



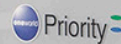
Media pack

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 145 aircraft and 600 daily flights, Iberia Group carries more than 27 million passengers per annum and serves approximately 141 destinations, in Europe, America, Africa and Asia.



Customer traffic



141

destinations in 47 countries



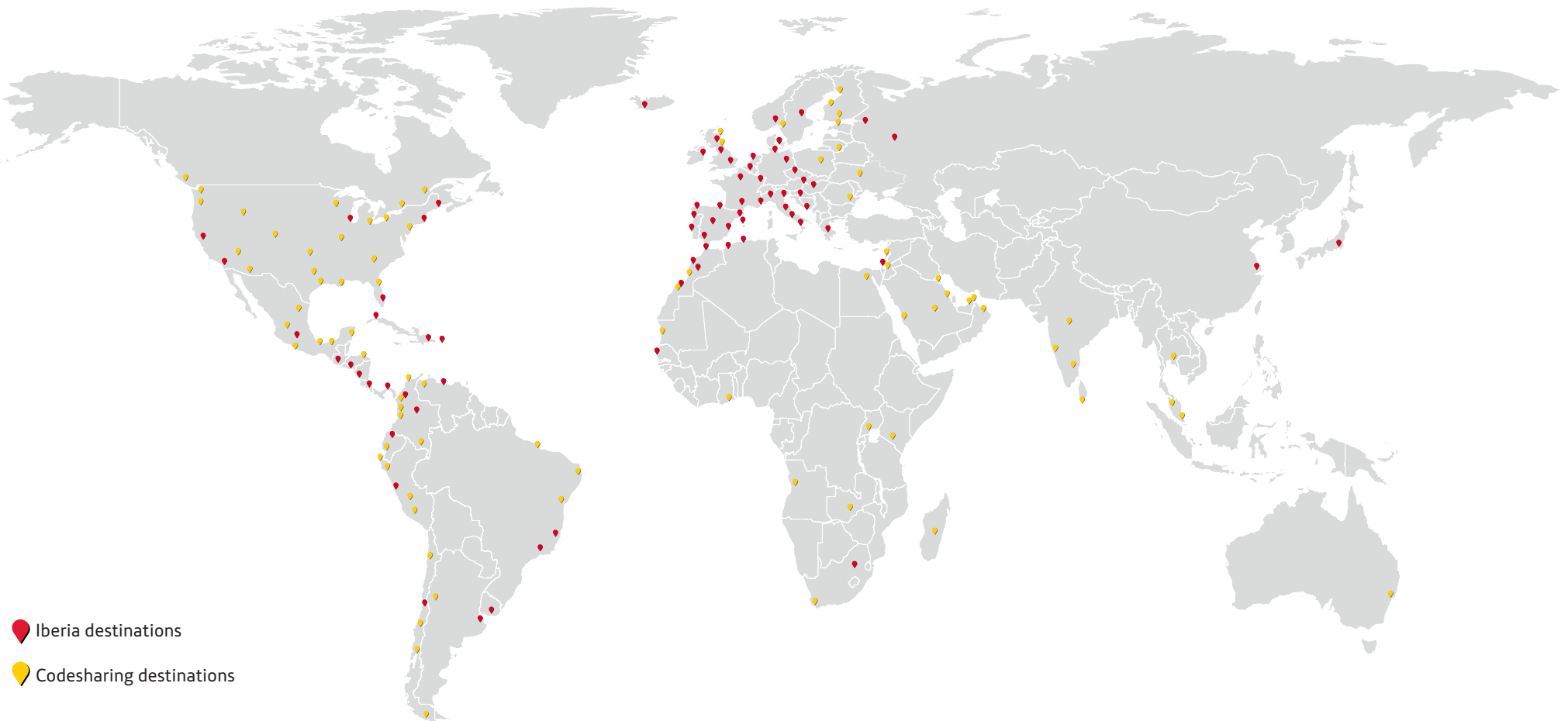
27.7M

passengers carried last year



600

daily flights



Customer journey



Pre travel

Iberia.com



At the airport

Iberia Lounges



On board

