

2018 MEDIA KIT

الإتجاه  
ETIHAD  
AIRWAYS



*Atlas*  
BY ETIHAD

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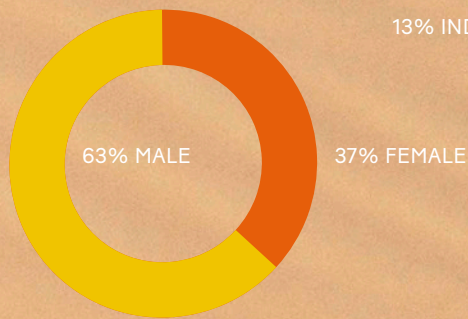
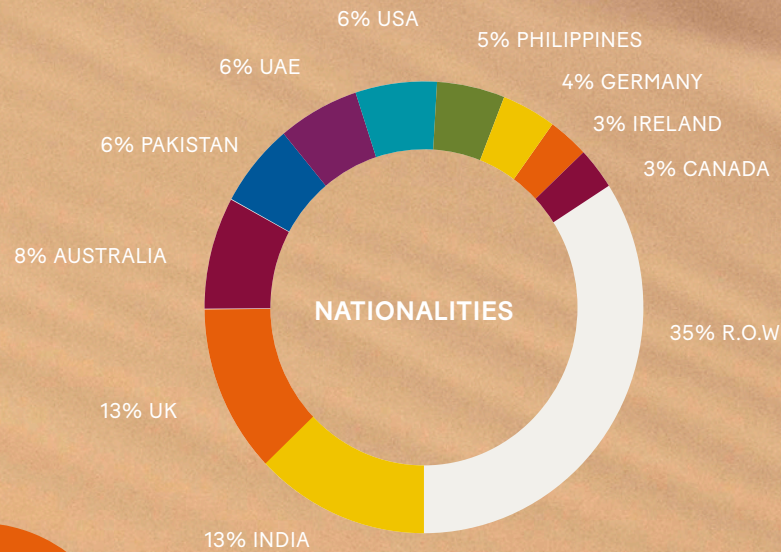
الإتجاه  
ETIHAD  
AIRWAYS

## 18.5 MILLION PASSENGERS IN 2016

**Etihad Airways**, the national airline of the United Arab Emirates, was established in July 2003 by a royal decree issued by HH Sheikh Khalifa bin Zayed Al Nahyan. Etihad currently serves over 112 of the world's most exciting international destinations, and has become known for award-winning product and service innovations.

In 2016, Etihad Airways was awarded the World's Leading Airline at the World Travel Awards for the eighth year in a row. Awarded only to airlines achieving the highest quality performance, Etihad is one of just nine airlines to be certified as 5-star by Skytrax.

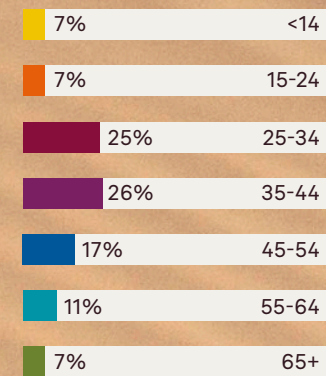
DEMOGRAPHICS



GENDER

112

DESTINATIONS



AGE



## INTRODUCING ETIHAD'S 5-STAR MAGAZINE

Modern in its outlook, global in its perspective, *Atlas by Etihad* is an ideal companion to one of the 21st century's most innovative airlines. Stunning photography, stylish design and thought-provoking lifestyle content combine to create a manual for the modern traveller that should inspire them to explore the globe and marvel at it in equal measure, providing a definitive digest of the hottest high-end trends and must-visit destinations.



**Time zones**  
THIS MONTH'S GLOBAL DIGEST

13

**Magazine**  
**Fantasy island**

On the bay of E, South Island finds a bit of something from the Pacific. It's a small, remote island, about 100 miles north of the equator, and it's one of the most beautiful in the world. It's a place where time seems to stand still, and the only way to get there is by boat. It's a place where you can find the most beautiful beaches in the world, and the only way to get there is by boat. It's a place where you can find the most beautiful beaches in the world, and the only way to get there is by boat.

