

# Let's fly together!

Your Advertising Opportunities with SunExpress



[sunexpress.com](http://sunexpress.com)



**SunExpress**

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Crew Announcement



# Company Profile: We are SunExpress

## Uniting people, countries and cultures for more than 30 years

It's all hidden in our name. Founded as a joint venture between Lufthansa and Turkish Airlines in 1989, we are a true sun specialist and offer numerous direct connections between Europe and Turkey. Besides flying our guests to many idyllic holiday destinations in Turkey, we reconnect them with their families and loved ones with our direct flights from Europe to many Anatolian cities.

Our success story relies on our valuable passengers who choose to fly with us and the dedicated workforce of 3,500 employees who are experts in their field to serve our customers at the highest standards. We do our very best to ensure remaining as high-flyers for at least another thirty years and offer our guests high-quality services.

Our headquarters is located in the sunny Antalya, which is known as the touristic capital of Turkey. Another key hub is Izmir on Turkey's Aegean coast. The company's second headquarters is located in Gateway Gardens in Frankfurt am Main.

## Investment and innovation

The ability to invest and the willingness to innovate are the most crucial factors when it comes to the continuous development of an airline.

Through our order for 50 new Boeing 737 aircraft in 2014, we have made significant investments in our fleet, making it one of the youngest in Europe. We have already received 18 new Boeing 737-800 NGs, with another 32 due to join the ranks by 2024. This type of aircraft offers our passengers top comfort and maximum safety. With their modern, low-emission design, they help us embrace our ever-growing social responsibility as an aviation company.

Our customers can also contact us round the clock via WhatsApp and can even book flights through Facebook Messenger, making us a pioneer in this area, too.

## Dedication that reaps rewards

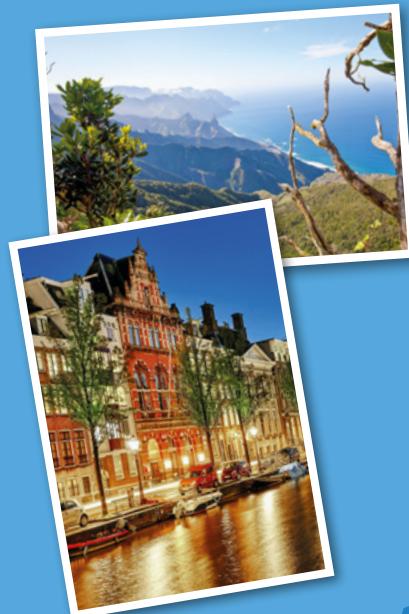
The many awards we have received over the years proves we are a reliable and attractive travel partner for our customers. As a particular source of pride, we have chosen four of our countless distinctions to present here:

- **Fifth best leisure airline in the world (2018 & 2019):** We were voted the world's fifth best leisure airline and the best leisure airline in Turkey by Skytrax World Awards, also known as "the passengers' choice".
- **Turkey's safest airline (2018):** By the Directorate General of Civil Aviation (DGCA), we were awarded as the best airline in passenger transportation with the SAFA rating 0.0, making us the best-rated passenger airline.
- **Germany's most punctual airline (2018):** Using data collected by the passenger rights portal Flightright, we were rated the most punctual airline in Germany.
- **Sixth place in Airline Index (2018):** We were ranked sixth in the highly regarded Airline Index published by the renowned climate protection organization 'atmosfair'. This means that of the 190 largest airlines in the world, only five beat us in terms of carbon efficiency.

We will always continue to carry you to your loved ones and to your dream holiday destination. We wish you a pleasant flight on board SunExpress.

# Network

- Full charter
- Scheduled flight



\*no claim for completeness

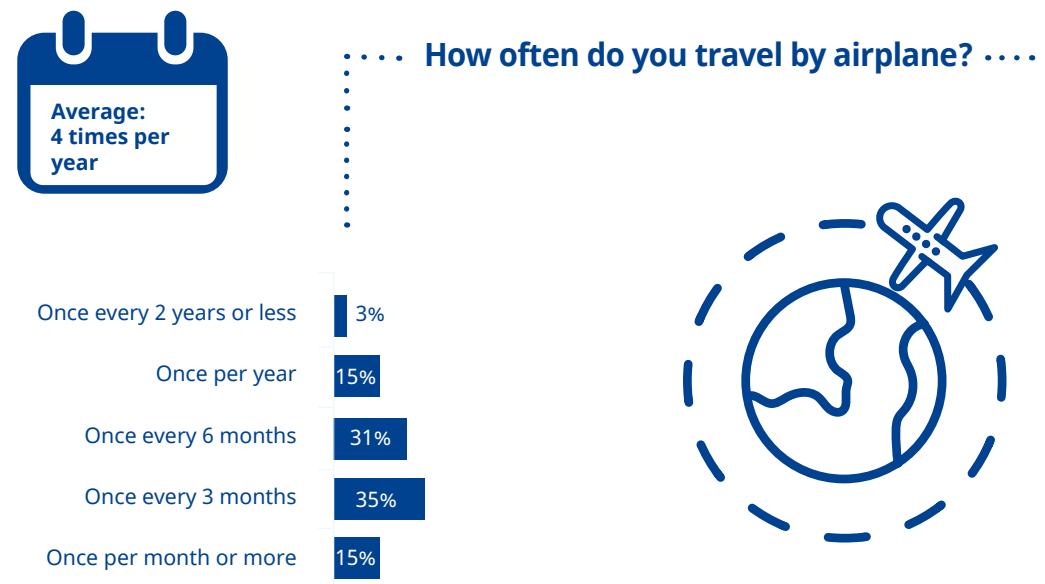
## Distribution of passengers:



