

vera media kit

virgin atlantic 



about the airline

virgin atlantic 

An iconic British challenger brand

Innovative, famous for their friendly service and with a unique spirit, Virgin Atlantic are an airline that customers love to fly

Founded by Sir Richard Branson in 1984, with the aim of offering a great customer experience

Virgin Atlantic now fly to over 30 of the world's most popular destinations. They also offer hundreds of onward connections thanks to a partnership with Delta Air Lines®. Never has it been easier to connect with the US

Virgin Atlantic offer a taste of the excitement and enjoyment of travel lost to many airlines today, thanks to everything from their luxurious Upper Class bars and Clubhouse lounges, to award-winning inflight entertainment in every cabin



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Vera, our monthly inflight magazine, combines the latest entertainment with travel inspiration from around our route network

The October issue of Vera will be a dazzling A-list entertainment and travel magazine, cleverly connecting the onboard entertainment content with original destination tips from across Virgin Atlantic's global route network



by the numbers

virgin atlantic 

Average Income
£50,000+

2.5x
more likely than average
to have £1,000 spare
each month

UPMARKET
higher social grade and
more likely to be c-suite
than British Airways passengers

40+
above average 40+
profile, with 59% of
passengers aged over 40



Source: CAA/Mintel/TGI GB 2016/YOUGOV

rates

virgin atlantic

Inside Front Cover Spread	£27,250
Inside Front Cover	£17,200
Double Page Spread	£19,800
Full Page	£12,900
Inside Back Cover	£15,450
Inside Back Cover Spread	£25,190
Outside Back Cover	£20,100

Series bookings

3 months – 5% discount
6 months – 10% discount
12 months – 15% discount



why travel media



As more people travel, our media grows stronger and stronger every day. 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, as well as where and when. Furthermore our media is always positive, aspirational and inspiring.

Passenger numbers are **growing 3-5%** every year (IATA)

Passenger numbers will **double in the next 20 years** (IATA)

74% of passengers read inflight magazines (Kantar TGI)

Travel media has the **most affluent readership** in the world (GfK MRI)

Travellers are **50% more engaged** reading inflight than when on the ground (Ink: A Flight to Remember)

Inflight media is **always inspiring and positive**

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

All travel media can be **targeted**

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

contact



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