Our customers

39% of travellers were inspired to travel by reading, watching and hearing about destinations.

20m PASSENGERS
for the year ending September 2016

1.6m PASSENGERS
(average) per month for the year ending September 2016

13.2% SINGLES

19.8% COUPLES

44.9% FAMILIES

16.2% SHARE HOUSE

3.6% OTHER

57.1%
18-39 YEARS OLD
Customer statistics

**AGE**
- 57.1% 18-39 YEARS
- 31.1% 40-59 YEARS
- 11.8% 60+ YEARS

**GENDER**
- 53% FEMALE
- 47% MALE

**HOUSEHOLD INCOME**
- 37.8% $50-100k
- 20.3% $100-200k
- 5.6% ABOVE $200k

**BUSINESS**
- 17.3%

**LEISURE**
- 82.7%

5 million Jetstar customers earn an above-average household income

3.6m TRAVEL more than two times a year

“...”
What do our customers do in flight?

- **Read**: 68.6%
- **Listen to Music**: 38.6%
- **Eat or Drink**: 34.6%
- **Watch Shows**: 30.5%
- **Play Games/Puzzles**: 19.2%
- **Chat**: 27.5%
- **Work**: 9.9%
Reach Jetstar’s audience across multiple platforms at all stages of the customer journey

**Plan**
- Digital display advertising on Jetstar’s homepage.
- Geo-targeting capabilities are available.

**Buy**
- Targeted digital advertising on our itinerary and pre-departure emails, manage my booking and web check in boarding passes.

**Fly**
- Display and native advertising in our magazine. Branded content on our overhead lockers and seat backs.
Jetstar.com is a sticky website with an average search time of 16 minutes. It’s where customers start realising their holiday dreams and it is the perfect environment to ensure your brand gets on your customers’ travel expense consideration list.

Jetstar offers a clutter free environment where you can promote your brand. (Unlike most top Australian websites).

Rates: Turn to page 13 for rates, specifications and deadlines.

This is the ideal setting to target savvy travellers when they’re planning their next exciting holiday. Ideal for destinations, attractions or other brands offering great value.

Another position on the Jetstar website to target travellers at the planning stage of their customer journey. Great for destinations, attractions and other tourism-focused businesses can showcase their brand in this clutter free environment.
Digital media

Manage my booking

Customers can login again to review itinerary, adjust or manage their booking. Best suited for specific brand and product targeting.

Targeted: The first opportunity to specifically target against a customer’s booking details.

Itinerary email*

Referred to multiple times. Great for brand and product targeting, such as hotel selection, activities and transport, etc.

Targeted: An opportunity to specifically target and an excellent platform for long-term decision making.

Pre-departure email*

Last minute chance for purchasing opportunities including ancillary products. Ideal for time specific last-minute deals.

Targeted: A final opportunity to specifically target and promote deals as the customer anticipates their imminent journey.

Web check in boarding pass*

Gets printed out and referred to multiple times on day of flight. Avoid airport queues and print your boarding pass before departure for most flights.

Great for shopping, restaurants, and attractions, capturing planning and destination activities.

Targeted: Per customer, not per booking, and geo-targeted to specific regions.

Rates: Turn to page 13 for rates, specifications and deadlines.

* No third party tracking

Jetstar Media kit
Digital case studies

**Uber**

**Client Objective:** To drive app downloads, and educate incoming fliers where they can catch an Uber

**Campaign:** Targeted to inbound travellers to Sydney and Brisbane

**CTR:** 2.52%

---

**Villa Kubu**

**Client Objective:** To promote a 25% discount offer to customers travelling to Bali

**Campaign:** Targeted to travellers between Australia and Bali

**CTR:** 2.6%

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**Adelaide airport**

**Client Objective:** To promote online airport parking online, and to educate on the airport facilities.

**Campaign:** Targeted to all travellers with a booking from Adelaide Airport

**CTR:** 1.7%

---

**Vodafone**

**Client Objective:** To educate existing Vodafone customers entering New Zealand about a free international roaming plan

**Campaign:** Targeted to all travellers between Australia and New Zealand

**CTR:** 2.38%
Inflight media

Long recognised as one of the best media in which to develop a lasting and trusting relationship with your target audience, Jetstar Magazine is a fun, friendly and informative read. Compliment and complete your marketing campaign with a combination of brand, native and editorially supported messages. It’s the perfect environment to build trust with your customer.