## Distribution by reason of travel:



## Distribution of passengers by gender:



Your advertising opportunities with SunExpress

# On Board



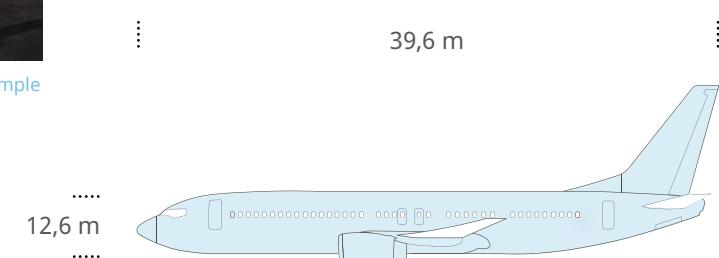
Advertising opportunities: SunExpress - On board

# Aircraft decals



Example

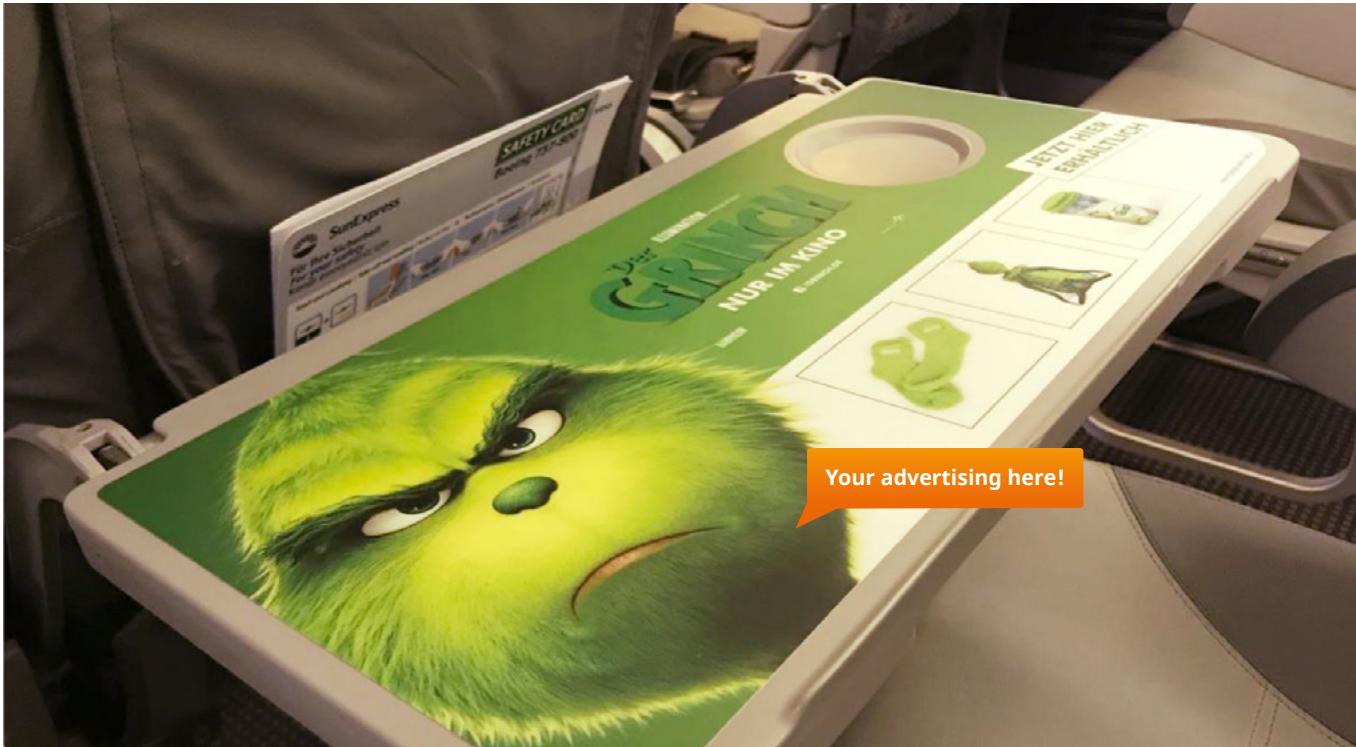
Design your own aircraft and let it take off. The perfect platform for your advertising message.



## Aircraft decals

Lead time	3 months
Duration	min. 6 months
Price	250.000 € + production costs / 6 months

# Tray table stickers



Example

The tray tables offer an optimal advertising space for your advertising message.

