017/2018

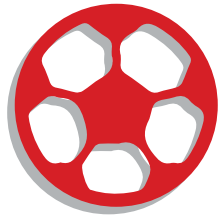


EMIRATES ADDED NEW DEDICATED AIRPORT LOUNGES, TAKING INTERNATIONAL AIRPORT LOUNGES TO **42**

**5** MILLION PASSENGERS A MONTH



**253** PASSENGER AIRCRAFT IN OPERATION



EMIRATES IS A GLOBAL BRAND NAME ASSOCIATED WITH **SPORTING CELEBRITIES, TEAMS AND ONE OF THE LEADING SPONSORS FOR MAJOR GLOBAL EVENTS**



IT IS THE WORLD'S MOST VALUABLE AIRLINE BRAND **VALUED AT US\$7.7 BILLION**



EMIRATES HAS OVER **22.5 MILLION SKYWARDS MEMBERS** MAKING IT ONE OF THE WORLD'S MOST POPULAR REWARDS PROGRAMME

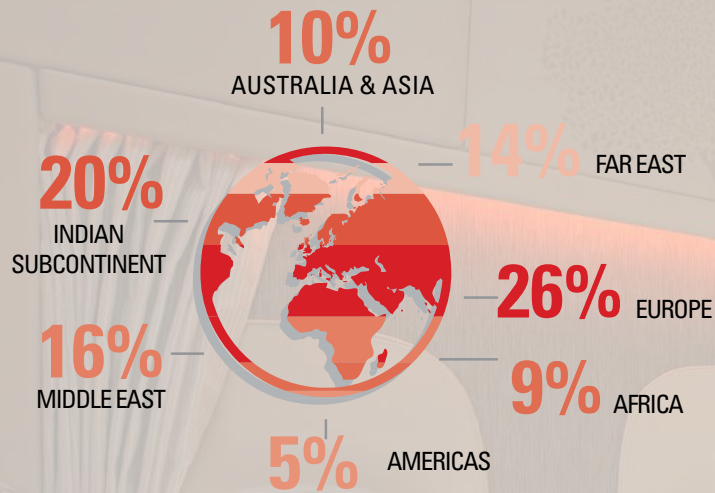


AVERAGE FLIGHT TIME OF **6.5 HOURS**

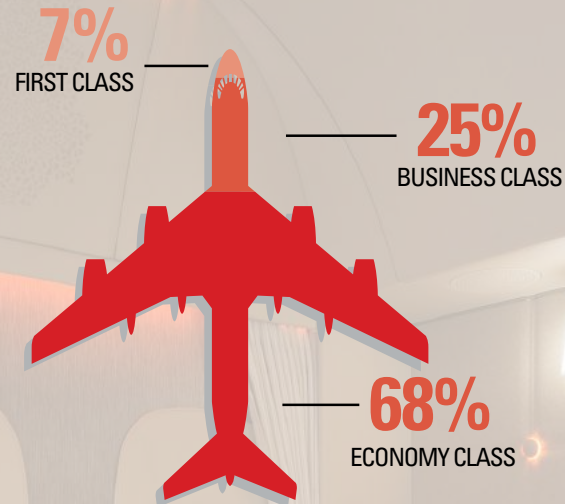
EMIRATES' CUSTOMER FOCUS, PRODUCT AND SERVICE INNOVATIONS, HAS EARNED AN ARRAY OF ACCOLADES IN 2017, INCLUDING FOUR FROM BUSINESS TRAVELLER MIDDLE EAST — **BEST AIRLINE WORLDWIDE**, AIRLINE WITH THE **BEST FIRST CLASS**, AIRLINE WITH THE **BEST ECONOMY CLASS** AND AIRLINE WITH THE **BEST CABIN STAFF**. IN SEPTEMBER, EMIRATES SWEEPED THE 2015 APEX PASSENGER CHOICE AWARDS, CLINCHING SEVEN GONGS INCLUDING **OVERALL PASSENGER EXPERIENCE**. EMIRATES WAS ALSO NAMED **AIRLINE OF THE YEAR** AT THE ARABIAN BUSINESS ACHIEVEMENT AWARDS, AND **FAVOURITE AIRLINE PREMIER CABIN** MIDDLE EAST AT THE CONDE' NAST TRAVELLER MIDDLE EAST READERS' CHOICE AWARDS.



