



Media pack

2020

Iberia Media

- We exclusively sell Iberia's media assets and provide advertisers with a unique way to engage with their affluent audience.
- We can connect your brand before, during and post-travel via a combination of digital and print channels and experiential opportunities.
- Our ability to combine these media assets and create bespoke multimedia deals targeting a highly affluent and engaged audience sets us apart from other media owners.

Iberia Business
Iberia Plus Infinita
Iberia Plus Platino
Iberia Plus Oro
Iberia Singular
British Airways Club Europe
British Airways Executive Club
Gold members
Silver members



Iberia

- Iberia is Spain's flagship carrier and a market leader on flights between Europe and Latin America.
- With a fleet of 142 aircraft and 600 daily flights, Iberia Group carries more than 20 million passengers per annum and serves approximately 130 destinations, in Europe, America, Africa and Asia.



Customer traffic



130

destinations in 47 countries



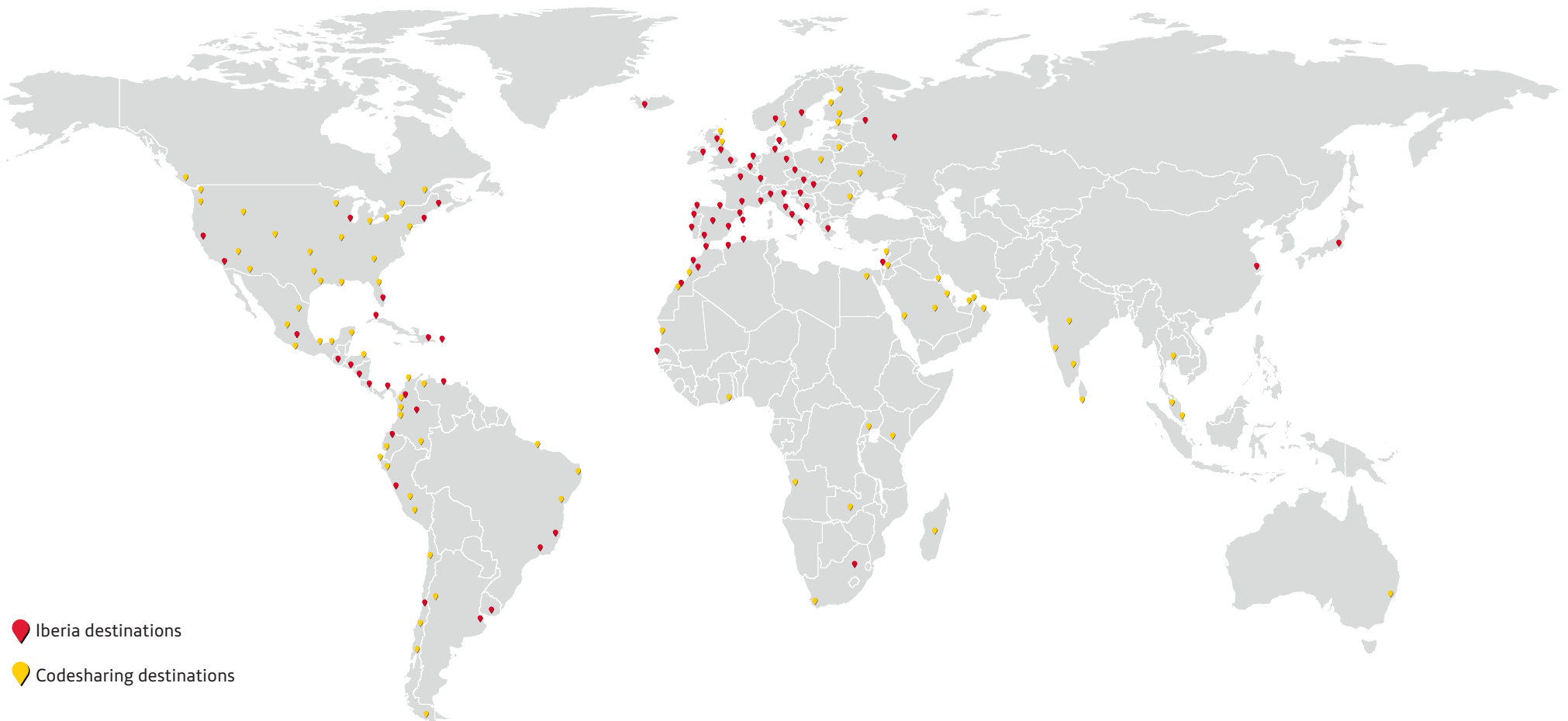
23.5M

passengers carried per year



600

daily flights



Customer journey



Pre travel



Iberia.com



At the airport



Iberia Lounges



On board



In-Flight Magazines

On-board Entertainment

On-board Experiential Campaigns



Post travel



Iberia Plus Loyalty Newsletter

Audience

76%

of Iberia customers agree that they like discovering off the beaten track places on holiday.

68%