## Tray table stickers

Lead time	1 month
Duration	min. 1 month
Coverage / month	ca. 16.000 passengers per aircraft
Minimum quantity	1 aircraft / month
Dimensions	dependent on the aircraft*
Price	starting from 3.900 € / month + production costs (2.250 €)

\*Tray table 1: 42 x 19,5 cm; Tray table 2: 41,5 x 23,3 cm; Tray table 3: 41 x 24 cm;  
Tray table 4: 39,8 x 23,4 cm; Tray table 5: 42 x 24 cm

Advertising opportunities: SunExpress - On board

# Crew announcement



Example

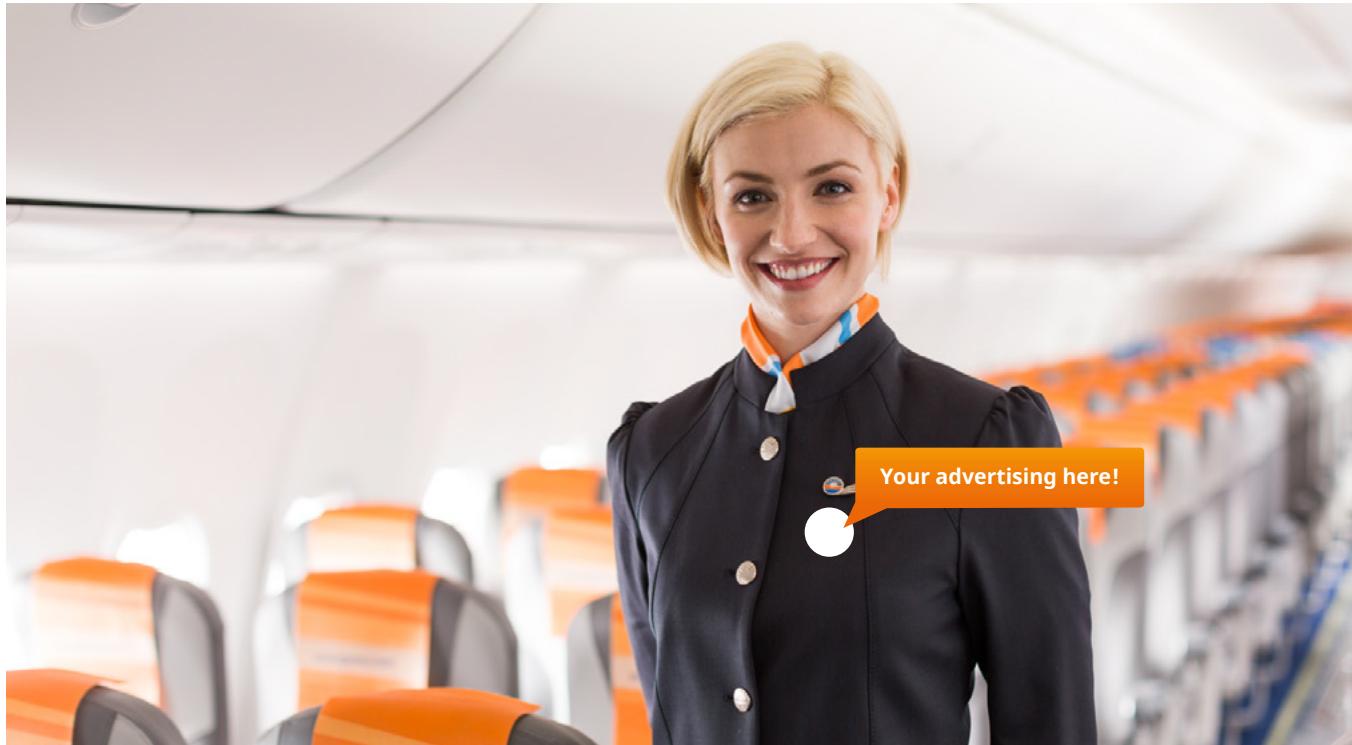
The friendly voices of our crew accompany passengers throughout the flight.  
Let our flight attendants speak for you!

## Crew announcement

Lead time	7 days
Duration	1 month
Coverage / month	600 k passengers / month
Flights	ca. 5.500 flights / month
Price	starting from 25.000 € /month

Advertising opportunities: SunExpress - On board

# Uniform accessoires



Example

Our friendly flight attendants are the face of SunExpress, your vacation airline.  
Our staff communicates personally with each passenger.  
And with your uniform accessoire, so do you!

## Uniform accessoires

Lead time	1 month
Duration	on request
Coverage / month	600 k passengers / month
Flights	ca. 5.500 flights / month
Dimensions	according to individual agreement
Price	on request

# Samples



Example

Give our passengers a small gift when boarding or exiting the aircraft and be remembered! From giveaways to product samples, we are open to anything that brings joy to our guests. Be a part of it!

## Samples

Lead time	1 month
Duration	depending on consumption
Coverage / month	600 k passengers / month
Flights	ca. 5.500 flights / month
Minimum quantity	none
Price	starting from 15.000 € / month

SunExpress reserves the right to check if the product fits our brand. If this is not the case, then unfortunately the samples cannot be loaded on SunExpress flights.

# Giveaways for kids



Example

Cheerful giveaways provide fun and entertainment for our little passengers on board. The children will still enjoy your individual gifts after the trip.

## Giveaways for kids

Lead time	1 month
Duration	according to individual agreement
Coverage / month	40.000 children per month
Flights	ca. 5.500 flights / month
Minimum quantity	none
Price	on request

Advertising opportunities: SunExpress - On board

# Flyer



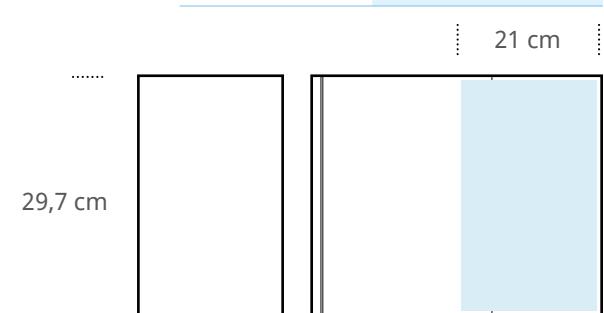
Example

Our passengers find all important information in the seat pocket directly in front of them. Leave your message here and you can be sure that it will be noticed.

