

# Jetstar

Media kit 2017

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FEB 2017\_v1



hardie grant media







our customers

“

40.7% 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

  
**14% SINGLES**

  
**24% COUPLES**

  
**51% FAMILIES**

  
**6% SHARE HOUSE**

**3.6% OTHER**

**60%**  
18-39 YEARS OLD



# Customer statistics

**AGE**

**60%**

18-39 YEARS

**31%**

40-59 YEARS

**9%**

60+ YEARS



**GENDER**

**53%**

FEMALE

**47%**

MALE



“

5 million Jetstar customers  
earn an above-average  
household income



**HOUSEHOLD  
INCOME**

**37%**

\$50-100k

**30%**

\$100-200k

**10%**

ABOVE \$200k



**TRAVEL  
PURPOSE**

**87%**

LEISURE

**13%**

BUSINESS



**3.6m**

TRAVEL

more  
than two  
times a  
year



# What do our customers do in flight?



**70.1%**  
READ



**46%**  
EAT OR DRINK



**44.6%**  
WATCH TV



**28.7%**  
PLAY GAMES/PUZZLES



**25.3%**  
CHAT

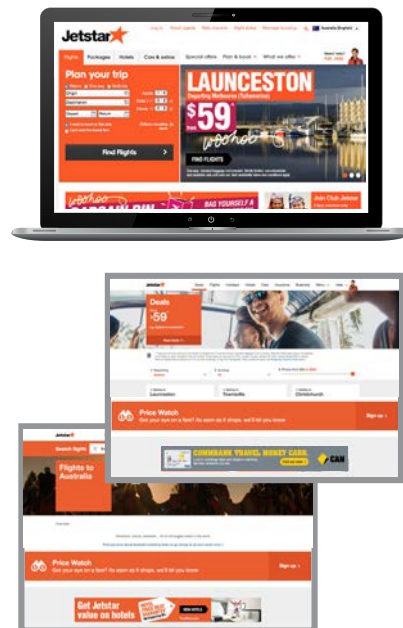


**9.7%**  
WORK



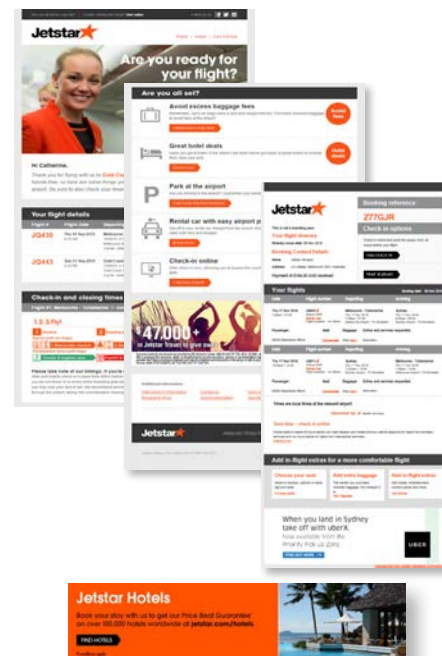
## Reach Jetstar's audience across multiple platforms at all stages of the customer journey

