OPEN SKIES IS EMIRATES’ MULTI-AWARD WINNING INFLIGHT MAGAZINE

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

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

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

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.

ABOUT OPEN SKIES

Front

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

Main

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

Briefing

Briefing welcomes readers into the world of Emirates.
EMIRATES ADDED NEW DEDICATED AIRPORT LOUNGES, TAKING INTERNATIONAL AIRPORT LOUNGES TO 42

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

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

60 MILLION PASSENGERS CARRIED BY EMIRATES IN 2017-2018

14,000+ AVERAGE FLIGHTS PER MONTH

5 MILLION PASSENGERS A MONTH

77.5% SEAT OCCUPANCY ACROSS EMIRATES FLIGHTS IN 2017/2018

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

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.

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

IT IS THE WORLD’S MOST VALUABLE AIRLINE BRAND VALUED AT US$7.7 BILLION.

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 SWEPT 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.
OPEN SKIES PASSENGER DEMOGRAPHICS

PASSENGER DESTINATIONS

- 10% Australia & Asia
- 26% Europe
- 16% Middle East
- 14% Far East
- 20% Indian Subcontinent
- 5% Americas
- 9% Africa

PASSENGER SPLIT

- 25% Business Class
- 68% Economy Class
- 7% First Class

GENDER SPLIT

- 52% Male
- 48% Female

WHAT IS THE AUDIENCE THINKING ABOUT?

- 24% Buying a new car
- 29% Buying a new watch
- 20% Moving house
- 8% Planning a holiday
- 13% Looking for an investment opportunity
- 6% Purchasing an engagement ring
- 8% 24 yrs & lower
- 16% 25-34 yrs
- 29% 35-44 yrs
- 20% 45-54 yrs
- 13% 55-64 yrs
- 6% 65 & yrs lower

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

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.

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

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

Passengers flying in the premium cabins are more likely to be CEO’s, Presidents, Directors, MD’s, and board members, allowing you to target and influence key decision makers.
## Emirates Research 2018

### More Likely to Have Annual Golf Club Membership

- 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

### The Emirates customer base predominantly consists of frequent travellers.

- 80% of Emirates passengers take 3 or more flights a year

### Our Audience

- 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 own a watch worth more than US$4,000
- 240% 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
- 340% more likely to purchase another watch worth more than US$4,000 in the next 12 months
- 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 own a watch worth more than US$4,000
- 240% 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

### Our Audience

- Source: Emirates research 2018
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:

**Dubai International Airport**
- Became the world’s busiest airport in 2015
- One third of the world’s population lives within 4 hours of Dubai

**PASSENGER TRAFFIC**
- Through Dubai Airport has grown by 1.4% in 2018
- Dubai Duty Free is expecting sales of over US$2 billion in 2018

**Retail Traffic**
- Up 7% with footfall of 80 million customers in 2018

**Dubai Duty Free**
- Average sale per passenger at Dubai Duty Free in 2018 was US$70

**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

**84 Million Passengers**
- Expected to have passed through Dubai Airport
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**

<table>
<thead>
<tr>
<th>REGULAR POSITION</th>
<th>US$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page (ROP)</td>
<td>17,500</td>
</tr>
<tr>
<td>Double Page Spread (ROP)</td>
<td>33,500</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PREMIUM POSITIONS</th>
<th>US$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside Back Cover</td>
<td>40,150</td>
</tr>
<tr>
<td>Inside Front Cover Spread (2 pgs)</td>
<td>71,225</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>36,850</td>
</tr>
<tr>
<td>Full Page (opposite contents)</td>
<td>20,500</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>51,645</td>
</tr>
<tr>
<td>2nd Double Page Spread</td>
<td>49,775</td>
</tr>
<tr>
<td>3rd Double Page Spread</td>
<td>46,475</td>
</tr>
<tr>
<td>4th Double Page Spread</td>
<td>44,550</td>
</tr>
<tr>
<td>5th Double Page Spread</td>
<td>42,900</td>
</tr>
<tr>
<td>6th Double Page Spread</td>
<td>40,365</td>
</tr>
<tr>
<td>7th Double Page Spread</td>
<td>37,675</td>
</tr>
<tr>
<td>8th Double Page Spread</td>
<td>36,080</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SPECIAL REQUESTS</th>
<th>US$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bound Insert</td>
<td>59,895</td>
</tr>
</tbody>
</table>

---

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

Double Page Spread
Trim: 260 x 390
Bleed: 266 x 396
Type: 224 x 370

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 5985
HONG KONG/THAILAND: Sonney Media Networks; Tel: +852 2151 3251, hemant@sonneymedia.com
INDIA: Media Star; Tel: +91 22 4220 2103, ravi@mediastar.co.in
JAPAN: Tandem Inc.; Tel: +81 3 3541 4166, all@tandem-inc.com
SWITZERLAND, FRANCE/ITALY & SPAIN: IMM International; Tel: +331 40 1300 30, n.devos@imm-international.com
UK: Spafax Inflight Media; Tel: +44 207 906 2001, nhopkins@spafax.com
USA: WorldMedia; Tel: +001 212 244 5610, conoverbrown@worldmediaonline.com
OPEN SKIES

FOR ADVERTISING ENQUIRIES CONTACT:
+9714 427 3000 or sales@motivate.ae