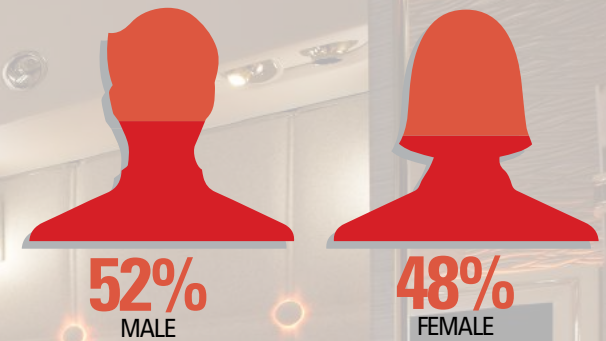
## PASSENGER DESTINATIONS



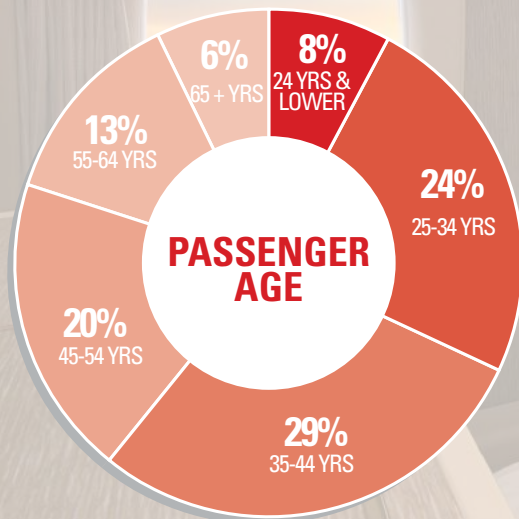
## PASSENGER SPLIT



## GENDER SPLIT



## WHAT IS THE AUDIENCE THINKING ABOUT?



BUYING A NEW CAR

MOVING HOUSE

BUYING A NEW WATCH

PLANNING A HOLIDAY

LOOKING FOR AN INVESTMENT OPPORTUNITY

PURCHASING AN ENGAGEMENT RING





## CAPTIVE AUDIENCE



With an average flight duration of 6.5 hours, you have **access to a unique and captive audience** away from distraction and work.

## AFFLUENT



Just 2.2 per cent of the population has an **income greater than US\$160,000**. Passengers who fly Emirates 6 or more times a year are **340% more likely to earn US\$150,000 or more** a year.

## ENGAGED AUDIENCE



Passengers consider flight time their own leisure time. An **opportunity to switch off and relax.**

## EARLY ADOPTERS



Premium passengers **embrace new technology and hardware** sooner than their peers to help simplify and make their lives more productive.

## DECISION MAKERS



Passengers flying in the premium cabins are more likely be **CEO's, Presidents, Directors, MD's, and board members**, allowing you to target and influence key decision makers.



**PASSENGERS WHO FLY 6 OR MORE TIMES PER YEAR ARE:**



- 270% MORE LIKELY TO EARN US\$100,000 TO US\$150,000 A YEAR
- 340% MORE LIKELY TO EARN US\$150,000 OR MORE A YEAR



- 240% MORE LIKELY TO OWN A WATCH WORTH MORE THAN US\$4,000
- 340% MORE LIKELY TO PURCHASE ANOTHER WATCH WORTH MORE THAN US\$4,000 IN THE NEXT 12 MONTHS



- 165% MORE LIKELY TO OWN A CAR WORTH US\$40,000 OR MORE
- 200% MORE LIKELY TO SPEND US\$40,000 OR MORE ON THEIR NEXT CAR



- 400% MORE LIKELY TO HAVE A PRIVATE INVESTMENT (EXCLUDING MORTGAGE) WORTH BETWEEN US\$950,000 AND US\$3,000,000



**300%**

MORE LIKELY TO OWN A DESIGNER SUIT COSTING OVER US\$1,000



**250%**

MORE LIKELY TO OWN A HANDBAG WORTH OVER US\$500



**250%**

MORE LIKELY TO OWN JEWELLERY WORTH MORE THAN US\$1,500



**240%**

MORE LIKELY TO HAVE ANNUAL GOLF CLUB MEMBERSHIP

The Emirates customer base predominantly consists of frequent travellers.