of Iberia customers have bought items in duty-free in the last 12 months - 48% more than the average affluent European.

64%

of Iberia customers agree that they see themselves as global citizens.

59%

of Iberia customers have stayed in up-market 4- and 5-star hotels in the last 12 months - 38% more than the average affluent European.

85%

of Iberia customers agree that they enjoy going to new travel destinations.

51%

of Iberia customers have taken 5+ return trips in the last 12 months - 104% more than the average affluent European.

32%

are involved in capital expenditure of €30k



€262,529 average value of private investments (ex. home/mortgage)



Iberia customers have spent an average of 32 nights in hotels in the last 12 months.

Source: IAS Affluent Europe 2018

Audience

Average annual household income 

€58,609

Business passenger

€39,570

Leisure passenger

€23,106

Spanish population average

Age groups 

20% - 21-34

27% - 35-44

27% - 45-54


27% - 55-74


Gender 


54% - Male


46% - Female


Active Iberia Plus customers


 67% are from Spain


 3% are from Italy

 3% are from France

 5% are from Argentina

 3% are from USA

 2% are from Germany

 2% are from Brasil

Source: Iberia

Business related statements 

41%

more likely than the average affluent European to have set up a new company in the last 12 months

39%

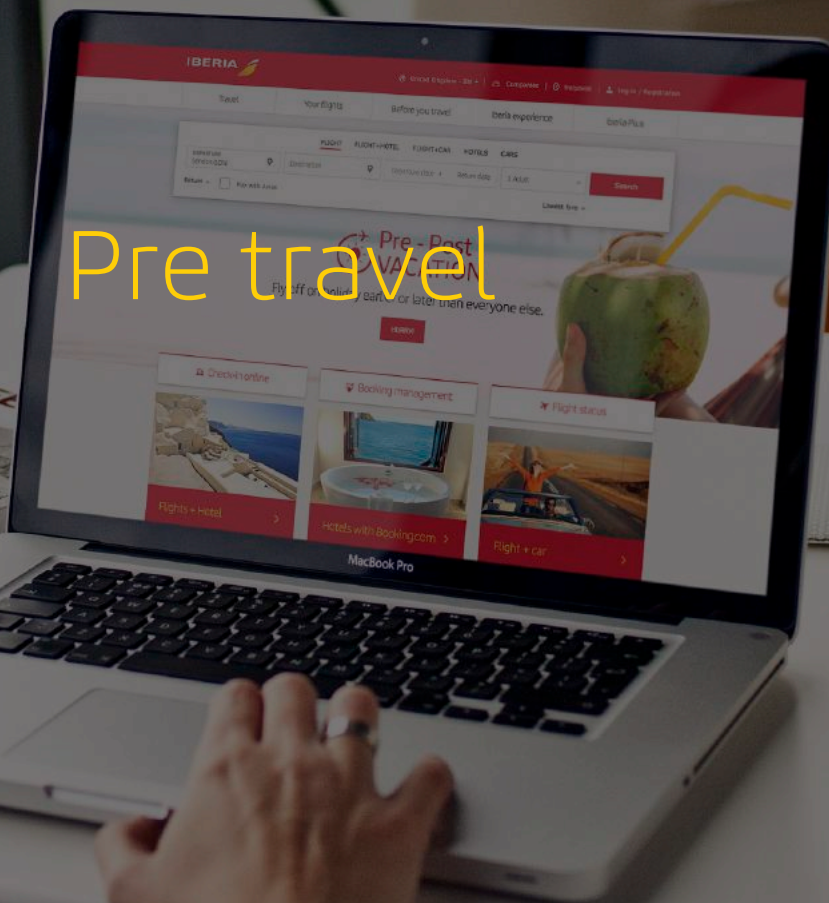
more likely than the average affluent European to be business decision makers

