OPEN SKIES IS EMIRATES
MULTI-AWARD WINNING
INFLIGHT MAGAZINE

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

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

Radically redesigned for 2015, the new look Open Skies is built around high-quality, contemporary photography, clean, minimal design and a soft, warm colour palette.

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.

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

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

BRIEFING
Briefing welcomes readers into the world of Emirates.
Emirates is currently the fastest growing airline in the world in terms of scheduled international passenger kilometres flown.

Emirates are operators of the world’s longest scheduled commercial flight, Dubai to Panama City at 17.35 hours.

226 passenger aircraft in operation.

4.1 million passengers a month.

14,000+ average flights per month.

49.3 million passengers carried by Emirates in 2014-2015, growth of 5 million extra passengers in just 12 months.

The largest operator of the A380 in the world with 67 in service and 140 more on order.

*Source - The Emirates Group Annual Report 2014-2015*
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$6.6 BILLION.

EMIRATES HAS 10 MILLION SKYWARDS MEMBERS MAKING IT ONE OF THE WORLD'S MOST POPULAR REWARDS PROGRAMME.

64% INCREDIBLE GROWTH OF PASSENGER NUMBERS FROM 2009 TO 2014.

79.6% SEAT OCCUPANCY ACROSS EMIRATES FLIGHTS IN 2014.

AVERAGE FLIGHT TIME OF 6.5 HOURS.
## Passenger Demographics

### Passenger Destination
- Africa: 11%
- Australasia: 6.5%
- Far East: 12%
- Indian Subcontinent: 20%
- Middle East: 18%
- America: 2.5%
- Europe: 28%
- Middle East: 28%
- Asia: 68%

### Passenger Split
- First Class: 7%
- Business Class: 25%
- Economy Class: 68%
- Business Class: 25%

### Passenger Gender Split
- Male: 72%
- Female: 28%

### Passenger Age
- Age 24 & lower: 7%
- Age 25 to 34: 27%
- Age 25 to 34: 28%
- Age 35 to 44: 13%
- Age 45 to 54: 6%
- Age 55 to 64: 13%
- Age 65 plus: 6%

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

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

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.

Just 2.2 per cent of the population has an income greater than Euro 150,000. Passengers who fly 6 or more times a year are 340% more likely to earn EUR 150,000 or more a year.

Premium passengers embrace new technology and hardware sooner than their peers to help simplify and make their lives more productive.
The Emirates customer base predominantly consists of frequent travellers.

**Our Audience**

**Passengers Who Fly 6 or More Times a Year Are:**

- 270% more likely to earn €100,000 to €150,000 a year, than the average person
- 240% more likely to own a watch worth more than €4,000
- 340% more likely to purchase another watch worth more than €4,000 in the next 12 months
- 165% more likely to own a car worth €40,000 or more
- 200% more likely to spend €40,000 or more on their next car
- 400% more likely to have a private investment (excluding mortgage) worth between €950,000 to €3,000,000
- 80% of Emirates passengers take 3 or more flights a year
- 300% more likely to own a designer suit costing over €1,000
- 250% more likely to own a handbag worth over €500
- 250% more likely to own jewellery worth more than US$1,500
- 240% more likely to have annual golf club membership
- 340% more likely to earn €150,000+ a year, than the average person
- 340% more likely to purchase another watch worth more than €4,000 in the next 12 months
- 400% more likely to have a private investment (excluding mortgage) worth between €950,000 to €3,000,000
- 200% more likely to spend €40,000 or more on their next car
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<thead>
<tr>
<th>Region</th>
<th>Cities</th>
</tr>
</thead>
<tbody>
<tr>
<td>North America</td>
<td>Boston, Chicago, Dallas, Houston, Los Angeles, New York, Orlando, San Francisco, Seattle, Toronto, Washington DC</td>
</tr>
<tr>
<td>Central America</td>
<td>Panama City</td>
</tr>
<tr>
<td>South America</td>
<td>Buenos Aires, Rio de Janeiro, Sao Paulo</td>
</tr>
<tr>
<td>Middle East</td>
<td>Amman, Baghdad, Basra, Beirut, Damman, Erbil, Jeddah, Kabul, Kuwait, Manama, Mashhad, Medina, Muscat, Riyadh, Tehran</td>
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</tr>
<tr>
<td>Asia</td>
<td>Bali, Bangkok, Beijing, Cebu (March 2016), Clark, Denpasar, Guangzhou, Ho Chi Minh City, Hong Kong, Jakarta, Kuala Lumpur, Manila, Nagoya, Osaka, Phuket, Seoul, Shanghai, Singapore, Taipei, Tokyo, Yinchuan (May 2016), Zhengzhou (May 2016)</td>
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Contact as of August 2015
Dubai has become a global aviation hub, for many of the world’s leading brands, Dubai Duty Free is an incredibly important part, of their marketing channel:

**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.**

- **70.5 million passengers** passed through Dubai Airport.
- **Dubai Duty Free** are expecting sales of **US$2 billion** in 2015.
- The average sale per passenger at Dubai Duty Free is **US$45**.
- **DUBAI INTERNATIONAL** become the world’s **busiest airport in 2015**.
- **Retail traffic up 7%** with footfall of **80 million customers** in Dubai Mall in 2014.
- One third of the world’s population lives within 4 hours of Dubai.
- **Passenger traffic through Dubai Airport has grown by 6% in 2014**.
- **Dubai Duty Free** are expecting sales of **US$2 billion** in 2015.
- Dubai has become a global aviation hub, for many of the world’s leading brands, Dubai Duty Free is an incredibly important part, of their marketing channel:

  - **70.5 million passengers** passed through Dubai Airport.
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  - **DUBAI INTERNATIONAL** become the world’s **busiest airport in 2015**.
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  - One third of the world’s population lives within 4 hours of Dubai.
  - **Passenger traffic through Dubai Airport has grown by 6% in 2014**.
  - Dubai has become a global aviation hub, for many of the world’s leading brands, Dubai Duty Free is an incredibly important part, of their marketing channel:
Open Skies is available across various platforms including the printed editions in English and Arabic, a dedicated iPad version and now to be available in Android and iOS. This is presenting the advertiser with effective communication channels through traditional print and digital channels:

OPEN SKIES MAGAZINE CHANNELS
**KEY FACTS:**

| LANGUAGE: | English |
| CIRCULATION: | Available in the seat pocket of Emirates flights in all cabins and distributed through the complete Emirates lounge network |
| CONTENT: | A contemporary based travel magazine written by the world’s leading travel writers and including world class photography |
| AUDIENCE: | Economy, Business and First Class Passengers |
| PRINT RUN: | 114,320 copies |
| REACH: | 4.1 million passengers a month and growing |
| ADVERTISING COST: | US$0.003 per passenger |
| BPA AUDIT: | 114,320 copies per month (BPA report June 2015) |
| CIRCULATION BREAKDOWN: | 111,815 Emirates In-flight 97.8% 2,485 Emirates Lounge 2.2% 20 Royal Flight |
| FREQUENCY: | 12 issues per year |
KEY FACTS:

**LANGUAGE:**
Arabic

**CIRCULATION:**
Available on-board Emirates flights across MENA routes and distributed across the complete Emirates lounge network

**CONTENT:**
Written for the needs and tastes of the arabic traveller, it provides invaluable content, news, stories and features relating the Middle East, Africa and the rest of the world. Engaging and informative content

**AUDIENCE:**
Economy, Business and First Class Passengers

**PRINT RUN:**
15,000 copies

**REACH:**
4.1 million passengers a month and growing

**ADVERTISING COST:**
US$0.003 per passenger

**FREQUENCY:**
12 issues per year
KEY FACTS:

LANGUAGE: English

FREQUENCY: Monthly

AUDIENCE: Individuals that enjoy reading a world class inflight travel magazine

CIRCULATION: Free to download from Google Play Store and iTunes

CONTENT: Enhanced content as published in the Open Skies magazine with bonus video, sound and photography providing a more immersive and rewarding experience
iPad APP ADVERTISING OPTIONS

<table>
<thead>
<tr>
<th>Repetition of Your Advert</th>
<th>Video Advert</th>
<th>Interactive Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Replicate your advert on the Open Skies iPad App to reach an additional and exclusive audience of passionate travellers who love to read Open Skies magazine each month</td>
<td>Embed video in your advert and create a more powerful and immersive advert</td>
<td>Motivate's skilled teams will design and create a dedicated and unique interactive feature as part of your advertisement</td>
</tr>
<tr>
<td>US$5,000</td>
<td>US$7,500</td>
<td>US$10,000</td>
</tr>
</tbody>
</table>

SPECIAL ADVERTISING PACKAGES

Maximize your exposure and combine your advertising across our platforms to obtain the highest possible exposure and value for money.

- **Open Skies English and Arabic**
  - US$17,500
  - Save US$3,000

- **Open Skies English and iPad App**
  - US$17,500 USD
  - Save US$3,000

- **Open Skies English, Arabic, and iPad App**
  - US$18,500
  - Save $7,000
## Open Skies English Edition

<table>
<thead>
<tr>
<th>Regular Position</th>
<th>US$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page (ROP)</td>
<td>15,500</td>
</tr>
<tr>
<td>Double Page Spread (ROP)</td>
<td>29,500</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Premium Positions</th>
<th>US$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside Back Cover</td>
<td>34,350</td>
</tr>
<tr>
<td>Inside Front Cover Spread (2 pgs)</td>
<td>60,850</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>31,500</td>
</tr>
<tr>
<td>Full Page (opposite contents)</td>
<td>17,750</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DPS Positions</th>
<th>US$</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Double Page Spread</td>
<td>43,950</td>
</tr>
<tr>
<td>2nd Double Page Spread</td>
<td>42,450</td>
</tr>
<tr>
<td>3rd Double Page Spread</td>
<td>39,550</td>
</tr>
<tr>
<td>4th Double Page Spread</td>
<td>38,050</td>
</tr>
<tr>
<td>5th Double Page Spread</td>
<td>36,650</td>
</tr>
<tr>
<td>6th Double Page Spread</td>
<td>35,675</td>
</tr>
<tr>
<td>7th Double Page Spread</td>
<td>32,175</td>
</tr>
<tr>
<td>8th Double Page Spread</td>
<td>30,800</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Special Requests</th>
<th>US$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bound Insert</td>
<td>46,500</td>
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</tbody>
</table>