**80%**  
OF EMIRATES PASSENGERS  
**TAKE 3 OR MORE FLIGHTS A YEAR**

# OPEN SKIES EMIRATES GLOBAL DESTINATION



## NORTH AMERICA

- Boston
- Chicago
- Dallas
- Fort Lauderdale
- Houston
- Los Angeles
- Newark
- New York- JFK
- Orlando
- San Francisco
- Seattle
- Toronto
- Washington DC

## CENTRAL AMERICA

- Panama City

## SOUTH AMERICA

- Buenos Aires
- Rio de Janeiro
- Santiago
- Sao Paulo

## EUROPE

- Amsterdam
- Athens
- Barcelona
- Birmingham
- Bologna
- Brussels
- Budapest
- Copenhagen
- Dublin
- Dusseldorf
- Frankfurt
- Geneva
- Glasgow
- Hamburg
- Istanbul
- Larnaca
- Lisbon
- London Gatwick
- London Heathrow
- London Stansted
- Lyon
- Manchester
- Madrid
- Malta
- Milan
- Moscow
- Munich
- Newcastle
- Nice
- Oslo
- Paris
- Prague
- Rome
- Saint Petersburg
- Stockholm
- Venice
- Vienna
- Warsaw
- Zagreb
- Zurich

## MIDDLE EAST

- Amman
- Baghdad
- Basra
- Beirut
- Dammam
- Jeddah
- Kabul
- Kuwait
- Manama
- Mashhad
- Medina
- Muscat
- Riyadh
- Tehran

## ASIA

- Bali
- Bangkok
- Beijing
- Cebu
- Clark
- Guangzhou
- Hanoi
- Ho Chi Minh City
- Hong Kong
- Jakarta
- Kuala Lumpur
- Manila
- Nagoya
- Osaka
- Phnom Penh
- Phuket
- Seoul
- Shanghai
- Singapore
- Taipei
- Tokyo
- Yinchuan
- Yangon
- Zhengzhou

## SOUTH ASIA

- Ahmedabad
- Bengaluru
- Chennai
- Colombo
- Delhi
- Dhaka
- Hyderabad (India)
- Islamabad
- Karachi
- Kochi
- Kolkata
- Kozhikode
- Lahore
- Maldives
- Multan
- Mumbai
- Peshawar
- Sialkot
- Thiruvananthapuram

## AFRICA

- Abidjan
- Abuja
- Accra
- Addis Ababa
- Algiers
- Cairo
- Cape Town
- Casablanca
- Conakry
- Dakar
- Dar Es Salaam
- Durban
- Entebbe
- Harare
- Johannesburg
- Khartoum
- Lagos
- Luanda
- Lusaka
- Mauritius
- Nairobi
- Seychelles
- Tunis

## OCEANIA

- Adelaide
- Auckland
- Brisbane
- Christchurch
- Melbourne
- Perth
- Sydney





**DUBAI HAS BECOME A GLOBAL AVIATION HUB, FOR MANY OF THE WORLD'S LEADING BRANDS, DUBAI AIRPORT IS AN INCREDIBLY IMPORTANT PART OF THEIR MARKETING CHANNEL:**



**ONE THIRD**

OF THE WORLD'S  
POPULATION LIVES WITHIN  
4 HOURS OF DUBAI



**DUBAI  
INTERNATIONAL  
AIRPORT**

BECAME THE **WORLD'S  
BUSIEST AIRPORT IN 2015**



**PASSENGER TRAFFIC**

THROUGH DUBAI AIRPORT HAS  
GROWN BY

**1.4% IN 2018**



**RETAIL TRAFFIC**

**UP 7%**

WITH FOOTFALL OF **80 MILLION  
CUSTOMERS** IN 2018



**DUBAI  
INTERNATIONAL  
TERMINAL 3**

IS THE **WORLD'S LARGEST  
AIRPORT TERMINAL BUILT  
EXCLUSIVELY FOR EMIRATES** AND ITS  
CODE SHARE PARTNER QANTAS.  
IT HAS AN ANNUAL CAPACITY OF  
**43 MILLION PASSENGERS**



