



MEDIA PRICELIST 2008
CIRRUS AIRLINES



SHORT FACTS

- Headquarter: Munich airport
- more than 750.000 passengers per year
- exclusive business service on all routes
- Partner of Lufthansa and Swiss International Air Lines
- Miles & More partner
- direct, time- saving connections
- Business destinations within Germany and Europe
- exclusive service & comfort
- passengers, who set high values
- continuous expansion of flight routes





TARGET GROUP

- 98 % business passengers
- Between 35-60 years
- predominately male passengers (75%)
- Opinion leader, Top manager
- high net income





BOARD BOOK



Cirrus Airlines board book is one of a kind. Through interesting reports of popular authors and photographers, the passengers high expectations are satisfied.

The Cirrus Airlines board book is placed in the seatpockets, on all flights of Cirrus Airlines. It is intended for take- away, as there is an voucher of myphotobook included, in every issue.

- Circulation: 20.000 pieces
- Period: 2 month
- 1. appearance: Sept. 08
- Size: 18,5 x 18,5 cm

Advert

- 1/1 page → 9.900 €
- 2/1 page → 19.900 €

Article

- 1/1 page → 12.900 €
- 2/1 page → 23.000 €

Combination offer

1/1 page advertisement and one article → 22.000 €

Discounts

- 3 adverts 2 %
- 6 adverts 4 %
- 12 adverts 6 %

(15% AE)

- 3 pages 3 %
- 6 pages 7 %
- 9 pages 12 %
- 12 pages 15 %
- 24 pages 17 %





REFRESHINGTOWELS



The Cirrus Airlines passengers set high values on quality and service. The branding of the refreshing towels, which are distributed personally by the cabin crew, will be the right media. All passengers will appreciate this additional service and connect it with your brand.

Print Deadline: 5 weeks before the start of the campaign.
Data- format: eps.

- | | |
|----------------------------|----------------------------|
| - Quantity: 100.000 pieces | - Quantity: 150.000 pieces |
| - Period: 2 month | - period: 3 month |
| - Size: 54 x 122 mm | - Size: 54 x 122 mm |
| - Price: 15.100 € | - Price: 19.100 € |





FLYER/ SAMPLING



The samplings are distributed by the cabin crew, during the board service. That is the best way to create a personal and direct connection between your product/ brand and the passengers.

- Minimum: 50.000 pieces
- Delivery: 10 days before the start of the campaign
- Period: 1 month
- Price: 0,30 € per piece





NAPKINS



Place your logo or an amusing slogan on the napkins which are distributed to all passengers, together with their snacks or drinks.

- Minimum: 200.000 pieces
- Size: 110 mm x 110 mm
- Colour: 3 c
- Price: 11.100 €





SEATPOCKETS



Place your product catalogue or customer magazine in the seatpockets, right in front of the business passengers. There are no distractions during the flight, so the passengers have enough time to pay their full attention to your brand.

- Minimum circulation : 10.000 pieces
- 1 month: 20.000 pieces
- Size: max. DIN A4
- Price: 7.000 €





TIMETABLE

To reach the passengers before the flight, there is the possibility to place your advert in the timetable.



Advert	Price
U2/ U3	6.500 €
Page inside	5.500 €
2/1 page	8.500 €
Special ad on every page (logo)	11.500 €

Size: DIN long

Next edition: 26.10.08

Print deadline: 6 weeks before

Circulation: 50.000 pieces

Coverage: on board, Check- In, ticket counter at airports,
travel agencies, exhibitons, mailing to over 20.000 registrated customers





F&B PACKAGE



Related to the flight routes, e.g. on the route Saarbrücken - Hamburg, 3.000 exclusive F & B Packages with innovative products, are distributed to the business passengers, every month.

Through this campaign you have the possibility to introduce your new products to a premium target group, on an exclusive platform.

The costs for storage and distribution are 2.000 € per month.

For a longer campaign the costs decline.





BRANDING GIVE- AWAY BAG



On all flight routes, give- away bags are distributed to the passengers, where you can print your logo on.

Reach the business travellers directly by the placement of your logo, on the give-away bags for one year.

- Price incl. production: 9.900 €
- Period: 1 year
- Circulation/ year: 50.000 pieces





CONTACT



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