Give your brand the opportunity to reach up to 1.6 million Jetstar customers each month in a unique and captive environment. Our talented editorial team can create tailored content that speaks to your target market and is seamlessly integrated into the pages of the inflight magazine. For more information, contact your sales representative.

Rates: Turn to page 12 for rates, specifications and deadlines.
Inflight media

Complementing the Jetstar Media portfolio, Jetstar inflight entertainment offers you the opportunity to engage your customer with seat back screens*. Offering pre-roll TVCs or long form video format,*inflight entertainment is a great way to engage and educate your audience.

* Only available on 787 Dreamliner Aircraft

Inflight entertainment

Ambient signage

Ambient signage delivers unprecedented dwell time and maximum exposure to all customers throughout the flight*. Ambient works for the duration of the flight in one of the most captive, unsaturated environments imaginable.

* Some blackout periods may apply. Available on domestic and trans-Tasman planes only. Minimum campaign period is 3 months

Onboard sampling is a unique, targeted distribution channel for your next brochure or product sample*. Have 30,000 copies distributed into every seat pocket, onboard sampling provides the perfect opportunity to showcase your product in the Jetstar cabin.

* Weight limits apply. Guidelines apply and are approved on a case-by-case basis. Limited to one sampling per month. Available across the domestic and trans-Tasman network only

Sampling

Reach up to 166,000 customers per month
Reach 22,693 passengers per plane per month
Reach up to 1.6 million passengers per month

Rates: Turn to page 13 for rates, specifications and deadlines.
Aircraft livery

Working with Jetstar media has allowed us to connect with our audience using a unique creative canvas

Kate Nicolls, Head of Partnerships 20th Century Fox Film Distribution

Your campaign

Drive maximum value for your campaign through cost effective ambient advertising.

Available for a minimum of three months, this is the ultimate way to generate brand and product awareness.

Amplify the message by extending the creative throughout ambient onboard media.

Rates: Turn to page 13 for rates, specifications and deadlines
## Print magazine

<table>
<thead>
<tr>
<th>Issue</th>
<th>Casual insertion</th>
<th>3 Insertions</th>
<th>6 Insertions</th>
<th>12 Insertions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Page Spread</td>
<td>NZ$18,000</td>
<td>NZ$15,300</td>
<td>NZ$13,000</td>
<td>NZ$11,000</td>
</tr>
<tr>
<td>Full Page</td>
<td>NZ$10,000</td>
<td>NZ$8,500</td>
<td>NZ$7,200</td>
<td>NZ$6,100</td>
</tr>
</tbody>
</table>

Native options incur up to NZ$2,000 production costs

### Destination insider advertising

<table>
<thead>
<tr>
<th></th>
<th>Casual insertion</th>
<th>3 Insertions</th>
<th>6 Insertions</th>
<th>12 Insertions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half Page</td>
<td>NZ$5,500</td>
<td>NZ$4,600</td>
<td>NZ$3,900</td>
<td>NZ$3,200</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>NZ$2,900</td>
<td>NZ$2,400</td>
<td>NZ$2,000</td>
<td>NZ$1,700</td>
</tr>
</tbody>
</table>

### Special positions (loads)

<table>
<thead>
<tr>
<th>Special positions (loads)</th>
<th>Loads</th>
</tr>
</thead>
<tbody>
<tr>
<td>Insider front cover spread</td>
<td>40%</td>
</tr>
<tr>
<td>Opposite contents</td>
<td>30%</td>
</tr>
<tr>
<td>Front half or rhp</td>
<td>10%</td>
</tr>
<tr>
<td>First right hand page</td>
<td>20%</td>
</tr>
<tr>
<td>Outside back cover</td>
<td>40%</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>20%</td>
</tr>
</tbody>
</table>