## Flyer

Lead time	21 days
Duration	min. 1 month
Coverage / month	600 k passengers / month
Flights	ca. 5.500 flights / month
Minimum quantity	none
Dimensions	max. 29,7 x 21 cm
Price	starting from 15.000 € per month + production and distribution costs

21 cm



# Napkins



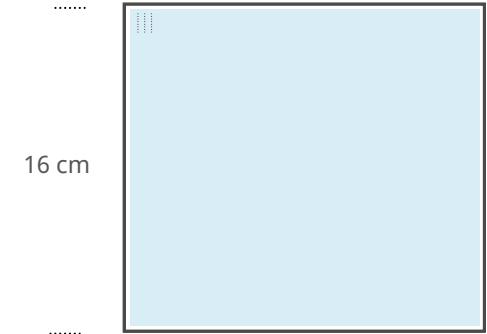
Our passengers are handed a napkin with every drink or snack - a very effective advertising opportunity!

Example

## Napkins

Lead time	1 month
Duration	depending on consumption
Coverage / month	600 k passengers / month
Flights	ca. 5.500 flights / month
Min. quantity	100.000 pieces
Dimensions	16 x 16 cm
Price	starting from 10.000 €

16 cm



# Air sickness bag



In case of need, each passenger has an air sickness bag directly in the seat pocket in front of them. But even if it is not needed, our passengers really like to take a close look at the reading material in the seat pocket: Your message directly in the hands of your target group.

## Air sickness bag

Lead time	1 month
Duration	depending on consumption
Coverage / month	600 k passengers / month
Flights	ca. 5.500 flights / month
Min. quantity	100.000 pieces
Dimensions	folded ca. 12,5 x 24 cm
Price	starting from 20.000 €

### Example



# Refreshment towels



Example

Refreshment towels are practical and popular. SunExpress serves your refreshing advertising message on them with every meal on board.

## Refreshment towels

Lead time	4 weeks
Duration	depending on consumption
Coverage / month	600 k passengers / month
Flights	ca. 5.500 flights / month
Min. quantity	100.000 pieces
Dimensions	folded ca. 6,2 x 11,8 cm
Price	starting from 15.000 €

# Boarding pass



Example

Direct and personal: your advertising message on SunExpress boarding passes reliably accompanies your target group on the flight.

## Boarding pass

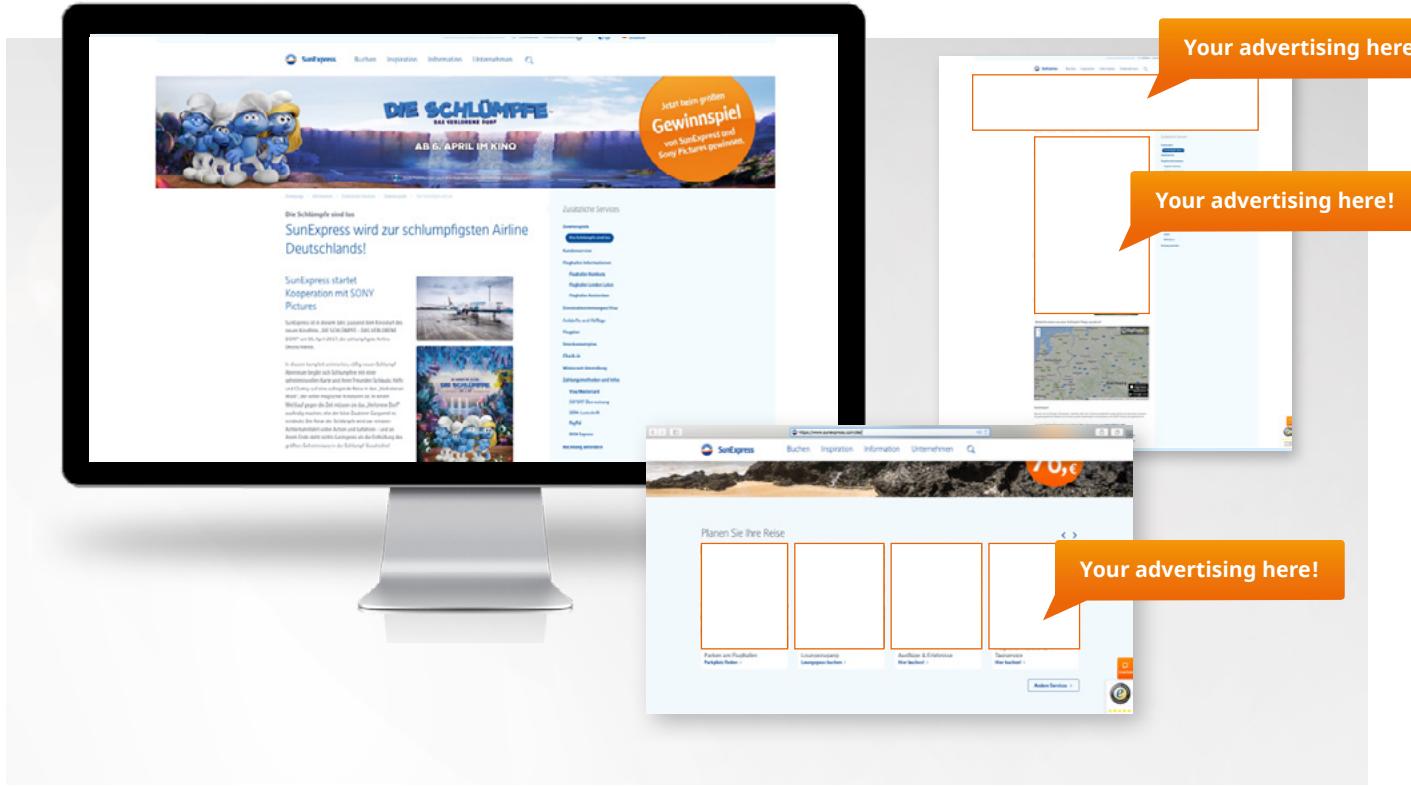
Lead time	2 months
Duration	depending on consumption
Coverage / month	600 k passengers / month
Flights	ca. 5.500 flights / month
Min. quantity	600.000 pieces
Dimensions	19,9 x 8,3 cm
Price	starting from 40.000 €