**DUBAI DUTY FREE**

ARE EXPECTING SALES OF  
**OVER US\$2 BILLION IN 2018**



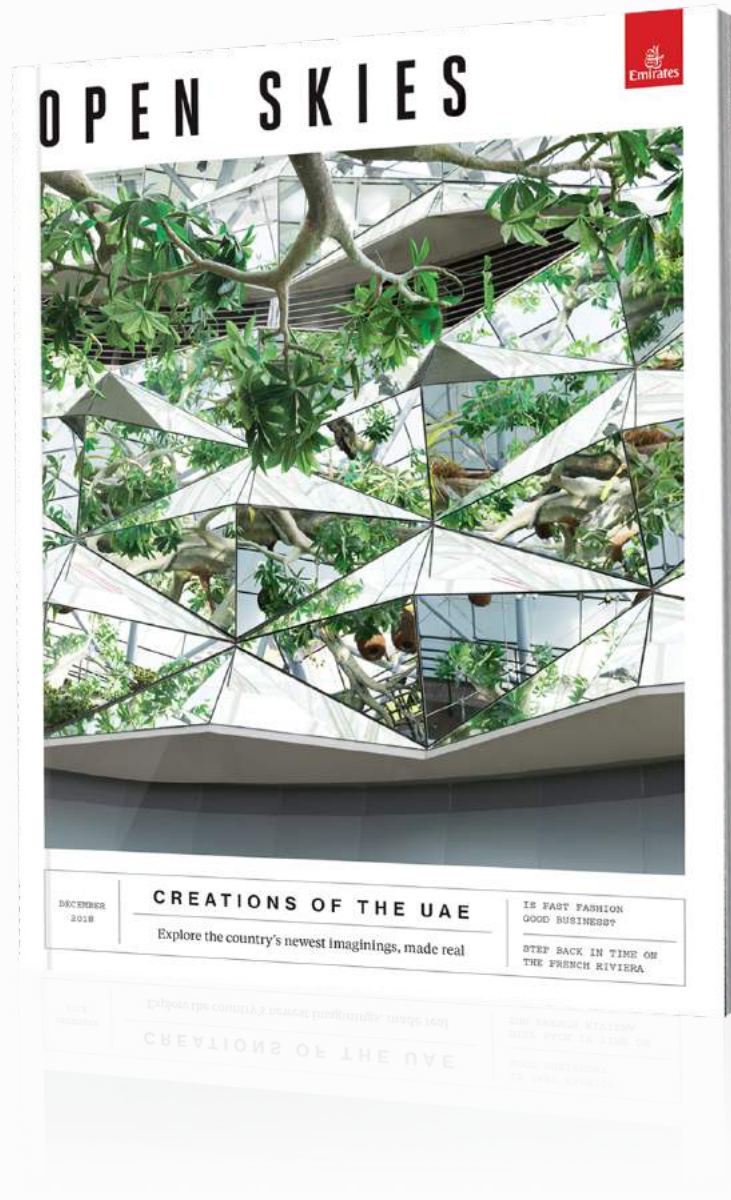
**84 MILLION  
PASSENGERS**

EXPECTED TO HAVE PASSED  
THROUGH DUBAI AIRPORT



**AVERAGE SALE**

PER PASSENGER AT  
DUBAI DUTY FREE IN 2018  
WAS **US\$70**



## KEY FACTS:

### LANGUAGE:

English

### CIRCULATION:

In the seat pockets of Emirates flights in business and first class whilst available across economy class, as well as being distributed throughout the complete Emirates lounge network

### CONTENT:

A contemporary based travel magazine written by the world's leading travel writers and including world class photograph