## Dates/deadlines

<table>
<thead>
<tr>
<th>Issue</th>
<th>Onboard date</th>
<th>Booking deadline</th>
<th>Material deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>1 January</td>
<td>25 November</td>
<td>2 December</td>
</tr>
<tr>
<td>February</td>
<td>1 February</td>
<td>23 December</td>
<td>5 January</td>
</tr>
<tr>
<td>March</td>
<td>1 March</td>
<td>30 January</td>
<td>6 February</td>
</tr>
<tr>
<td>April</td>
<td>1 April</td>
<td>1 March</td>
<td>8 March</td>
</tr>
<tr>
<td>May</td>
<td>1 May</td>
<td>29 March</td>
<td>5 April</td>
</tr>
<tr>
<td>June</td>
<td>1 June</td>
<td>2 May</td>
<td>9 May</td>
</tr>
<tr>
<td>July</td>
<td>1 July</td>
<td>1 June</td>
<td>8 June</td>
</tr>
<tr>
<td>August</td>
<td>1 August</td>
<td>30 June</td>
<td>7 July</td>
</tr>
<tr>
<td>September</td>
<td>1 September</td>
<td>1 August</td>
<td>8 August</td>
</tr>
<tr>
<td>October</td>
<td>1 October</td>
<td>1 September</td>
<td>8 September</td>
</tr>
<tr>
<td>November</td>
<td>1 November</td>
<td>29 September</td>
<td>6 October</td>
</tr>
<tr>
<td>December</td>
<td>1 December</td>
<td>1 November</td>
<td>8 November</td>
</tr>
</tbody>
</table>

**Rates:** All rates are exclusive of GST
Jetstar Media kit

**Digital**

**Home page, cheap flights & deals leader board**

<table>
<thead>
<tr>
<th>Type</th>
<th>Dimensions</th>
<th>Artwork size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEADER BOARD</td>
<td>728 x 90</td>
<td>MAX 75KB</td>
<td>NZ$45  CPM</td>
</tr>
</tbody>
</table>

**Manage my booking**

<table>
<thead>
<tr>
<th>Type</th>
<th>Dimensions</th>
<th>Artwork size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>MREC</td>
<td>300 x 250</td>
<td>MAX 75KB</td>
<td>NZ$132  CPM</td>
</tr>
</tbody>
</table>

**Itinerary email**

<table>
<thead>
<tr>
<th>Type</th>
<th>Dimensions</th>
<th>Artwork size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>SINGLE UNIT</td>
<td>600 x 200</td>
<td>MAX 75KB*</td>
<td>NZ$132  CPM</td>
</tr>
</tbody>
</table>

**Pre-departure email**

<table>
<thead>
<tr>
<th>Type</th>
<th>Dimensions</th>
<th>Artwork size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>STANDARD</td>
<td>630 x 200</td>
<td>MAX 75KB*</td>
<td>NZ$132  CPM</td>
</tr>
</tbody>
</table>

**Web boarding pass**

<table>
<thead>
<tr>
<th>Type</th>
<th>Dimensions</th>
<th>Artwork size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>SINGLE UNIT</td>
<td>750 x 175</td>
<td>MAX 75KB*</td>
<td>NZ$132  CPM</td>
</tr>
</tbody>
</table>

**Dates/deadlines**

<table>
<thead>
<tr>
<th>Booking date</th>
<th>Material Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum 1 week prior to start date</td>
<td>1 week prior go live date</td>
</tr>
</tbody>
</table>

File format must be JPEG (no moving images or flash files)
Working URL must also be provided

---

**Ambient**

**Overhead lockers**

<table>
<thead>
<tr>
<th>Run time</th>
<th>Production cost</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>MIN 3 MONTHS</td>
<td>$3,857 Per Aircraft</td>
<td>NZ$5,510 Per Aircraft PCM</td>
</tr>
</tbody>
</table>

**Tray tables**

<table>
<thead>
<tr>
<th>Run time</th>
<th>Production cost</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>MIN 3 MONTHS</td>
<td>$3,857 Per Aircraft</td>
<td>NZ$5,000 Per Aircraft PCM</td>
</tr>
</tbody>
</table>

**Sampling**

<table>
<thead>
<tr>
<th>Availability</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>30,000 Units</td>
<td>NZ$1 Per Sample</td>
</tr>
</tbody>
</table>