### 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.

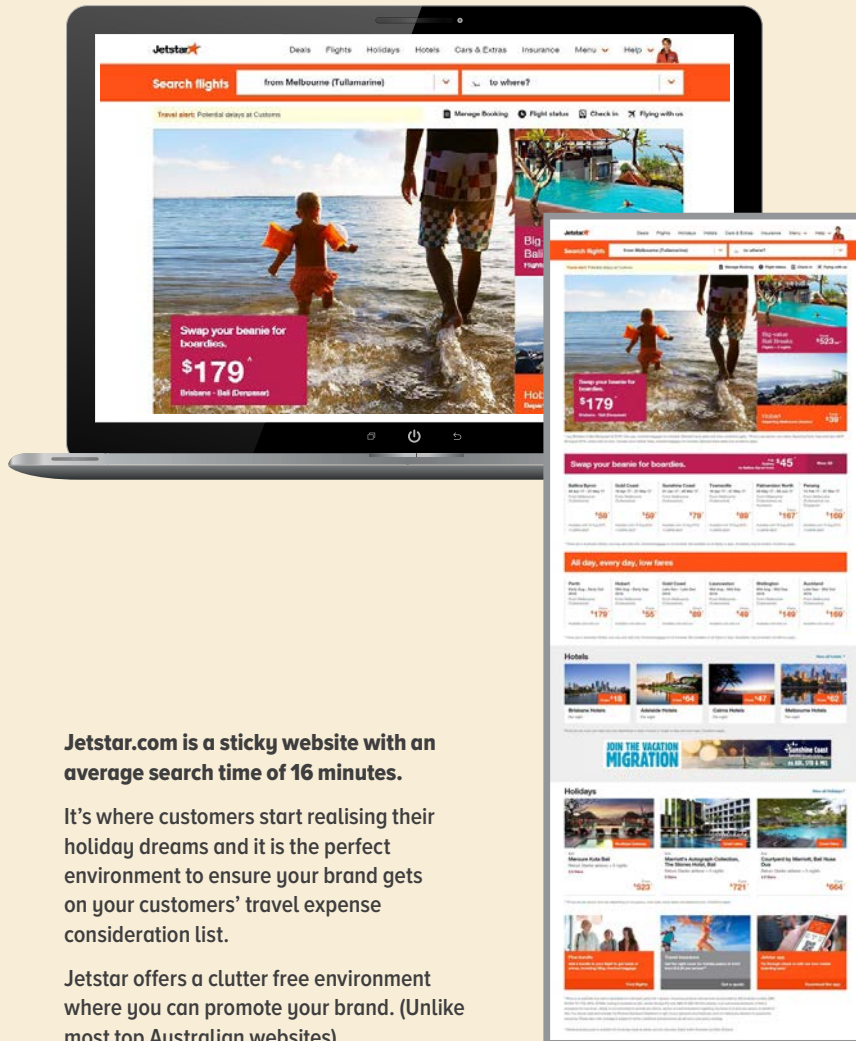
### Fly



Display and native advertising in our magazine. Branded content on our overhead lockers and seat backs.

# Jetstar.com

## Home page



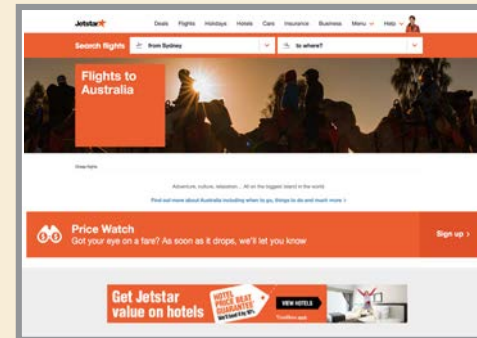
Jetstar.com is a sticky website with an average search time of 16 minutes.

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 14 for rates, specifications and deadlines.

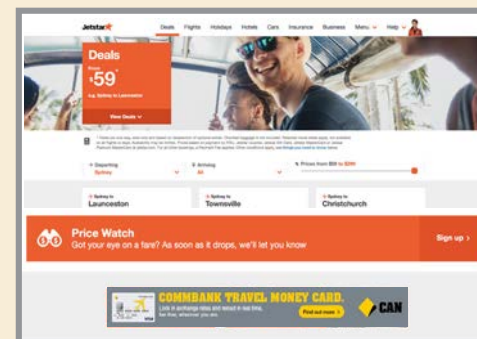
## Cheap flights



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.

## Deals



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.



