

ON AIR BULGARIA



THE INFLIGHT MAGAZINE
www.bgonair.bg

PRESENTATION

Bulgaria ON AIR

The Inflight Magazine is the inflight magazine of the national carrier Bulgaria Air. It's a luxury edition in Bulgarian and English on business, analysis, travel and lifestyle. It's distributed on board all planes of the airline, as well as to selected recipients across the country.

Bulgaria ON AIR The Inflight Magazine is the most widely read business lifestyle magazine in Bulgaria, with average monthly audience of 100,000 readers, Bulgaria Air passengers, travelling to 24 destinations in Europe and the Middle East.

Readers are mainly actively working people, Bulgarians and foreigners, with little free time and limited ability to follow the

daily news flow. Many of them state that the time on the plane is the only time they have to get informed. Most of the readers are people who make decisions – highly educated, with good income and high expectations on the information content and the analysis they receive from the media.

The range of Bulgaria ON AIR The Inflight Magazine advertisers is very wide – banks and financial companies, travel agencies, high quality hotels and top restaurants, medical and dentistry clinics, luxury goods, cars and high tech devices manufacturers and distributors.

Frequency: Monthly (at the beginning of each month)

Distribution: On board Bulgaria Air fleet, in front of each passenger (domestic, international and charter flights). The magazine is also distributed across the country via direct mailing to major figures in politics, social and economic life – ministers, MPs, ambassadors, managers of large companies, etc.

Content: 128 full color pages

Editorial/advertising content ratio: 70/30

Potential audience: about 100,000 on average per month



CONTENTS

The Inflight Magazine consists of four major themed sections:

BUSINESS & ECONOMY:

It contains investigations and commentaries on the leading processes in the economy, financial analyses, interviews with managers, stories of successful companies, widely discussed ideas in the sphere of economic theory, and curious facts related to the world of business and finances.



POLITICS & ANALYSIS:

Contains discussions and commentaries on all current political and managerial decisions from the viewpoint of business, as well as interviews with experts, leading political figures, and ministers.



TRAVEL & ADVENTURE:

Contains richly-illustrated travel journals touching on destinations in Bulgaria and around the world, articles about alternative tourism, extreme sports. Hobbies and adventures.



LIFE & STYLE:

Publishes stories about famous persons from show business, culture, and art. Contains articles about science and technologies, the latest trends in design, fashion, automobiles, new movies, books and music, as well as a calendar of upcoming cultural events.

READERS' PROFILE

- **46.8%** of Bulgaria Air passengers are flying on business;
- **22.5%** are travelling for personal reasons;
- **8.9%** are on holiday.

- **33.2%** of Bulgaria Air passengers fly at least three times annually;
- **39.5%** fly more than 6 times per year.

- **60 percent** of our potential readers are highly educated.

Our reading audience has a female-to-male ratio of about **33:67**.

An average of **30,000** foreigners flying with Bulgaria Air each month.

The highest traffic destinations are:

- Sofia – Amsterdam - Sofia;
- Sofia – Paris - Sofia;
- Sofia – Brussels - Sofia;
- Sofia – London - Sofia;
- Sofia – Frankfurt - Sofia.

Profile data readers is based on a survey conducted on behalf of Bulgaria Air.