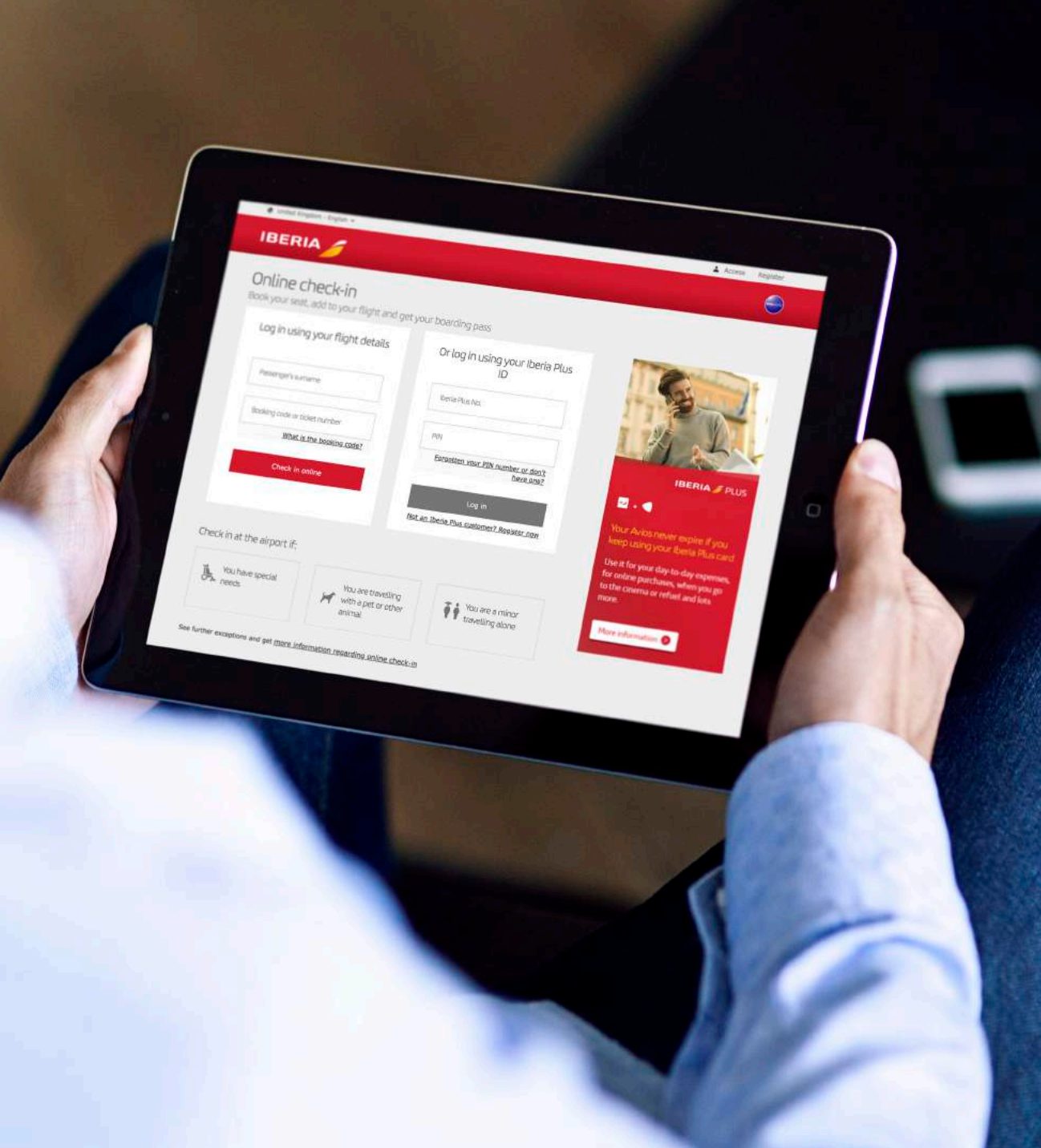
72%

have university degrees or higher qualifications (masters/doctorates)

Source: IAS Affluent Europe 2018

Pre travel





Pre travel

iberia.com

How does it work?

