

MEDIA DATA

hellovienna

austrian inflight magazine & city guide

partner of



media data 2017 inside

target group
partner airlines
media data
city guide
rates



shopping food & beverages health leisure culture sightseeing events



Partner Airlines

AEROFLOT

Aeroflot is not only the market leader in Russian civil aviation, but also the largest national airline of the country. With Moscow as its main hub, and also St. Petersburg, Kalinigrad, Perm and Wladiwostok as further important locations.

In 2014 Aeroflot transported nearly 24 million passengers (around 13 percent more than in the same period of the previous year). In Vienna 28 planes land per week, with seat occupancy at over 78,2 percent.



In numbers: 3,263 passengers per week flying to Vienna. The fleet of the company is one of the youngest of the large airlines. Among the 161 wide-body aircrafts the majority are planes of the series Airbus A320, A330 and Boeing B737 and B777.



Hello Vienna
Austrian Inflight Magazine
& City Guide



UKRAINE INTERNATIONAL AIRLINES

The leading national airline of Ukraine, Ukraine International Airlines (UIA), offers the most non-stop routes between Europe and Ukraine, with an excellent route network.

The airport Kiew-Boryspil functions as an international hub, be it for passengers journeying on inland, or for passengers travelling over Europe.

Presently 13 UIA planes fly to Vienna per week. The seat occupancy reaches an average peak figure of 82 percent.



The number of passengers travelling to Vienna is about 900 per week.

The fleet of the UIA includes various planes of the type Boeing 737, Boeing 767 and Embraer E-190.





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EVA AIR

Eva Air is the largest Taiwanese airline with its headquarters in Taipei and a base at the airport Taiwan-Taoyuan.

Eva Air presently maintains over 60 scheduled flight connections and flies to Vienna four times a week, with an average seat occupancy of over 85 percent, with about 245 seats per plane.

In 2015 Eva Air transported over 40,500 passengers to Vienna for the route BANGKOK-TAIPEH-VIENNA – 779 passengers per week to Vienna.

The airline possesses one of the most modern fleets worldwide – the passenger aircrafts range from Boeing 747-400 and 777-300ER to A330-300, A330-200 and A321-200. Boeing 767 and Embraer E-190.



Partner Airlines



ETHIOPIAN AIRLINES

Ethiopian Airlines is the largest and the quickest growing airline of Africa, with its headquarters in Addis Ababa and a base at the airport Addis Ababa.

Today the airline reaches over 93 destinations around the globe and has been part of the "Star Alliance" since 2011.

Ethiopia's national airline has one of the most modern fleets of Africa and is the first African airline using planes of the type Boeing 787 Dreamliner.

The seat occupancy lies over 84 percent

and since July 2014 Ethiopian Airlines flies to Vienna 4 times a week, non-stop. Per week over 980 passengers are transported to Vienna.





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EGYPT AIR

Egypt Air is the national airline of Egypt with its headquarters in Kairo and a base at the airport Kairo.

It is a member of the airline alliance Star Alliance and the Arab Air Carriers organisation and maintains the subsidiary airlines Egypt Air Cargo, Egypt Air Express, Air Sinai and Smart Aviation.

Annually over 51,740 passengers are transported to Vienna - 995 passengers per

week, with a seat occupancy of about 85 percent. As a member of the Star Alliance-network, Egypt Air can offer more than 162 destination worldwide to its passengers.

The fleet includes planes of the newest generation: B777-300 ER, B777-200, A330-300, A330-200, A340, A320, A321, B737-800, B737-500, EMBREAR 170 and A300-600 cargo planes. In 2014 numbers were increased from 60 to 83 planes.



Partner Airlines



NORDICA

NORDICA was founded in September 2015 upon the decision of the Estonian government and is 100% state property.

In the summer season 2016, 15 destinations were being reached directly from Tallinn, including Munich and Vienna.

In this, Nordica is working together with its partner LOT Polish Airlines, and also uses their booking platform.

