



entertainment guide

# tv & radio

movies, film club, world cinema, tv, radio, cds, games, satellite telephone, sms & email

Media Information



## Kung Fu Panda

The Bear Who Dares to Dream

# Content

Emirates has set new standards for its onboard entertainment, winning a number of prestigious awards from industry media, including the top Diamond award from *Onboard Services* magazine for Best Inflight Entertainment.

The choice of entertainment is ever increasing, with more than 40 channels now available. All passengers can choose from programmes showing movies, news, sports, comedy, cartoons, plus channels in Arabic, Hindi, Tamil, Sinhalese, Chinese, Korean, Tagalog and Japanese. In addition, there are now 50 exciting and challenging computer games suitable for all ages.

To keep passengers up to date with the wide range of programmes on offer, *Emirates tv & radio* is essential reading. More than 3,700 flights per month offer Emirates Television.

*Emirates tv & radio* is published every two months and carries a limited amount of colour advertising, making it a unique and interesting advertising medium.



World Cinema



TV, Radio & Games



Satellite Telephone



## Circulation

Frequency Bi-monthly  
BPA 43,750 (June 2008)

## Distribution

- 100+ Destinations
- 60 Countries

## Distribution Profile

- Emirates First, Business and Economy Class

## Target market

- Passengers of Emirates Airlines

## Advertising benefits

- Advertise luxury consumer goods, property developments, executive business services and more to a captive audience of elite business people
- Associate your brand with the ultimate in luxury air travel
- Enjoy repeat exposure to those executives who follow Emirates routes on regular business trips

## Advertising Rates

REGULAR POSITIONS	US\$
Double Page Spread	7,500
Full Page	4,250
Half Page*	2,750
Quarter Page*	1,750

\* Fractional advertisements will be placed adjacent to one another.

PREMIUM POSITIONS	US\$
Inside Front Cover (English & Arabic)	6,750
Inside Back Cover (English & Arabic)	6,000
Page One (English & Arabic)	6,300



## Technical Data

(mm) H x W



**DPS**  
Trim: 270 x 412  
Type: 222 x 378



**Full Page**  
Trim: 270 x 206  
Type: 222 x 176



**Half Page Horizontal**  
Trim: 111 x 176



**Half Page Vertical**  
Trim: 222 x 88



**Quarter Page**  
Trim: 111 x 86

## SERIES DISCOUNT

- 3-4 insertions 7.5%
- 5-6 insertions 10%

## GENERAL INFORMATION

- 6 issues per year
- Standard agency commission rates apply
- Loading charge is 20%

## 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
- For bleed size add 3mm extra on all four sides after trim marks
- Image loss in the gutter 3mm either side
- For full page ads ensure that the text is 10 mm away from the gutter
- In case text runs across DPS please ensure that the text is 10 mm away from the gutter on either side
- A colour printout of the saved artwork should be sent for reference along with the CD. 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

### DEADLINES

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

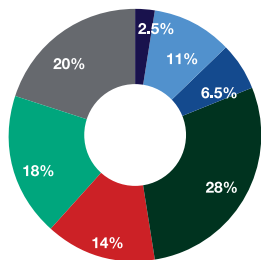


**43,750**  
June 2008



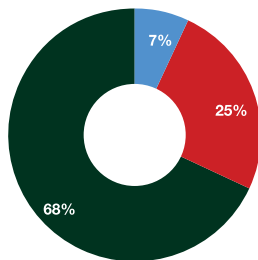
### DESTINATION

Americas  
Africa  
Australasia  
Europe  
Far East  
Gulf & Middle East  
Indian Subcontinent



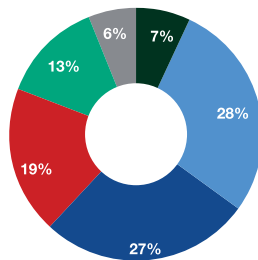
### PASSENGER SPLIT

First Class  
Business Class  
Economy Class



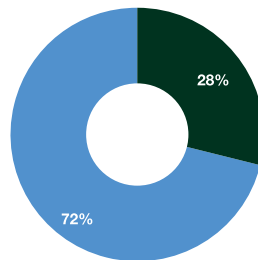
### AGE

< 24  
25 - 34  
35 - 44  
45 - 54  
55 - 64  
65+



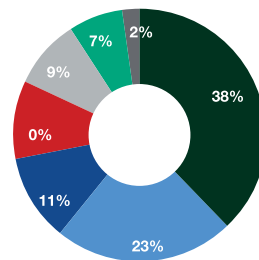
### GENDER

Female  
Male



### NATIONALITY/REGION

Europe  
Indian Subcontinent  
Africa  
Australia & New Zealand  
Middle East  
Others  
Far East



Airlines own data

For advertising enquiries, contact: +971 4 282 4060 or sales@motivate.ae

### INTERNATIONAL MEDIA REPRESENTATIVES

AUSTRALIA Okeeffe Media; Tel +61 89 381 7425, Fax +61 89 382 4850, okeeffekev@bigpond.com.au CHINA/HONG KONG Emphasis Media Limited; Tel +85 22 516 1048, Fax +85 22 561 3349, advertising@emphasis.net CYPRUS Epistle Communications & Media; Tel +35 72 246 6555, Fax +35 72 276 9999, info@epistlemedia.com FRANCE/SWITZERLAND Intermedia Europe Ltd; Tel +33 15 534 9550, Fax +33 15 534 9549, administration@intermedia.europe.com GERMANY IMV International Media Service GmbH; Tel +49 895 459 0761, Fax +49 895 459 0769, jschueller@vvhb.de INDIA Media Star; Tel +91 22 281 5538/39/40, Fax +91 22 283 9619, ravi@mediastar.co.in ITALY IMM Italia; Tel +39 023 653 4433, Fax +39 029 998 1376, lucia.colucci@fastwebnet.it JAPAN Skynet Media Inc.; Tel/Fax +81 43 278 6977, skynetmedia@y2.dion.ne.jp TURKEY Media Ltd; Tel +90 212 275 8433, Fax +90 212 275 9228, mediamarketingtr@medialtd.com.tr UK Spafax Inflight Media; Tel +44 207 906 2001, Fax +44 207 906 2022, nhopkins@spafax.com USA Redwood Communications; Tel +1212 896 3846, Fax +1212 896 3848, brigitte.baron@redwoodcc.com