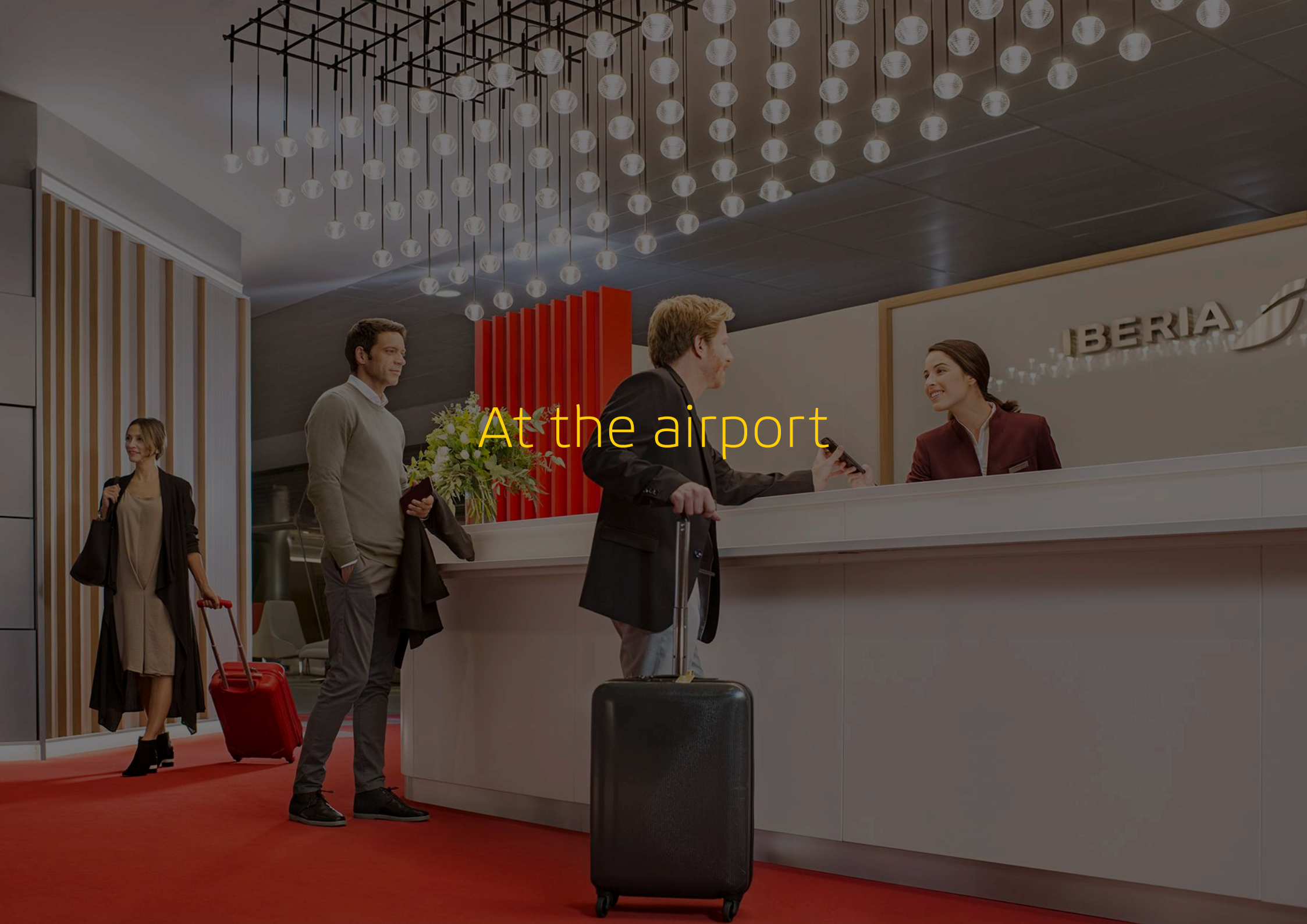
Benefitting from both Business and Leisure travellers, our high impact IAB ad formats enjoy worldwide reach powered by granular 1st Party Data for sophisticated targeting to place your brand in front of a qualified audience in a contextually relevant environment.