LOT Polish Airlines is a member of Star Alliance, the largest airline alliance in the world, and thus also offers Nordica

passengers the possibility to collect and redeem miles within the programme "Miles & More".

Nordica was the most preferred airline of the passengers at airport Tallinn in 2016. Nordica is growing very dynamically and has – in cooperation with its strategic partner LOT Polish Airlines – transported about 32,000 passengers in February 2017 – 70% more than in the previous year.

The fleet consists of aeroplanes of the types: CRJ 900, CRJ 700 and Embraer 175.

In 2017 Nordica flies to Vienna 5 times per week, and with a seat load factor of over 70%, over 300 passengers are being transported to Vienna every week.



Our passengers, your target group

It is a strong mix HELLO VIENNA uses.

This especially includes national and international businessmen/women, opinion leaders, managers and numerous Vienna-tourists from Russia, Ukraine, Taiwan/China and Africa.

This particularly well funded public possesses an above-average level of education and versatile interests in culture and lifestyle.

For the local advertiser economy it is a big advantage, that over 85 percent of the passengers of our partner airlines are from Russia/GUS, Ukraine, Taiwan/China and Africa.

These are business- and leisure-travellers. More than half of them are in the age group between 30 and 50.

You will reach a very well funded target group in their respective native language (Russian, Chinese, English, German).



HELLO VIENNA -
YOUR PERSONAL
INFLIGHT
MAGAZINE AND
CITY GUIDE



Target group

- ★ **very high level of education**
40 percent have an academic education
- ★ **highest level of buying power**
- ★ **high professional position**
40 percent executive employees, managers, entrepreneurs, board members, public officials
- ★ **culture:** special interests in opera, theatre, museums, concerts, exhibitions and architecture
- ★ **interested** in exclusive fashion and haute couture, jewellery and watches, top gastronomy and regional cuisine, money and capital investments, cosmetics and health, sport and wellness



Our target group possesses an above-average level of education and is very well funded

→ FACTS

- ① over 85 percent of the passengers of our partner airlines are from Russia/GUS, Ukraine, Taiwan/China and Africa with high buying power.

An unbeatable combination

Our "Hello Vienna" is the right medium in the right place. It quickly builds up a high emotional attachment to our passengers.

For a passenger travelling to Vienna, an inflight magazine in combination with a city guide, mainly focussing on Vienna and surroundings, is of high interest.

First class local editors regularly report about all topics relevant to Vienna/ Austria-travellers. They inform about cultural topics, shopping and lifestyle, about purchasing property in Austria, and also about health topics.



City maps as guidance, walks in the centre of Vienna, and after that the most important sights – one cannot get to know Vienna any better way.

An extensive culture offer (schedules, exhibitions, events etc.), infos about shopping points, culinary offers of the city are included in the offer.

"Hello Vienna" is issued in a handy pocket format and thus becomes an indispensable companion of our flight and hotel guests.

You will reach
our readers
in over 170
Hotels in
Vienna

Media Data Distribution

- 1 In all incoming planes of our partner airlines
- 2 In addition to the planes of the four airlines, our "Hello Vienna" is also available in over 170 hotels and guest houses of higher category in Vienna.
- 3 Airport Vienna (arrivals terminal), Austria Center (Infocentre), congress centre Vienna, Messe Vienna, embassies, boutiques, jewellers, restaurants, travel agencies, car rental companies, Austria advertising, and last but not least in the city information centre of Vienna (city hall).