Your advertising opportunities with SunExpress

# Online



# Partner page



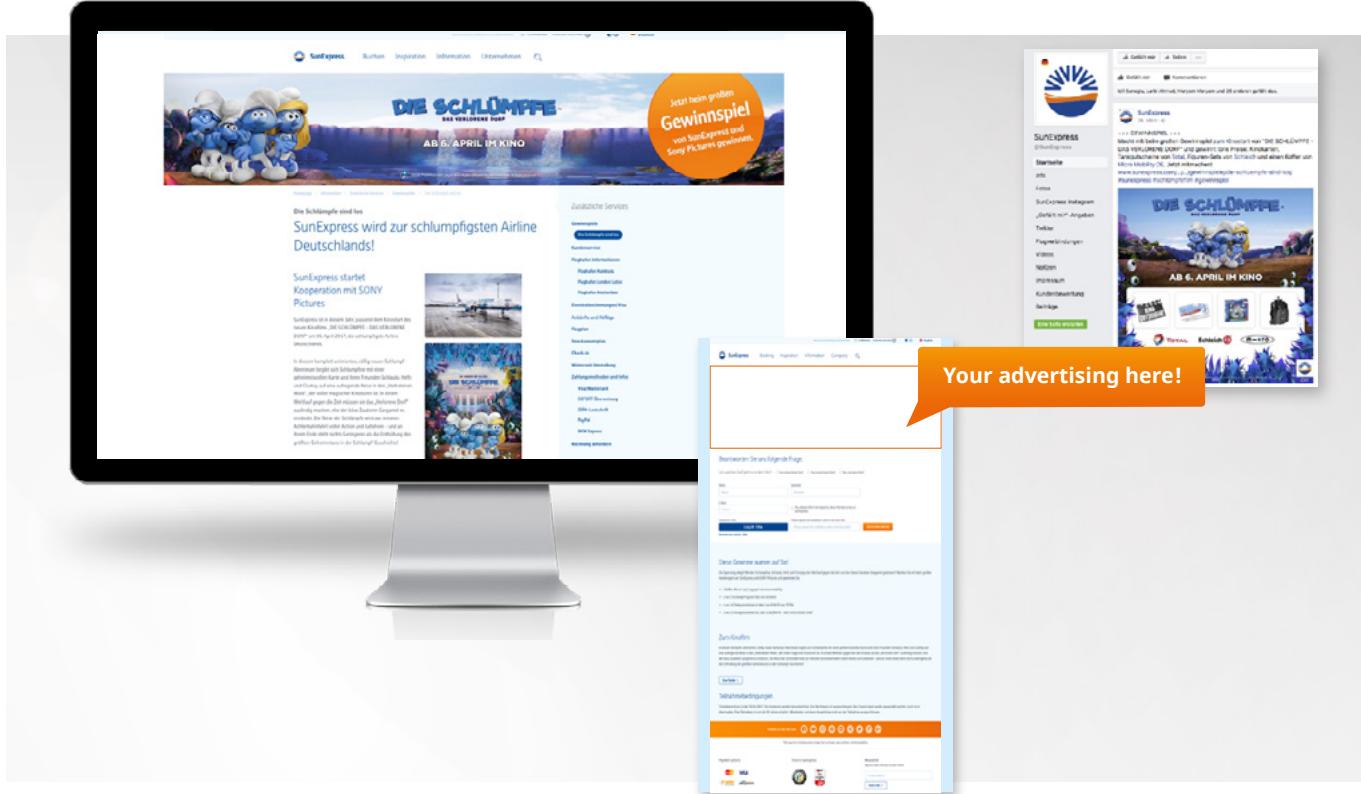
Example

SunExpress flights, car rentals, transfers and even boats can be booked via [sunexpress.com](http://sunexpress.com). Contact your target group directly at [sunexpress.com](http://sunexpress.com) - in German, English, Turkish, French, Russian and Italian. Design your own partner site, which can be reached directly with just one click: With teasers and images on [sunexpress.com](http://sunexpress.com), your site is sure to get many visitors.

## Partner page

Lead time	2 months
Duration	min. 2 weeks
Unique Users	ca. 1 mio. / month
Dimensions	depending on positioning
Price	starting from 15.000 €

# Raffle page



Example

Organize a customer competition in cooperation with SunExpress. Book your raffle page with us in your own design. You can use it in conjunction with Facebook, Instagram, Twitter or YouTube too.