A flagship airline with a strong loyalty programme flying across 89 routes, Iberia.com offers worldwide reach across a platform which regularly delivers high CTR's

Targeting opportunities by:

- Geo-location
- Inbound destination
- Outbound destination
- Departure date
- Type of Ticket (Single or Return)
- Language (Spanish or non-Spanish)

At the airport





At the airport

Lounges

Iberia offers its Business Class passengers VIP lounges in Madrid airport's T4.

The Dalí and Velázquez lounges (24 hours), with a footfall of over 80.000 passengers and more than 5,000 square metres, are characterised by their functional and modern spaces, with unbeatable locations within the terminal, innovative designs and all the services imaginable.

Advertising opportunities on request.



On board

On board

Experiential Campaigns

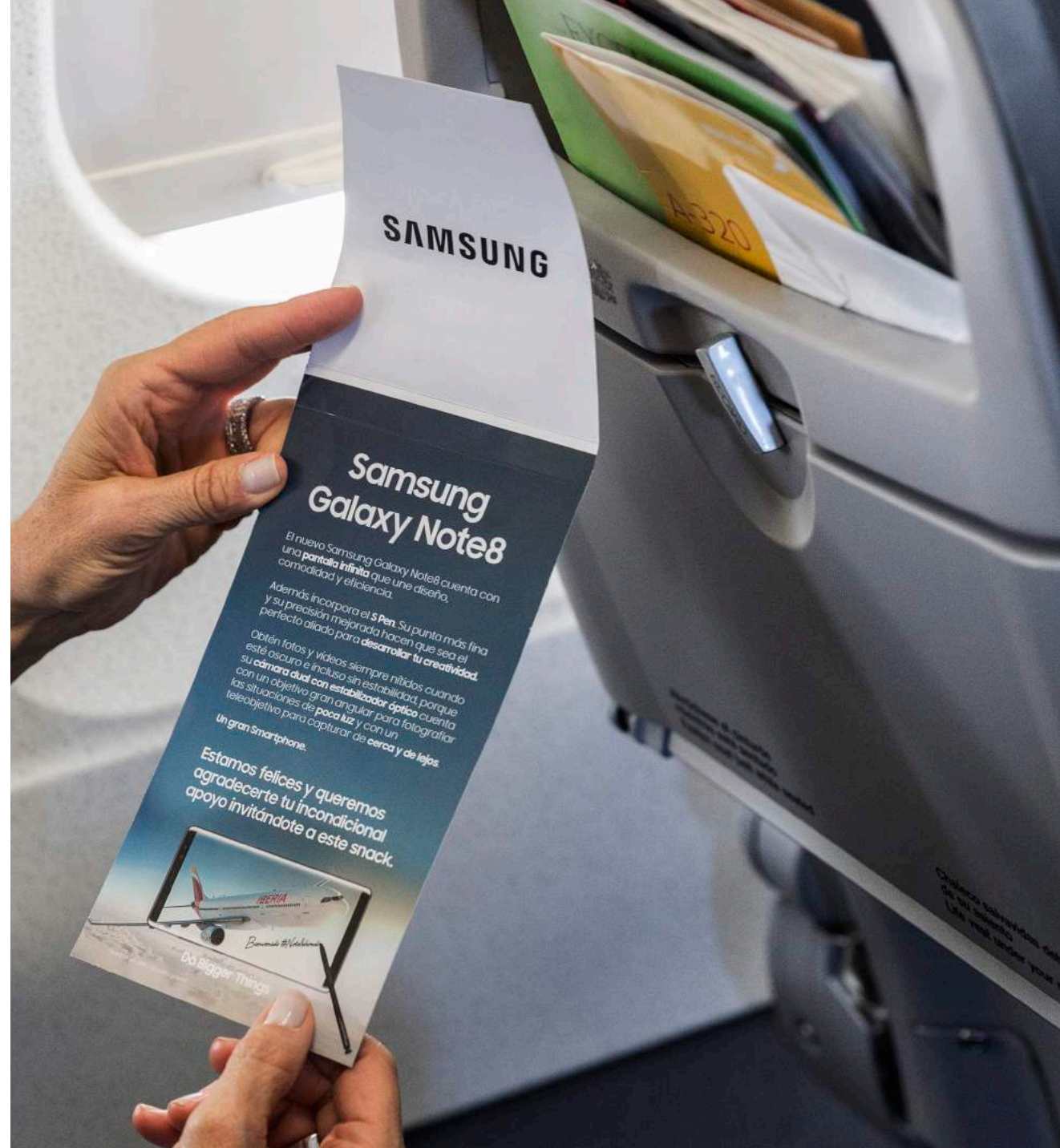
The aircrafts provide a traditionally hard to reach audience in a relaxed environment and receptive state of mind. Advertising achieves maximum stand out in a premium and uncluttered environment. Campaigns are targeted, cost effective and delivered straight to your target audience.