RUN
total 180,000 copies per run/quarter

TARGET GROUP

- flight passengers: all incoming passengers of the Aeroflot, Eva Air, UIA, Ethiopian Airlines & Egypt Air
- Hotel industry: businesspeople local and foreign, congress members and visitors, tourists from Austria and the whole world
- national and international subscribers

FREQUENCY

4 x a year

PUBLICATION DATE

1st March, 1st June, 1st September and 1st December

FORMAT

125 x 210 mm

LANGUAGES

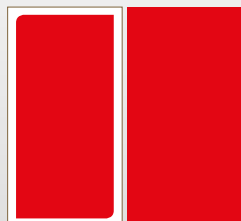
German, English, Chinese and Russian



Rates

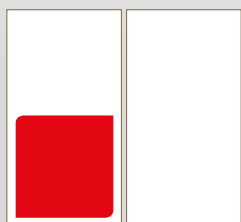
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austrian inflight magazine & city guide



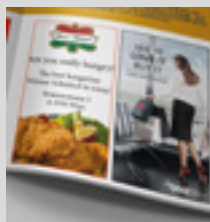
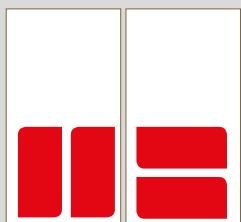
Advert 1/1-page

bled off or type area
format: 125 x 210 mm
or 105 x 190 mm (type area)
price: € 4.400,-*



Backcover 1/1-page

bled off
format: 125 x 210 mm
price: on request



Advert 1/4-page

bled off not possible!
Format: 50 x 95 mm
Format: 105 x 50 mm
price: € 1.500,-*

EDITORIAL ARTICLE:

- 4 pages (one per language) including pictures
app. 2.000 cases per language
 - list price: 4.400,00 €
- Translations in other languages included

- RUN:** total 180,000 copies per run/quarter
- partner airlines (Aeroflot, Ukraine International Airlines, Eva Air, Ethiopian Airlines & Egypt Air)
 - 170 hotels in Vienna

TARGET GROUP:

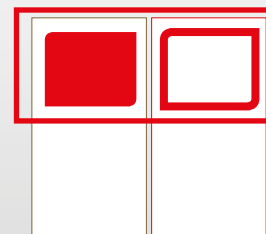
- flight passengers: all incoming passengers of the Aeroflot, Eva Air, UIA, Ethiopian Airlines & Egypt Air
- Hotel industry: businesspeople local and foreign, congress members and visitors, tourists from Austria and the whole world
- national and international subscribers

FREQUENCY: 4 x a year

PUBLICATION DATE: 1st March, 1st June, 1st September and 1st December

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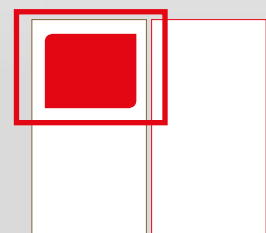
LANGUAGES: German, English, Chinese and Russian



HelloVienna TIP large

Headerbild, Factbox, QRCode
editorial contribution
(incl. 4 translations)
bled off not possible!
Format: 230 x 100 mm
price: on request

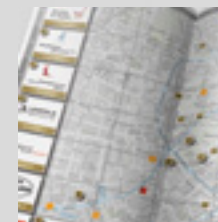
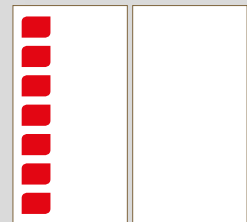
Location
marked in
city map



HelloVienna TIP small

Headerbild, Factbox,
editorial short contribution
(incl. 4 translations)
bled off not possible!
Format: 105 x 95 mm
price: on request

Location
marked in
city map



Small advert / City Map

bled off not possible!
Format: 36 x 28 mm
price: € 440,-*

*All prices are understood to be per issue and in addition to 5% advertising tax and 20% VAT.