**66.5%**  
OF JETSTAR  
CUSTOMERS  
have booked or are  
planning and researching  
their next holiday



**87.8%**  
OF BOOKINGS  
happen on a desktop  
computer



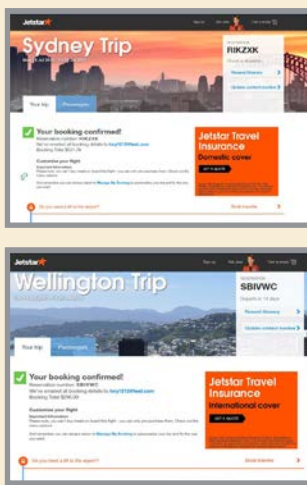
**43.5%**  
OF CUSTOMERS  
will check in via the  
Jetstar website



**75.9%**  
OF JETSTAR  
CUSTOMERS  
will spend money on  
accommodation during  
their journey

# Digital media

## Manage my booking



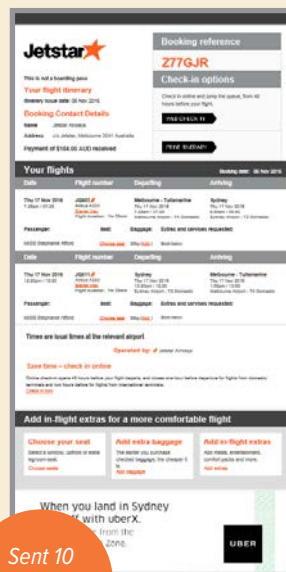
Seen immediately after booking

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\*



Sent 10 minutes after booking

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\*



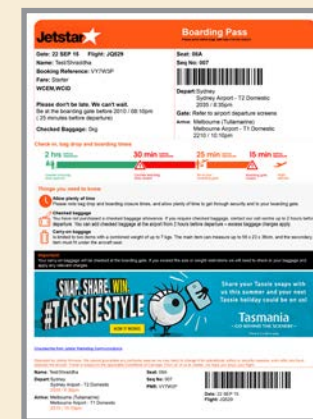
Sent 48 hours before departure

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\*



Available 48 hours before flight

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.

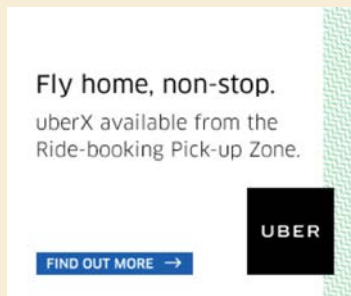
**Targeted:** Per customer, not per booking, and geo-targeted to specific regions.

\* No third party tracking

**Rates:** Turn to page 14 for rates, specifications and deadlines.

# Digital case studies

## Uber



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

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

**CTR:** 2.52%

## Villa Kubu

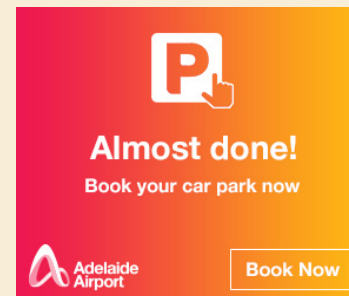


**Client Objective:** To promote a 25% discount offer to customers travelling to Bali

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

**CTR:** 2.6%

## Adelaide airport



**Client Objective:** To promote airport parking and to educate on the airport's facilities

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

**CTR:** 2.47%

## 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

## Inflight entertainment



Reach up to 166,000 customers per month

Complimenting 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*

## Ambient signage



Reach 22,693 passengers per plane per month

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*

## Sampling



Reach up to 1.6 million passengers per month

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*

**Rates:** Turn to page 14 for rates, specifications and deadlines.



# Aircraft livery

## 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.

“

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 brand here



**Rates:** Turn to page 14 for rates, specifications and deadlines

# Our Australia & New Zealand network

\*Current as of January 2017, see page 16 for our other destinations



JETSTAR AUSTRALIA  
& NEW ZEALAND

OUR FLEET OF



**75**  
aircraft  
FLY UP TO



**2,506**  
FLIGHTS PER WEEK



**34**  
DESTINATIONS



REACH UP TO  
**1.6m**  
CUSTOMERS  
EVERY MONTH



## Print magazine

Issue	Casual insertion	3 Insertions	6 Insertions	12 Insertions
Double Page Spread	\$18,000	\$15,300	\$13,000	\$11,000
Full Page	\$10,000	\$8,500	\$7,200	\$6,100

