



Oryx

A luxury magazine for Qatar Airways,
the world's best airline





Reach **30 million** passengers a year

A captive audience with an **average flight time of 6+ hours**

Available in every seat onboard the **world's fastest-growing airline**

Dual language:
English and Arabic

Relaunched in January 2017 with a **high-end editorial vision**





Oryx
المراس

The luxury magazine for Qatar Airways

Oryx is a deluxe travel magazine with a different theme each month – from Water and Senses to Passion and Style. Available in all classes, with a high-end finish, it reinforces the five-star quality of Qatar Airways.

The magazine features great reads and elegant design, with a focus on quality, beauty and pared-back luxury. This chic, appealing publication brings intelligence and glamour to a premium passenger.

Content covers Qatar Airways' 150+ destinations around the world in beautifully photographed, thought-provoking stories.

Oryx was named winner of the Custom Redesign title at the 2017 Folio: Eddie and Ozzie awards.

QATAR
AIRWAYS القطرية



Oryx
المراس

A collector's edition, every month

Oryx is themed: each edition of the magazine explores a concept from different angles. Whether Style, Taste, Water or Art, each issue brings a world of luxury to life, and engages readers from cover to cover.

UPCOMING THEMES - 2018

January - **HEALTH** | February - **SMART** | March - **ACTIVE**

QATAR
القطرية
AIRWAYS



Oryx
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Qatar Airways

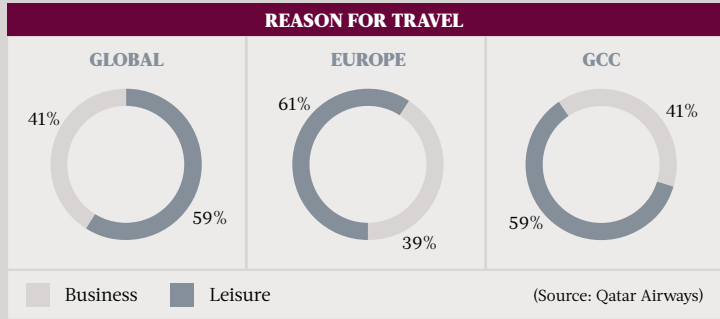
30m passengers a year. Up 19.2% year-on-year

| AGE PROFILE | |
|-------------|-----|
| 18-25 | 9% |
| 26-35 | 26% |
| 36-45 | 35% |
| 46-55 | 21% |
| 56+ | 17% |

| GENDER PROFILE | |
|----------------|-----|
| Male | 72% |
| Female | 28% |

| RESIDENCY | |
|-----------|----|
| Qatar | 9% |
| UK | 9% |
| USA | 6% |
| Germany | 6% |
| Australia | 5% |
| India | 5% |

| NATIONALITY | |
|-------------|-----|
| Qatar | 3% |
| UK | 11% |
| India | 8% |
| Germany | 6% |
| USA | 6% |
| France | 5% |
| Australia | 4% |
| Italy | 3% |



(Source: Qatar Airways)





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Growing passenger numbers

+10.5% 

Middle Eastern carriers had the strongest annual traffic growth of any global region last year

Source: IATA

Free-spending passengers

£1,643 

Tourists from Qatar had the biggest average spend per transaction in the UK in summer

Source: Global Blue



Ink



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QATAR
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AIRWAYS



Oryx
المراسل

Creative Solutions
Premium Native Editorial and Supplements





Before we go...

6 facts you may not know about travel media

- 1** Air passenger numbers will double over the next 20 years (Source: IATA)
- 2** Inflight magazines are read by 73% of air passengers (Source: TGI)
- 3** Travel media has the most affluent readers in the world (Source: GfK)
- 4** Inflight is the most positive place for inspiring media (Source: SITA)
- 5** Advertising recall is nearly 50% higher inflight than on the ground
- 6** Travel media reaches real people without any digital distraction





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Rates & Specs

| 2018 ADVERTISING RATES | |
|--------------------------------------|---------|
| Full Page, run of page | €12,150 |
| Double Page Spread | €22,500 |
| Inside Front Cover Spread (1st DPS) | €28,500 |
| Outside Back Cover | €36,500 |
| Inside Front Cover Spread Arabic | €28,500 |
| Inside Front Cover | €19,980 |

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