### AUDIENCE:

Economy, Business and First Class Passengers

### REACH:

5 million passengers a month and growing

### FREQUENCY:

12 issues per year

# OPEN SKIES ADVERTISING RATES



REGULAR POSITION	US\$
Full page (ROP)	17,500
Double Page Spread (ROP)	33,500

PREMIUM POSITIONS	US\$
Outside Back Cover	40,150
Inside Front Cover Spread (2 pgs)	71,225
Inside Back Cover	36,850
Full Page (opposite contents)	20,500

DPS POSITIONS	US\$
1st Double Page Spread	51,645
2nd Double Page Spread	49,775
3rd Double Page Spread	46,475
4th Double Page Spread	44,550
5th Double Page Spread	42,900
6th Double Page Spread	39,435
7th Double Page Spread	37,675
8th Double Page Spread	36,080

SPECIAL REQUESTS	US\$
Bound Insert	59,895



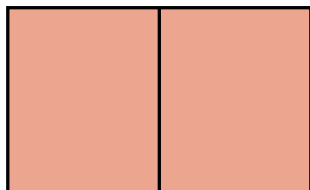
REACH **5** MILLION PASSENGERS

ALL INVOICE AMOUNTS ARE EXCLUSIVE OF VAT AND SHALL BE PAID IN FULL, FREE OF ANY DEDUCTIONS, WITHHOLDING TAXES, AND ANY OTHER CHARGES INCLUDING BUT NOT LIMITED TO BANK CHARGES.



## TECHNICAL SPECIFICATIONS

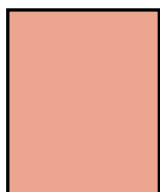
(mm) H x W



### Double Page Spread

Trim: 260 x 390  
Bleed: 266 x 396  
Type: 224 x 370

*DPS ads need to be given as 2 single pages after 7mm tiling is done on both sides of the spine*



### Full Page

Trim: 260 x 195  
Bleed: 266 x 201  
Type: 224 x 173

## DIGITAL MEDIA FORMAT

### PDF (Portable Document Format)

- The artwork should be a press ready PDF file (version 1.3) generated through Illustrator/ Quark Xpress or InDesign, saved on maximum resolution (300 dpi) in actual size with bleed and crop marks.
- All files must be CMYK format and all black text as over print.
- A colour printout of the saved artwork should be sent for reference along with the CD. However, please note that colour prints/digital proofs supplied will be used only as a guideline and the advertisements will be reproduced as per the data specifics supplied on the CD.
- For bleed size add 3mm extra on all four sides after the trim marks.
- Image loss in the gutter 3mm either side.
- For full page ads ensure that the text is 10 mm away from the crop marks on all four sides.
- If text runs across a DPS please ensure that the text is 10mm away from the gutter on either side.

## DEADLINES

- Booking 10th of month prior to publication
- Material 12th of month prior to publication

## SERIES DISCOUNT

- 3-5 insertions 5%
- 6-9 insertions 10%
- 10+ insertions 15%

## GENERAL INFORMATION

- 12 issues per year
- Standard agency commission rates apply
- Release date 1st of the month

## CANCELLATION

- Prime Position  
minimum 3 months prior to publication (90 days)
- Standard Advertising  
minimum 1 month prior to publication (30 days)



### INTERNATIONAL MEDIA REPRESENTATIVES

**AUSTRALIA/NEW ZEALAND** Okeeffe Media; Tel +61 412 080 600, licia@okm.com.au **CHINA** Publicitas Advertising; Tel +86 10 5879 5885 **HONG KONG/THAILAND** Sonney Media Networks; Tel +852 2151 2351, hemant@sonnymedia.com **INDIA** Media Star; Tel +91 22 4220 2103, ravi@mediastar.co.in **SWITZERLAND, FRANCE/ITALY & SPAIN** IMM International; Tel +31 40 1300 30, n.devos@imm-international.com **JAPAN** Tandem Inc.; Tel + 81 3 3541 4166, all@tandem-inc.com **TURKEY** Media Ltd.; Tel +90 212 275 51 52, mediamarketingtr@mediatd.com.tr **UK** Spafax Inflight Media; Tel +44 207 906 2001, nhopkins@spafax.com **USA** WorldMedia; Tel +001 212 244 5610, conoverbrown@worldmediaonline.com



# OPEN SKIES

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