In-Flight Magazines

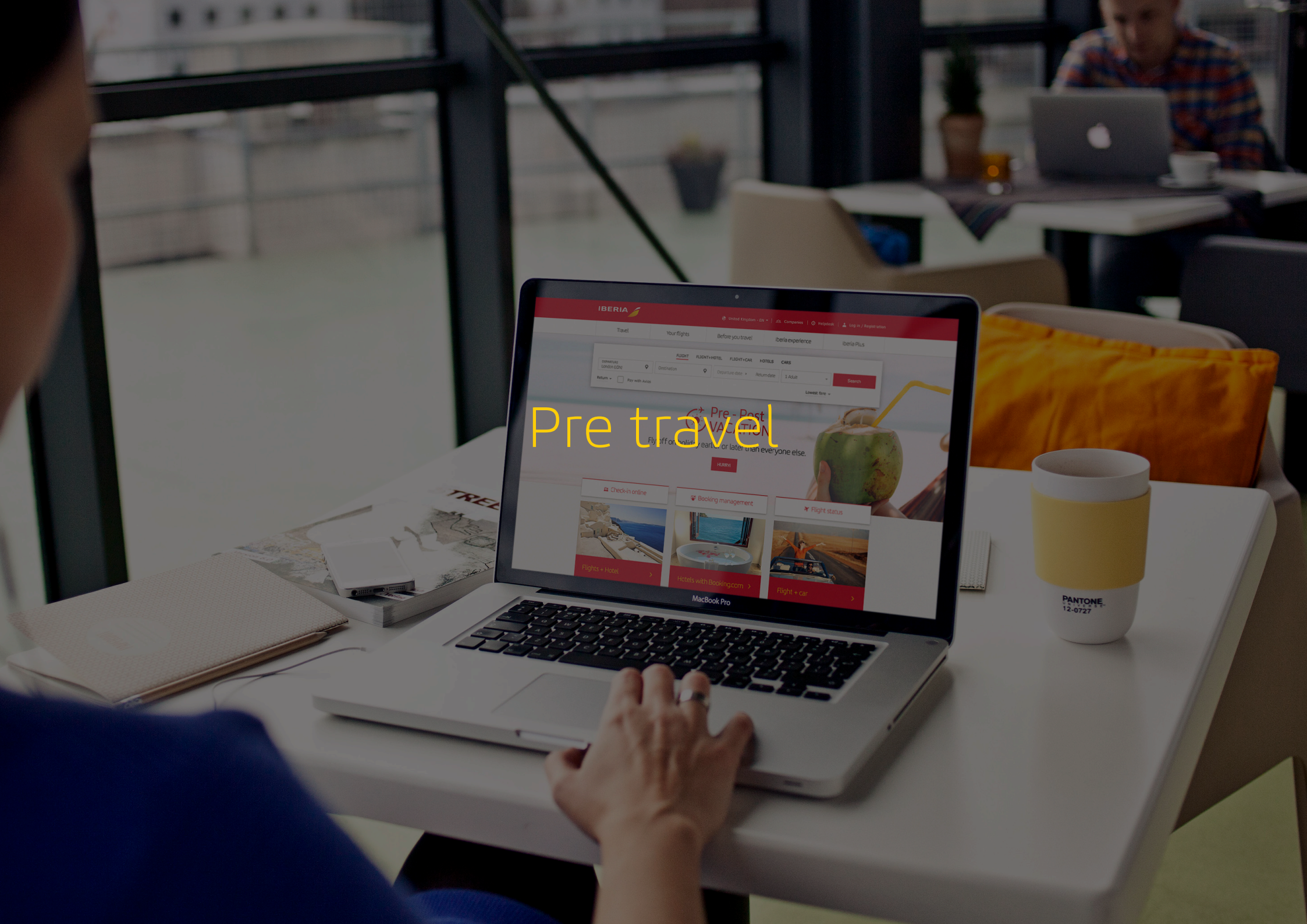
On-board Entertainment

On-board Experiential Campaigns



Post travel

Iberia Plus Loyalty Newsletter



Pre travel

IBERIA

United Kingdom - EN - Company - Register - Log in / Register

Travel Your flights Before you travel Iberia experience Iberia Plus

FLIGHT FLIGHT+HOTEL FLIGHT+CAR HOTELS CARS

ORIGIN: London (LON) Destination: Departure date: Return date: 1 Adult Search

Return: ☐ Pair with Aerials Lowest fare: +

Pre-Post VACATION

Fly off on holiday earlier or later than everyone else.

