



CONNECTED

The official magazine of London Stansted Airport
» **Media Pack and Advertising Rates**

» **Over 19 million passengers**

» **52,000 passengers every day**

AB 39% C1 43% C2 12% DE 6%

» **4 million business passengers**

» **9 million international passengers**

» **Over 140 destinations**

» **20 airlines**

» **31 countries**

» **Employs over 10,500 staff**

CONNECTED The official magazine of
London Stansted Airport

selecttravelmedia.com
01204 478 817

» Content featuring

Editorial/welcome News/scene and heard

Updates and news from London Stansted Airport. New routes and innovations.

See You!

Getting to and from London Stansted airport – taxi, bus, car. Parking info.

Diary

Covering events for the quarter – cultural, sporting and more.

Travel & Food

Cuisine and destinations tied in to flights from London Stansted.

48 hours

Each issue highlights a batch of destinations that can be flown to and enjoyed within a 48 hour time frame; mini city guides: Amsterdam to Prague.

Fashion

Mens and ladies fashion – aspirational, classy.

CD & Book Reviews

The latest titles reviewed with mini-features spun off key releases.

Celebrity/interview

Identity of subject to be agreed: will add weight and sense of perceived value to title.

Health

Regular feature will explore yoga, reiki etc as well as simple exercises to help de-stress and enhance quality of life.

Great Gear

Objects that will be covered by readers of both genders. Highlight offers at the Duty Free outlet at London Stansted – ipods to binoculars.

Business Talk

Issues of interest to business community: tax, inheritance, stock market.

Overseas property opportunities

Opportunities to live and work abroad, as well as financial opportunities for renting etc. All tied in to London Stansted destinations.



Wines

For the connoisseur. Assessment of wines around the globe ie France, Australia and South Africa. Wine as an investment.

Motoring

Desirable and upmarket vehicles test driven that may well generate advertising revenue. Test brands to include BMW, Mercedes, Lexus, Jaguar etc.

Homes & Property

New build and traditional homes in the south.

Local content

Overview of what's happening and listings of local Events.

Competitions

Could be expected to include Cds, books as well as – perhaps – vouchers for holidays or holiday package(s).



>> Target

Targeted at ABC1 flyers and their 'meeters' and 'greeters' of which 39% of the users are of AB demographic.

London Stansted Airport is their preferred choice of airport connecting with the rest of the world for both business and pleasure travel.

Available from strategically sighted and 'flagged' dispensers throughout concourse, destination airport information desks, mailed to regular flyers and presented hand-to-hand in Landside passenger meeting points.

Connected will give you, the advertiser, immediate access to a readership with 'time on their hands' and are receptive to your message.

Aarhus	Agadir	Alghero
Alicante	Almeria	Altenburg
Amsterdam	Ancona	Ankara
Antalya	Arrecife	Asturias Oviedo
Barcelona	Bari	Belfast City
Belfast International	Bergerac	Berlin Schoenefeld
Biarritz	Bilbao	Billund
Bodrum	Bologna	Bratislava
Bremen	Brindisi	Brno
Bydgoszcz	Cagliari	Carcassonne
Chambery	Cologne (Bonn)	Copenhagen
Cork	Cuneo	Dalaman
Dinard	Dublin	Dubrovnik
Dusseldorf (Weeze)	Dusseldorf	Edinburgh
Eindhoven	Faro	Faroe Islands
Fez	Figari	Frankfurt Hahn
Fuerteventura	Funchal	Gdansk
Geneva	Genoa	Gerona
Glasgow Prestwick	Glasgow	Gothenburg Saev
Graz	Grenoble	Hamburg (Luebeck)
Hanover	Haugesund	Ibiza
Ireland West Knock	Istanbul (SAW)	Izmir

Jerez	Jersey	Karlsruhe/ Baden-Baden
Katowice	Kaunas	Kerry
Klagenfurt	Knock	Krakow
Kuala Lumpur	La Rochelle	Las Palmas
Limoges	Linz	Ljubljana
Lodz	Londonderry	Lourdes
Lyon	Madrid	Malaga
Marseille	Memmingen	Milan (Bergamo)
Munich	Munster	Murcia
	Osnabruck	
Naples	Newcastle	Nice
Oslo Rygge	Oslo Torp	Paderborn
Palma	Pau	Perugia
Pescara	Pisa	Plovdiv
Poitiers	Porto	Poznan
Prague	Pula	Reus
Rhodes	Riga	Rijeka
Rimini	Rodez	Rome Ciampino
Rzeszow	Salzburg	Santander
Santiago de Compostela	Seville	Shannon
Sion	Split	Stockholm Skavsta
Stockholm Vasteras	Stuttgart	Szczecin
Tallinn	Tampere	Tenerife (South)
Thessaloniki	Tirana	Toulon
Tours	Trapani	Trieste
Turin	Valencia	Valladolid
Venice Treviso	Verona (Brescia)	Vilnius
Wroclaw	Zadar	Zaragoza

>> Target Market

19 million passengers travelling through London Stansted Airport each year

52,000 passengers on average a day

4 million business flyers

4 million domestic passengers

Stockholm is Sweden's stylish and sexy city. It is also one of Europe's most environmentally aware and was recently named first European Green Capital 2010.

ABBA-SOLUTELY!

Fly direct with Ryanair from London Stansted.

9 million International passengers

97% Scheduled passengers

3% Charter passengers

>> Key Facts

London Stansted Airport is Britain's third-busiest airport with 19million passengers a year.

London Stansted Airport handles 19 million passengers a year.

The airport serves 20 airlines flying to more than 140 destinations worldwide.

London Stansted Airport supports over 10,500 direct and in-direct jobs.

>> Distribution

High profile dispensers within the concourse both Landside and Airside, strategically sited in passenger waiting areas.

Hand-to-hand on busy days Landside.

Destination airport's Information Desks including all BAA group airports.

>> Advertising

Rate: Display run of Magazine

Cover positions:	£3,500
DPS:	£3,750
Full page:	£2,000
Half page:	£1,450
Quarter page:	£850

VAT at current rate will apply

Series Discounts:

- X2 insertions less 10%
- X3 insertions less 12.5%
- X4 insertions less 15%

- Special positions: +15%
- Bleed +10%
- Agency 10%

Data: Display run of magazine

	depth x width
Full page bleed size:	307mm x 220mm
Full page trim size:	297mm x 210mm
Full page type area:	275mm x 190mm
Half page horizontal:	135mm x 190mm
Half page vertical:	275mm x 93mm
Quarter page:	135mm x 93mm

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Please address any production queries to:
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>> to advertise call 01204 478 817

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