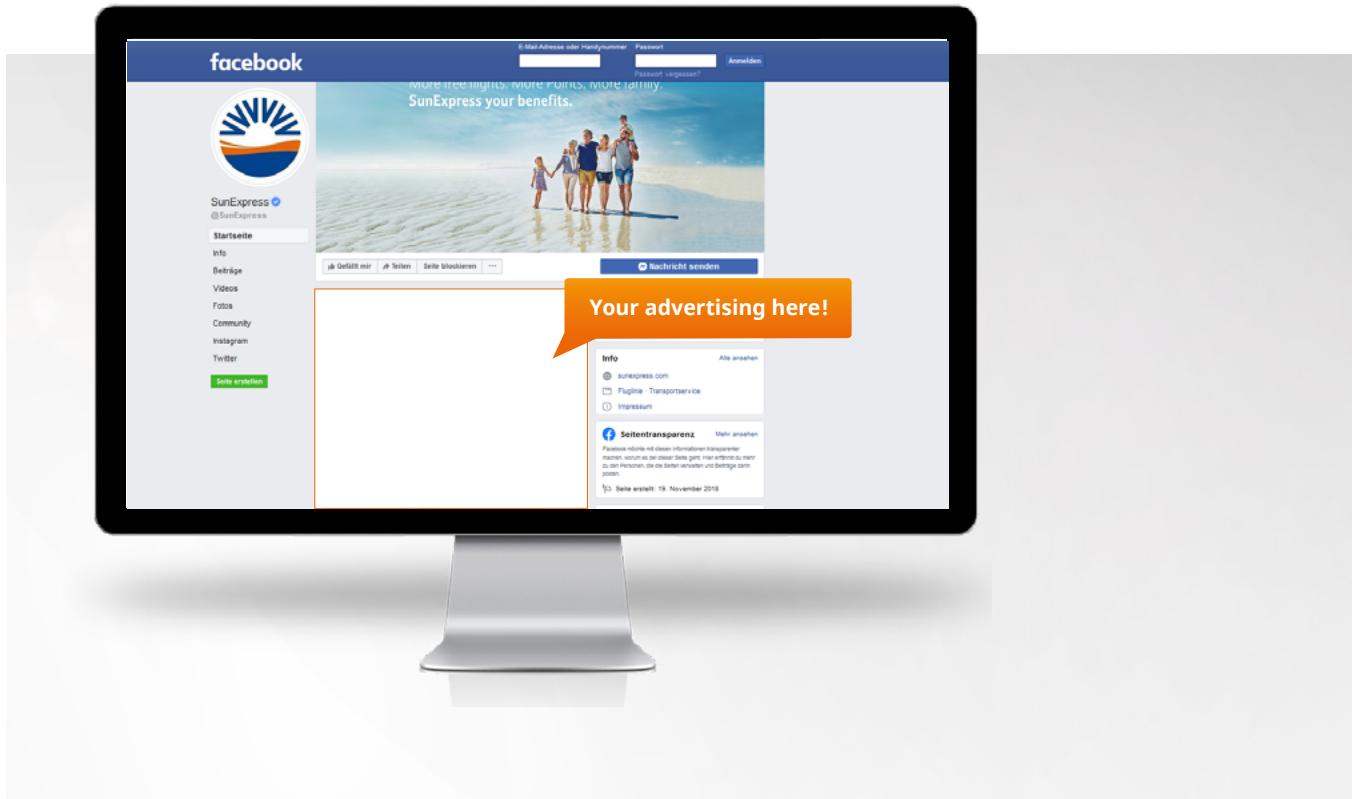
## Raffle page

Lead time	2 months
Duration	min. 2 weeks
Unique Users	ca. 1 mio. / month
Price	starting from 10.000 €

## Raffle page + Facebook

Lead time	2 months
Duration	min. 2 weeks
Unique Users	ca. 1 mio. unique users + Fb contacts
Followers on Facebook	> 400K
Followers on Instagram - 3 official accounts	> 100K
Followers on Twitter	> 69K
Subscribers on YouTube	> 27K
Price	starting from 15.000 €