JANUARY 2017 | ATLAS BY ETIHAD

**Time zones**

**Magazine**  
**A chic stay in Thailand**

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**Magazine**  
**Chinas Annie Leibowitz a headline**

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**Magazine**  
**The other side of Hong Kong head on**

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JANUARY 2017 | ATLAS BY ETIHAD



**Pocket power**  
Never run out of battery on your travels again with the latest generation of portable charging devices.

**01. Best for sleek in-air charging**  
The original Solar Drive Dock 2 Lighting Starter Edition (89.99) is a sleek, modern, and stylish device that charges your smartphone and features a built-in LED light strip to illuminate your device while it charges.

**02. Best for long-lasting power banks**  
The original Solar Drive Dock 2 Lighting Starter Edition (89.99) is a sleek, modern, and stylish device that charges your smartphone and features a built-in LED light strip to illuminate your device while it charges.

**03. Best for space-saving**  
The original Solar Drive Dock 2 Lighting Starter Edition (89.99) is a sleek, modern, and stylish device that charges your smartphone and features a built-in LED light strip to illuminate your device while it charges.

**04. Best for extra battery life**  
The original Solar Drive Dock 2 Lighting Starter Edition (89.99) is a sleek, modern, and stylish device that charges your smartphone and features a built-in LED light strip to illuminate your device while it charges.

## BY NUMBERS

# 18.5m

passengers a year. Up **6% year on year.**

# 68%

Abu Dhabi is the world's richest city, with over two-thirds of households **receiving an income of \$100,000+**

# £1,552

**per visit** UAE tourists are among the top-spending visitors to the UK

# £1,774

**monthly** luxury spend in the UAE is one of the highest in the world



**Suitcase** 31  
THE STYLE MAG FOR TRAVEL

**Modern bling**  
This jewelry is a mix of modern and classic styles, featuring a mix of metals and gemstones. It's perfect for those who want to look stylish and sophisticated while traveling.



**Chamonix**  
France  
Chamonix is a beautiful mountain town in France, known for its skiing and outdoor activities. It's a great destination for those who love nature and adventure.

**Get the look**  
This look is inspired by the scenic views of Chamonix. It features a mix of outdoor gear and fashion accessories, including a jacket, sunglasses, and a hat.



**Atlas**  
The Wildest Dreams  
Moving from the city to the desert, discover the new Atlas destination.

## PRICES & SPECS

Full Page, run of page	€16,630
Double Page Spread	€30,000
Inside Front Cover Spread ( 1st DPS)	€42,250
Inside Front Cover Spread Arabic	€42,250
Inside Front Cover	€24,750

**Full page**

Trim: Width 205mm x Height 260mm  
Bleed: Width 211mm x Height 266mm  
Type: Width 185mm x Height 240mm

**Double page**

Trim: Width 410mm x Height 260mm  
Bleed: Width 416mm x Height 266mm  
Type: Width 390mm x Height 240mm



## WHY TRAVEL MEDIA

As more people are travelling our media is growing stronger and stronger every day and year on year. Travel media is unique in today's advertising environment, not only because of the increasing consumer numbers, but because we have a deep understanding and knowledge of who is travelling, where and when AND our media is always positive and inspiring.

**74% of people read a magazine** on the plane (TGI)

Passenger numbers are **doubling in the next 20 years**

Travellers are **50% more engaged** reading inflight than when on the ground

Travel media has the **most affluent readership** in the world

Inflight is inspiring and positive media that **leaves people in a good mood**

Passenger numbers are **growing year on year** by 3-5%

Travel media **reaches real people** without being a digital distraction

Ink is the largest travel media company in the world with **award-winning media**

All travel media is targeted



# Atlas

BY ETIHAD

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