HURRY

Check-in online

Booking management

Flight status

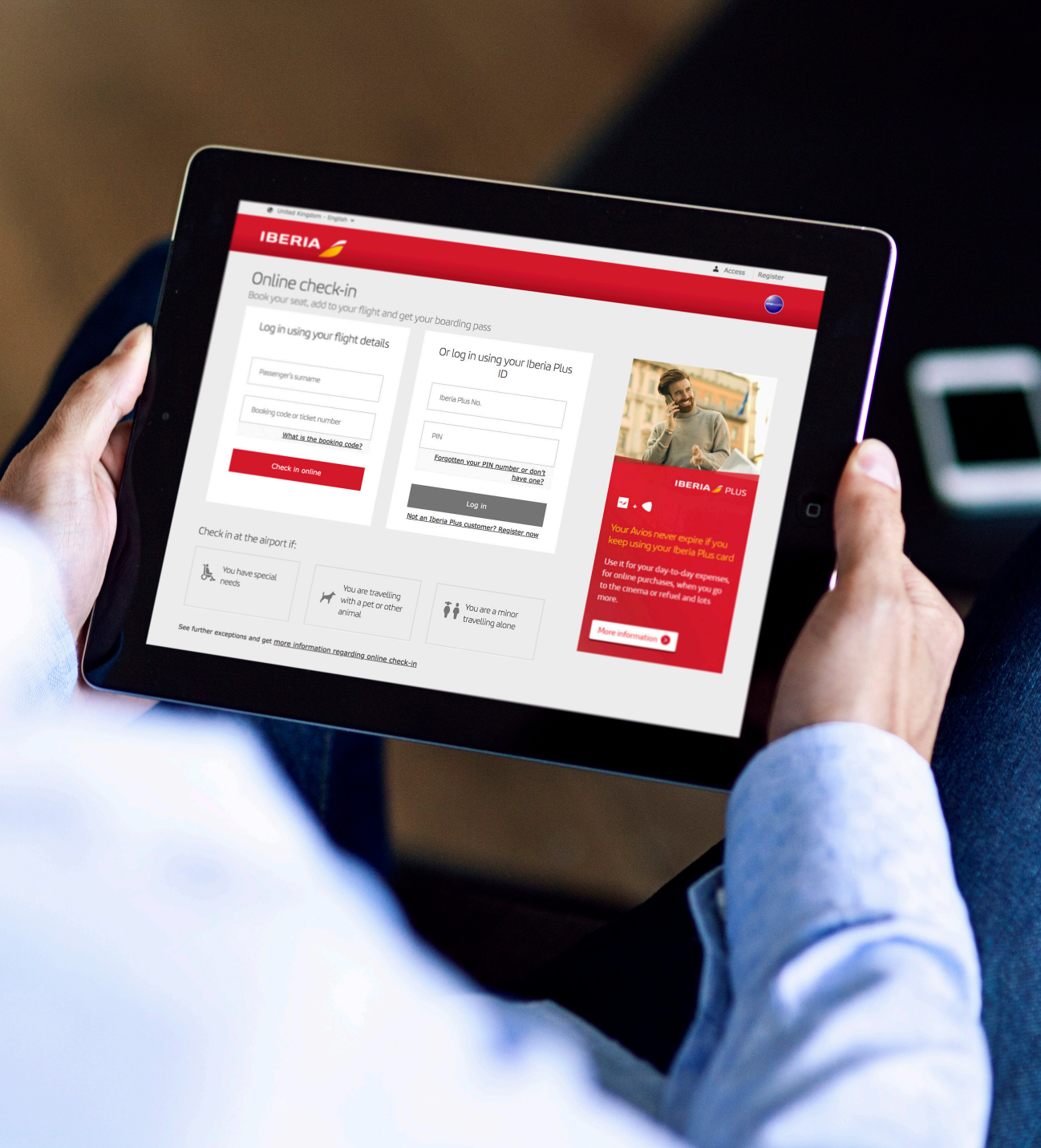
Flights + Hotel

Hotels with Booking.com

Flight + car

MacBook Pro





Pre travel

iberia.com

How does it work?