**Inflight entertainment**

<table>
<thead>
<tr>
<th>Run time</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>MIN 2 MONTHS</td>
<td>NZ$5,500 PCM</td>
</tr>
</tbody>
</table>

**Dates/deadlines**

<table>
<thead>
<tr>
<th>Booking date</th>
<th>Material Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>45 Days</td>
<td>30 Days prior</td>
</tr>
</tbody>
</table>

Available across the domestic and trans-Tasman network only
Guidelines apply and are approved case-by-case
Limited to one sampling per month, weight limits apply

**Aircraft livery**

<table>
<thead>
<tr>
<th>Run time</th>
<th>Production cost</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>MIN 3 MONTHS</td>
<td>$50,000</td>
<td>NZ$50,000 PCM</td>
</tr>
</tbody>
</table>

**Dates/deadlines**

<table>
<thead>
<tr>
<th>Booking date</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 Months prior to go live date</td>
</tr>
</tbody>
</table>

Please discuss options with your Jetstar media representative

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* No third party tracking
Material specifications

- Advertising material is to be supplied to the correct publication page size. Taking special care to include bleed, trim and registration marks. (Minimum bleed size is 5mm.)
- Avoid running type across the gutter of a double page spread.
- Text and logos must be no closer than 5mm to the trim edge to avoid being trimmed off.
- All type should be a minimum of 6pt and 8pt for reversed type.
- Files must be saved in CMYK format. Spot colours, RGB or LAB colours will be rejected.
- Images need to be of a minimum 300dpi at print size. Black & white/line art should be 600dpi.
- Solid black panels or backgrounds should carry 40% cyan to ensure a rich black.
- Do not supply black text made up of more than two colours. Three and four colour black text is unacceptable.
- Total ink limit should be between 280-310%.
- PDF files should be supplied as single page files. File names should be labelled P1 for the first (left hand) page and P2 for the second (right hand) page for a double page spread.
- To ensure accurate colour reproduction, Hardie Grant Media recommends a 3DAPv3 approved digital proof with paper type 1. Please go to www.3dap.com.au for more details.
- Do not supply total ad layout in Photoshop, Illustrator, Word or any other unsupported software. Do not supply advertising material as a TIFF, JPEG or EPS only.
- Advertising material supplied incorrectly may be subject to a production charge if Hardie Grant is required to amend it.

How to supply artwork

1. E-mailed pdf
   (File size must be under 8MB)
   - Supply of advertising material in this way means you are wholly responsible for any changes to material required by you, Hardie Grant or its clients.
   - Ensure advertisement is the correct size (including any bleed) and that all images are CMYK and 300dpi and fonts are embedded when creating the PDF file.
   - PDF job options can be downloaded from www.3dap.com.au and it is advised that you use these job options to make your PDF as they are industry standard. Select paper type 1. PC and Mac versions are available as well as step-by-step instructions.

2. Via wetransfer
   www.wetransfer.com

Please note

Keep all text and critical imagery 14mm from the inside edge. Jetstar Magazine is perfect bound and text too close to the gutter will disappear.

Display formats

DPS
Text Area: 240mm H x 336mm W
Trim Size: 255mm H x 356mm W
Bleed Size: 265mm H x 366mm W (+ 5mm bleed and crops)

Full page
Text Area: 240mm H x 150mm W
Trim Size: 255mm H x 178mm W
Bleed Size: 265mm H x 188mm W (+ 5mm bleed and crops)

Half page horizontal
Text Area: 104mm H x 151mm W
(no bleed required)

Half page vertical
Text Area: 215mm H x 74mm W
(no bleed required)

Quarter page
Text Area: 104mm H x 72mm W
(no bleed required)

Production Contact: Erika Mudie
T: 03 8520 6444 erikamudie@hardiegrant.com.au
32.1% passengers travel with us to gain life experiences.
Operated by Jetstar Asia
Operated by Jetstar Pacific
Operated by Jetstar Japan

Flights are operated by Jetstar Pacific and commence 15 January 2017, subject to regulatory approval.

Flights are operated by Jetstar Japan and commence 23 January 2017, subject to regulatory approval.

*Current as of January 2017

Our Asia network

Domestic Vietnam

Domestic Japan

International