



getaway

The magazine for the Gatwick traveller
» **Media Pack and Advertising Rates**

- » **35 million passengers**
- » **96,000 passengers every day**
- » **2 major international terminals**
- » **90 airlines**
- » **More than 200 destinations worldwide**
- » **AB 41% C1 43% C2 7% DE 3%**
- » **317 check-in desks**
- » **Employs 25,000 staff**

getaway

The official magazine
of Gatwick Airport

selecttravelmedia.com
01204 478 817

» Content featuring

Editorial/welcome

News/scene and heard

Updates and news from Gatwick Airport. New routes and innovations.

See You!

Getting to and from Gatwick 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 Gatwick.

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 Gatwick – 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 Gatwick 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 41% of the users are of AB demographic.

Gatwick 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 the Gatwick concourse, hotels throughout the region, TICs, destination airport information desks, mailed to regular flyers and presented hand-to-hand in Landside passenger meeting points.

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

Aalborg	Aalesund	Aberdeen
Accra	Agadir	Ajaccio
Alghero	Alicante	Almeria
Amsterdam	Antalya	Antigua
Arrecife	Aruba	Athens
Atlanta	Banjul	Barbados
Barcelona	Bari	Bastia
Belfast	Bergen	Bergerac
Berlin	Bermuda	Biarritz
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Bordeaux	Brussels	Bucharest
Budapest	Burgas	Cagliari
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Cincinnati	Cluj	Cologne
Colombo	Copenhagen	Corfu
Cork	Cozumel	Cunagua
Dalaman	Deer Lake	Djibouti
Doha	Dresden	Dubai
Dublin	Dubrovnik	Dusseldorf
Edinburgh	Eindhoven	Faro
Florence	Frederichon	Fuerteventura
Funchal	Gdansk	Geneva
Genoa	Gerona	Gibraltar
Glasgow	Goa	Grenada

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Havana	Heraklion	Heydar Aliyev
Holguin	Hurghada	Ibiza
Innsbruck	Inverness	Isle of Man
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Kiev	Kingston	Knock
Kos	Krakov	La Rochelle
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Las Vegas	Leeds Bradford	Lemnos
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Mahon	Malaga	Male
Malta	Manchester	Marrakech
Marsa Alam	Marseille	Mexico City
Milan	Minsk	Mitilini
Mombasa	Monastir	Montego Bay
Montpellier	Montreal	Munich
Murcia	Mykonos	Nantes
Naples	New York	Newcastle
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Philadelphia	Phuket	Pisa
Plymouth	Ponta Delgada	Porlamar
Port Of Spain	Porto	Poznan
Prague	Preveza	Pristina
Puerto Plata	Puerto Vallarta	Punta Cana
Reus	Reykjavik	Rhodes
Riga	Rome	Sal
Salzburg	Samana El Catey	Samos
Santa Cruz	Santorini	Sarajevo
Shannon	Sharm El Sheikh	Skiathos
Sofia	Split	St Kitts
St Lucia	St Petersburg	Stavanger
Taba	Tallinn	Tampa
Tenerife	Thessaloniki	Thira
Tirana	Tivat	Tobago
Toronto	Toulouse	Tripoli
Trivandrum	Tromso	Tunis
Turin	Valencia	Vancouver
Varadero	Varna	Venice
Verona	Vienna	Vilnius
Volos	Warsaw	Windhoek
Zagreb	Zakynthos	Zurich

Target Market

- 35 million passengers using Gatwick Airport every year
- 96,000 passengers on average a day
- 24% long haul passengers
- 11% domestic passengers
- 65% European passengers
- 16% business passengers

Key Facts

Gatwick Airport is the UK's second largest airport with 2 major international terminals.

Gatwick Airport handles 35 million passengers a year.

The airport serves 90 airlines flying to more than 200 destinations worldwide.

Gatwick Airport supports over 30,000 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:	£2,500
DPS:	£3,750
Full page:	£2,000
Half page:	£1,150
Quarter page:	£750

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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