## Open Skies Arabic Edition

<table>
<thead>
<tr>
<th>Regular Position</th>
<th>US$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>5,000</td>
</tr>
<tr>
<td>Double Page Spread</td>
<td>9,200</td>
</tr>
<tr>
<td>Half Page</td>
<td>2,900</td>
</tr>
<tr>
<td>Half Page Solus</td>
<td>3,700</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Premium Positions</th>
<th>US$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside Back Cover</td>
<td>10,900</td>
</tr>
<tr>
<td>Inside Front Cover Spread (2 pgs)</td>
<td>17,900</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>8,900</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>8,400</td>
</tr>
<tr>
<td>Full Page One</td>
<td>8,900</td>
</tr>
<tr>
<td>Full Page (opposite contents)</td>
<td>5,700</td>
</tr>
</tbody>
</table>

## Open Skies iPad App

### Standard
- **US$5,000**
  - Weblink
    - Link your advert to your website/social media*

### Premium
- **US$7,000**
  - Video
    - Play your TV commercial or video in your advert
  - Audio
    - Play music or add a voiceover to your advert
  - Image Gallery
    - Add an overlay gallery for users to browse images
  - Hotspot
    - Bring your content to life with an overlay of extra text
  - Motion
    - Animate several images to create motion in your ad

### Interact
- **US$10,000**
  - Flipboard
    - Splits your ad into sections dedicated to image/video/audio/links
  - Store Locator
    - Give users access to your website’s store-locator, via GPS*
  - Custom Gallery
    - Custom designed image gallery for your ad
  - Real Time
    - Show the device time in your ad*
  - Programming
    - Custom programming for your ad: drag and drop, draw, play game*

*Internet connection required
**Open Skies English & Arabic**

### TECHNICAL SPECIFICATIONS

<table>
<thead>
<tr>
<th>Function</th>
<th>File Format</th>
<th>Resolution</th>
<th>Size (Pixels) H x W</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Link</td>
<td>URL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Artwork</td>
<td>AI / PSD / INDD</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Video</td>
<td>MP4 / MOV</td>
<td>1152 x 1536</td>
<td></td>
</tr>
<tr>
<td>Audio</td>
<td>MP3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Images</td>
<td>HD JPG / PNG-24</td>
<td>72 ppi</td>
<td>1536 x 2048</td>
</tr>
<tr>
<td></td>
<td>SD JPG / PNG-24</td>
<td>108 ppi</td>
<td>768 x 1024</td>
</tr>
</tbody>
</table>

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

### DIGITAL MEDIA 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 10mm 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.

### SERIES DISCOUNT

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

### DEADLINES

- Booking 10th of month prior to publication
- Material 12th of month prior to publication
- Cancellation 5th of month prior to publication

### 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)

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**Open Skies iPad App**

### INTERNATIONAL MEDIA REPRESENTATIVES

- **AUSTRALIA-NEW ZEALAND**
  - Okeeffe Media; Tel + 61 894 472 734, okeeffekev@bigpond.com.au
- **BELGIUM AND LUXEMBOURG**
  - MPS Benelux; Tel +322 720 9799, francesco.sutton@mps-adv.com
- **CHINA**
  - Publicitas Advertising; Tel +86 10 5879 5885
- **GERMANY**
  - IMV Internationale Medien Vermarktung GmbH; Tel +49 8151 550 8959, w.jaeger@imv-media.com
- **HONG KONG/THAILAND**
  - Sonney Media Networks; Tel +852 2151 2351, hemant@sonneymedia.com
- **INDIA**
  - Media Star; Tel +91 22 4220 2103, ravi@mediastar.co.in
- **SWITZERLAND, FRANCE/ITALY & SPAIN**
  - IMM International; Tel +33 1 40 1300 30, all@tandem-inc.com
- **NETHERLANDS**
  - Gio Media; Tel +31 (0) 22 2289420, giovanni@gio-media.nl
- **TURKEY**
  - Media Ltd.; Tel +90 212 275 51 52, mediamarketingtr@medialtd.com
- **UK**
  - Spafax Inflight Media; Tel +44 207 906 2001, nhopkins@spafax.com

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All files must be sent to digital@motivate.ae no less than 15 working days before live date. Reviews for ads will be sent by Adobe Content Viewer for clients to review and approve on iPad.

**Open Skies**

HELLO TOMORROW