Advertising opportunities:

- Ties: leaflets in the seats' pockets
- Meal tray card
- Distribution of products
- Distribution of catalogs

Targeting opportunities:

- Short/medium haul
- Cabin class



On board

In-flight entertainment system

Reach an influential audience in a relaxed state of mind while they catch up on the latest film releases and TV programmes

Individual entertainment system with 9" tactile screens in economy, 12" in premium economy and 15,4" screens in business that offer movies, TV shows and programs for kids. USB, Apple and universal plug. Available on board Airbus A330 and A340 with refurbished interiors.

Every month 50 movies in different languages are included (English, French, Italian, German) in a variety of genres, from comedy to drama or animation to action or suspense, including Spanish cinema.

Advertising opportunities. Spot 30" on:

- Movies New Releases
- Movies Classics
- TV Shows



On board

In-flight magazines

- Ronda
- On
- Ronda Japan
- Ronda China

Whether you are looking to target all iberia passengers or a specific niche, Iberia in-flight magazines will help you to do so. From the well established Ronda Iberia, and the award winning business class magazine, On to the quarterlies editions of Ronda China and Japan, Iberia in-flight magazines will help your brand communicate your message to a relaxed audience with time to listen.



A top-down view of a person sitting on a wooden floor. They are wearing a green long-sleeved shirt and grey patterned trousers. They are holding a white smartphone in their hands, with their right index finger touching the screen. The phone screen shows a social media feed with various posts. To the left of the person is a silver laptop, partially open. Above the laptop is a white plate with a slice of toast topped with yellow cheese. To the right of the laptop is a glass of yellow liquid, likely tea, with a tea bag. To the right of the person is a tablet device, which is black. The person's bare foot is visible on the right side of the frame. The text "Post travel" is overlaid in the center of the image in a yellow, sans-serif font.