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

Destination insider advertising				
Half Page	\$5,500	\$4,600	\$3,900	\$3,200
Quarter Page	\$2,900	\$2,400	\$2,000	\$1,700

Special positions (loads)	Loads
Insider front cover spread	40%
Opposite contents	30%
Front half or rhp	10%
First right hand page	20%
Outside back cover	40%
Inside back cover	20%

**Rates:** All rates are exclusive of GST

## Dates/deadlines

Issue	Onboard date	Booking deadline	Material deadline
January	1 January	25 November	2 December
February	1 February	23 December	5 January
March	1 March	30 January	6 February
April	1 April	1 March	8 March
May	1 May	29 March	5 April
June	1 June	2 May	9 May
July	1 July	1 June	8 June
August	1 August	30 June	7 July
September	1 September	1 August	8 August
October	1 October	1 September	8 September
November	1 November	29 September	6 October
December	1 December	1 November	8 November

## Digital

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

Type	Dimensions	Artwork size	Rate
Leader board	728 x 90	MAX 75KB	\$45 CPM

### Manage my booking

Type	Dimensions	Artwork size	Rate
MREC	300 x 250	MAX 75KB	\$120 CPM

### Itinerary email

Type	Dimensions	Artwork size	Rate
Single unit	600 x 200	MAX 75KB*	\$120 CPM

### Pre-departure email

Type	Dimensions	Artwork size	Rate
Standard	630 x 200	MAX 75KB*	\$120 CPM

### Web boarding pass

Type	Dimensions	Artwork size	Rate
Single unit	750 x 175	MAX 75KB*	\$120 CPM

### Dates/deadlines

Booking date	Material deadline
Minimum 1 week prior to start date	1 week prior go live date

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

\* No third party tracking

## Ambient

### Overhead lockers

Run time	Production cost	Rate
Min 3 months	\$3,500 Per Aircraft	\$5,000 Per Aircraft PCM

### Tray tables

Run time	Production cost	Rate
Min 3 months	\$3,500 Per Aircraft	\$5,000 Per Aircraft PCM

### Sampling

Availability	Rate
30,000 Units	\$1 Per Sample

### Inflight entertainment

Run time	Rate
Min 2 months	\$5,500 PCM

### Dates/deadlines

Booking date	Material deadline
45 Days	30 Days prior

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

Run time	Production cost	Rate
Min 3 months	\$50,000	\$50,000 PCM

### Dates/deadlines

Booking date
5 Months prior to go live date

Please discuss options with your Jetstar media representative



## 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 to 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](http://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)

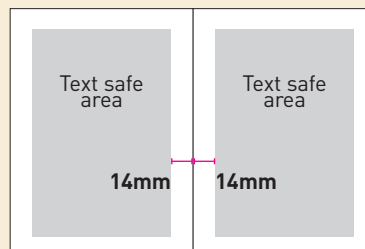
- Supply of advertising material in this way means you are wholly responsible for any changes to material required by you, Hardie Grant or its clients.
- Ensure advertisement is the correct size (including any bleed) and that all images are CMYK and 300dpi and fonts are embedded when creating the PDF file.
- PDF job options can be downloaded from [www.3dap.com.au](http://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

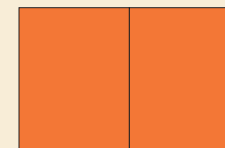
[www.wetransfer.com](http://www.wetransfer.com)

## 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 x H 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](mailto:erikamudie@hardiegrant.com.au)

# Advertising contacts



“

6.1m passengers  
travel with  
us to gain life  
experiences



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# Our Asia network

\*Current as of January 2017