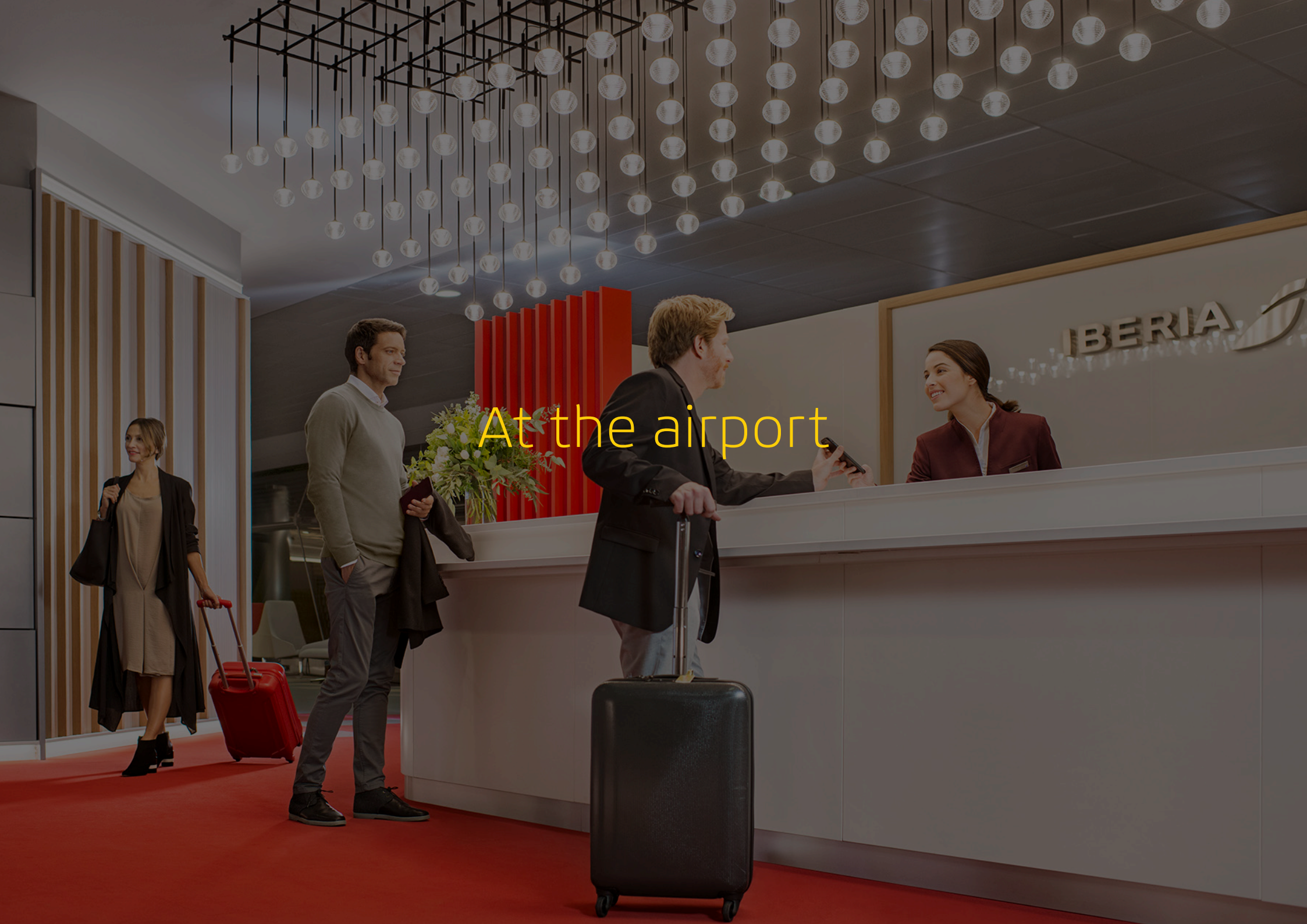
Benefitting from both Business and Leisure travellers, our high impact IAB ad formats enjoy worldwide reach powered by granular 1st Party Data for sophisticated targeting to place your brand in front of a qualified audience in a contextually relevant environment.

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
- Language (Spanish or non-Spanish)
- Page targeting (check-in online, manage my booking, destination guides, business class and Iberia Plus pages)

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
- óN
- 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, óN 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 brown patterned trousers. They are holding a white smartphone in their hands, with their right index finger touching the screen. The phone screen displays a news article with a photo of a person and some text. To the left of the person is a silver laptop, a glass of yellow tea with a tea bag, and a white plate with a slice of toast topped with yellow cheese. To the right of the person is a tablet with a black screen. The text "Post travel" is written in yellow in the center of the image.

Post travel

Post travel

Loyalty magazine

Iberia Plus is a bimonthly digital magazine promoted via email to 1.2 million Iberia Plus card holders, of whom 1 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
óN - 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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