Post travel

Post travel

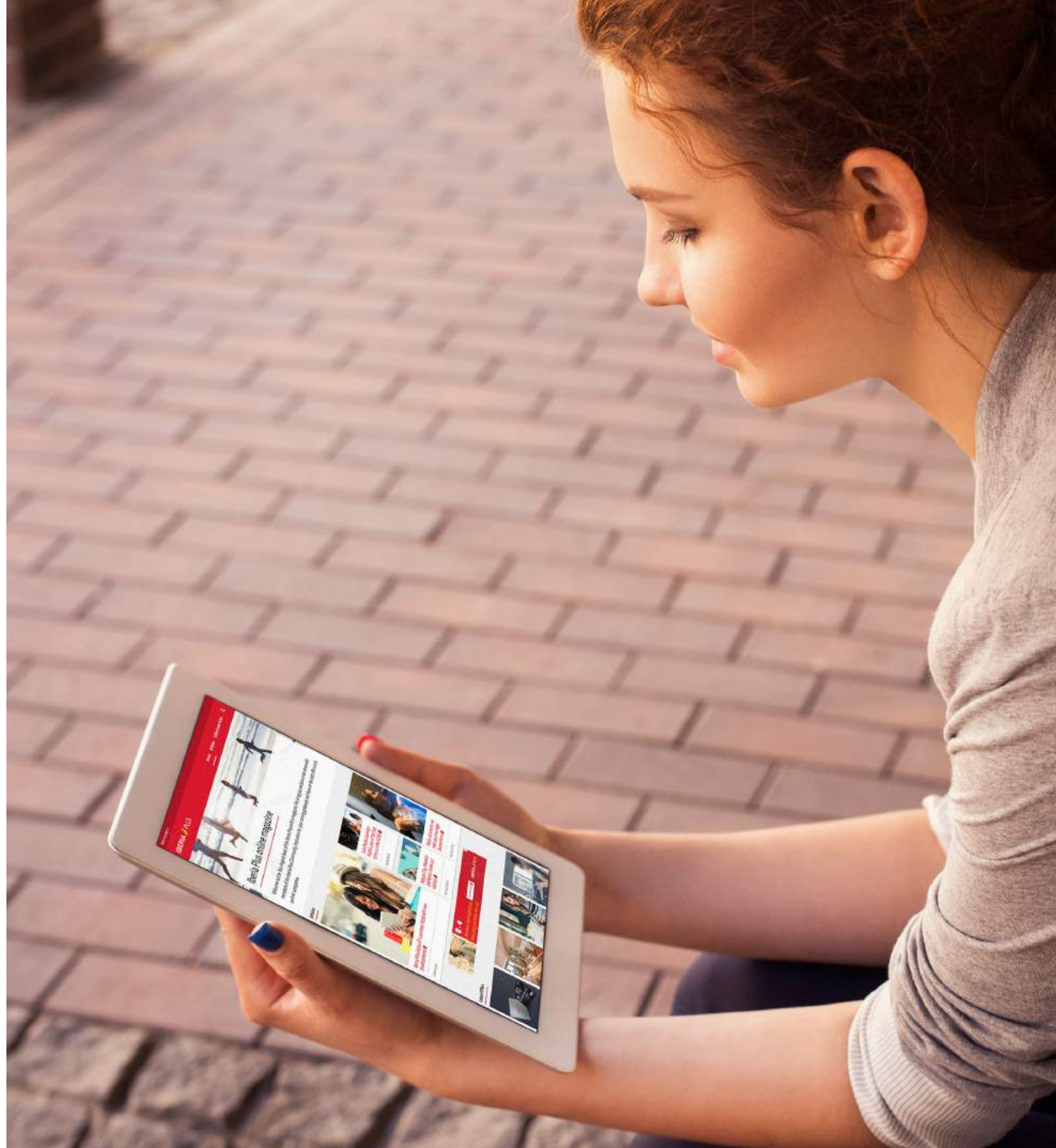
Loyalty newsletter

Iberia Plus is a bimonthly digital magazine promoted via email to 1.5 million Iberia Plus card holders, of whom 1.2 million are Spanish.

This digital magazine has bespoke editorial features on travel and lifestyle as well as tips on maximising Avios points and links to Iberia offers.

Advertising opportunities range from straight forward banners on the homepage and on the email to advertorials and embedded videos.

www.iberiaplusmagazine.iberia.com/en/



Rate cards and deadlines

Rate card and deadlines effective until 31 December 2020

| Platform | Rate card | Deadline |
|--|------------|---------------------------------|
| Iberia.com | €50 CPM | 1 week prior to live campaign |
| Ties: leaflets in the seats' pockets | €710 CPM | 4 weeks prior to live campaign |
| Meal tray card | €600 CPM | 4 weeks prior to live campaign |
| Distribution of products | €1,000 CPM | 4 weeks prior to live campaign |
| Distribution of catalogs | €710 CPM | 4 weeks prior to live campaign |
| Iberia Plus | POA | - |
| Iberia Lounges | POA | 6 weeks prior to live campaign |
| Inflight Entertainment System (New releases - 30" Spot -) | €43,476 | 10 weeks prior to live campaign |
| Inflight Entertainment System (Classic films - 30" Spot -) | €11,150 | 10 weeks prior to live campaign |
| Inflight Entertainment System (TV programmes - 30" Spot -) | €13,349 | 10 weeks prior to live campaign |
| Ronda Iberia - ROM page | €19,938 | 4 weeks prior to live campaign |
| On - ROM page | €19,756 | 4 weeks prior to live campaign |
| Ronda China - ROM page | €4,924 | 4 weeks prior to live campaign |
| Ronda Japan - ROM page | €4,924 | 4 weeks prior to live campaign |

Thank you!

Contact

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