# Social Media



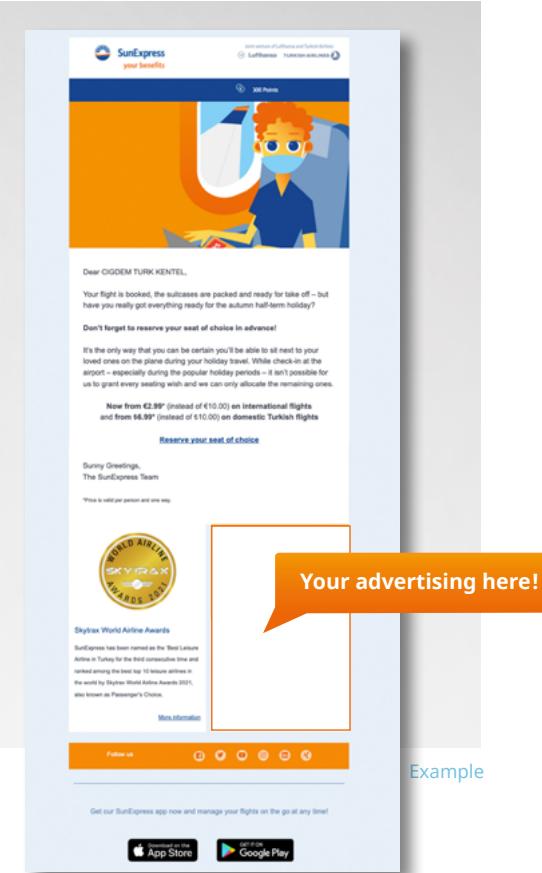
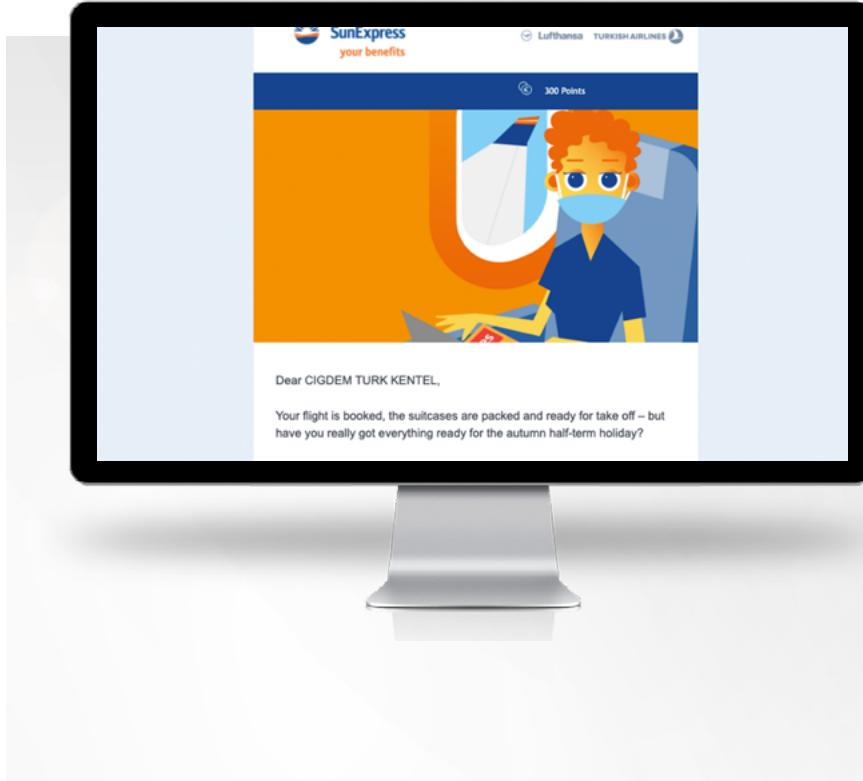
Example

Post on SunExpress social media channels such as Facebook, Instagram, Twitter and YouTube and have a direct dialogue with your target group!

## Social Media

Lead time	2 weeks
Follower	> 400.000 fans / follower on Facebook, > 50.000 subscribers on Instagram
Dimensions	depending on positioning
Price	on request