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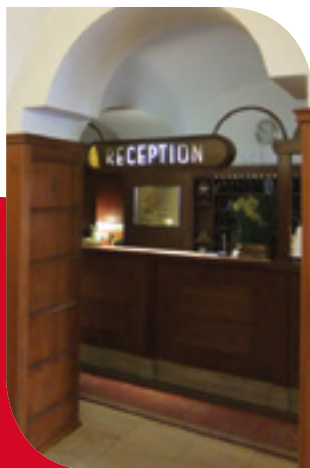
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Excerpt from the hotel industry distributor

4 star hotels and higher

Hotel	Bezirk	Kategorie	Hotel	Bezirk	Kategorie
Am Opernring	1010	****	Amedia Hotel Best Western	1030	****
Am Parking	1010	****	Hotel Daniel Vienna	1030	****
Am Stephansplatz	1010	****	Starlight Suiten Hotel Heumarkt	1030	****
Ambassador	1010	*****	Das Triest	1040	****
Astoria	1010	****	Erzherzog Rainer	1040	****
Park Hyatt Vienna	1010	*****	Johann Strauss	1040	****
Bristol	1010	*****	Kaiserhof	1040	****
Capricorno	1010	****	Prinz Eugen	1040	****
de France	1010	*****	Ananas	1050	****
Europa Wien	1010	****	Falkensteiner Wien Margareten	1050	****
Graben	1010	****	Holiday Inn Vienna City	1050	****
Grand Hotel Wien	1010	****	Anatol	1060	****
Hilton Vienna Plaza	1010	*****	Beethoven	1060	****
Imperial	1010	*****	Golden Tulip Wien City	1060	****
K & K Palais Hotel	1010	****	Mercure Seccession	1060	****
Kaiserin Elisabeth	1010	****	Leonardo Hotel Vienna	1060	****
König von Ungarn	1010	****	Arcotel Wimberger	1070	****
Le Meridien Vienna	1010	****	Flemings	1070	****
Mailbergerhof	1010	****	Intercityhotel Wien	1070	****
Marriott Vienna	1010	*****	Viennart	1070	****
Mercure	1010	****	Levante Parliament	1080	****
Palais Coburg Hotel Residenz	1010	*****	Mercure Josefs Hof Wien	1080	****
Austria Trend Rathauspark	1010	****	Pension Baronesse	1080	****
Römischer Kaiser	1010	****	Theater-Hotel in der Josefstadt	1080	****
Royal	1010	****	Arcotel Boltzmann	1090	****
Sacher	1010	*****	Arkadenhof	1090	****
Starlight Suiten Hotel Renngasse	1010	****	Atlanta	1090	****
Starlight Suiten Hotel Salzgries	1010	****	Bellevue	1090	****
The Ring	1010	*****	Deutschmeister	1090	****
Tigra	1010	****	Regina	1090	****
Hotel Hansen Kempinsky	1010	*****	Strudlhof	1090	****
City-Central	1020	****	Hotel Zeitgeist Vienna	1100	****
Lassalle	1020	****	Bosei	1100	****
Mercure Imlauer Wien	1020	****	Marriott Wien Schönbrunn	1120	****
Courtyard by Marriot Wien Messe	1020	*****	Gartenhotel Altmanndorf	1120	****
Mercure Wien City	1020	****	Parkhotel Schönbrunn	1130	****
Stefanie	1020	****	Kavalier	1140	****
Sofitel Vienna Stephansdom	1020	*****	Mercure Wien Westbahnhof	1150	****
Hilton Vienna	1030	*****	Reither	1150	****
Intercontinental Wien	1030	*****	Renaissance Wien Hotel	1150	****
Lindner	1030	****	Tourotel Mariahilf	1150	****
Mercure GH Biedermeier Wien	1030	****	Thüringerhof	1180	****
nH-Belvedere	1030	****	Golden Tulip Modul	1190	****
Imperial Riding School Renaissance	1030	*****	Kaiser Franz Joseph	1190	****
Austria Trend Hotel Savoyen Vienna	1030	****	Landhaus Fuhrgassl-Huber	1190	****
Hotel am Konzerthaus	1030	****	Park-Villa	1190	****
			Arcotel Kaiserwasser	1220	****
			uvm.		

The complete list, including 3 star hotels can be found on the website: www.hello-vienna.eu