# Newsletter



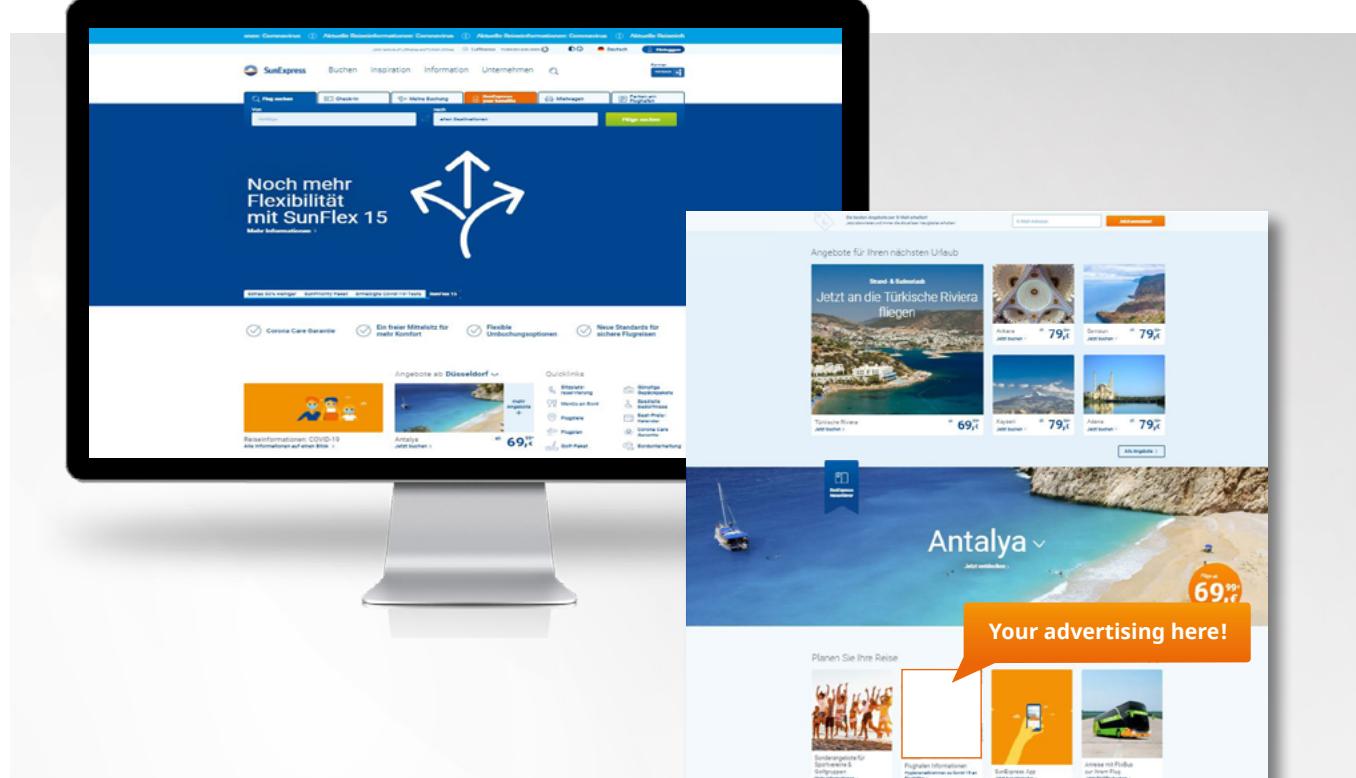
Example

## Newsletter

Lead time	2 weeks before publication
Coverage	Germany and Turkey
Dimensions	according to individual agreement
Newsletter German	starting from 5.000 €
Newsletter Turkish	starting from 3.000 €

Our newsletter subscribers receive exclusive offers at regular intervals. These are awaited with great interest. Book an advertising space in our German or Turkish newsletter and contact our subscribers who love to travel - from Germany, Austria, Switzerland and Turkey.

# Main teaser & special offer section



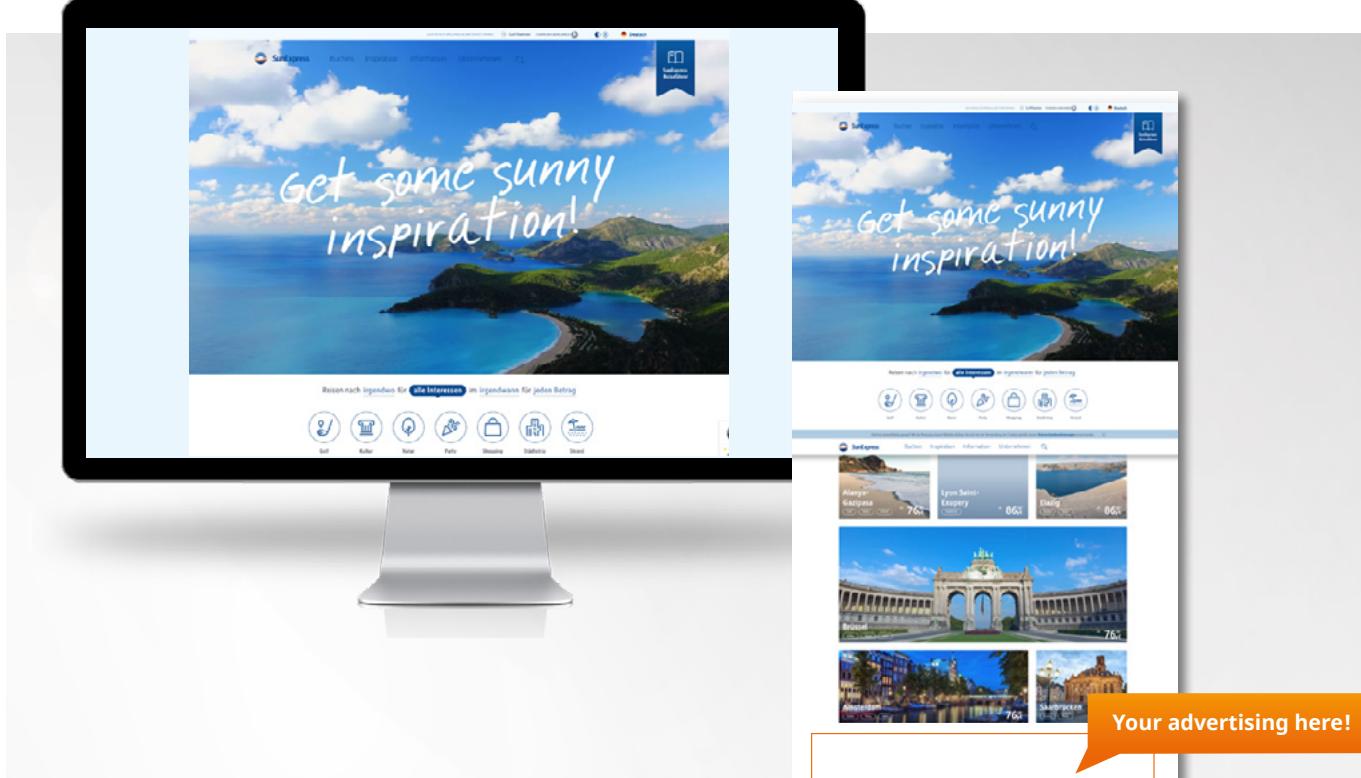
Example

Place your advertisement prominently in the main teaser or in the special offer sections on sunexpress.com.

## Main page (main teaser + special offer section)

Lead time	2 weeks
Duration	min. 2 weeks
Coverage / month	ca. 1 mio. / month
Price	starting from 25.000 € / month

# Travel guide



Unique promotions can be advertised on the SunExpress digital travel guide.

## Travel guide

Lead time	1 month
Duration	min. 2 weeks
Coverage / month	ca. 1 mio. / month
Price	starting from 10.000 € / month

Example

# Contact us

For booking advertising space and for further questions regarding our advertising opportunities, please contact us by e-mail at:  
[advertising@sunexpress.com](mailto:advertising@sunexpress.com)