

# Wizz Air inflight media solutions

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Media kit 2026



# About Wizz Air

## Wizz Air is Europe's fastest growing airline

Biggest summer 2026  
**341**  
New Routes  
Launched!  
Biggest summer 2026



Since its first flight in May 2004, Wizz Air has become Europe's fastest growing airline, connecting some of the continent's biggest economies. It is now the fifth largest European airline, and over the next 12 months more than **80m passengers** will fly with Wizz Air.

**The Wizz Air Group consists of 3 subsidiaries:**

- Wizz Air Hungary
- Wizz Air UK
- Wizz Air Malta

**180+**  
destinations

**45**  
countries

**1,200+**  
flights  
per day

**500m+**  
passengers  
carried

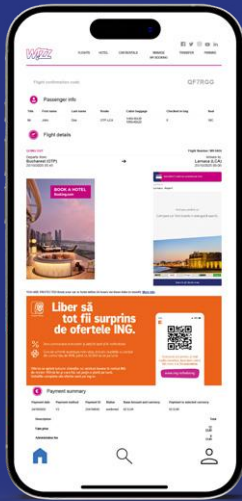
**22%**  
increase in  
passengers  
since 2025

**1,000+**  
routes across  
Europe and  
beyond

**92.9%**  
average load  
factor

**264**  
aircraft

# Advertising opportunities



Pre-flight  
email  
advertising



Travel  
documentation/  
boarding pass  
sponsorship



WIZZ magazine

Pre-flight

Onboard

Destination

## Reach Wizz Air's passengers at every step of their journey

From digital targeted advertising to high-quality premium print engagement, your brand's message can engage with millions of travellers. Choose one opportunity or create a multi-platform campaign to create a cohesive message for your product.

# Audience demographics

More than **80m passengers** will travel with Wizz Air this year. These travellers are some of the most affluent across Europe, with a third earning more than €75,000 a year.



**51%**

30-45 years



**34%**

earn €75,000+



**38**

Average age



**63%**

ABC1



**47%**

University  
graduates



**24%**

of passengers fly  
with Wizz Air  
12 times a year

# The power of inflight media



As more people take more journeys, inflight media becomes stronger and more influential. This sector stands unique in today's advertising world, because of its growing – and captive – audience. Because readers can't skip your ads while on a plane, you will be investing in their undivided attention.

Combine our deep understanding of who is travelling, as well as where and when, with the inspirational content we produce, and it makes for a potent opportunity to get your message across – and make sure it really sticks.

- Reach a highly responsive audience in a distraction-free, captive environment
- Travellers are more engaged reading inflight than when on the ground
- This enables for 50% increase in ad recall compared to traditional media
- Inflight media has the most affluent readership of any world's media

# Audience reach



**13m+**

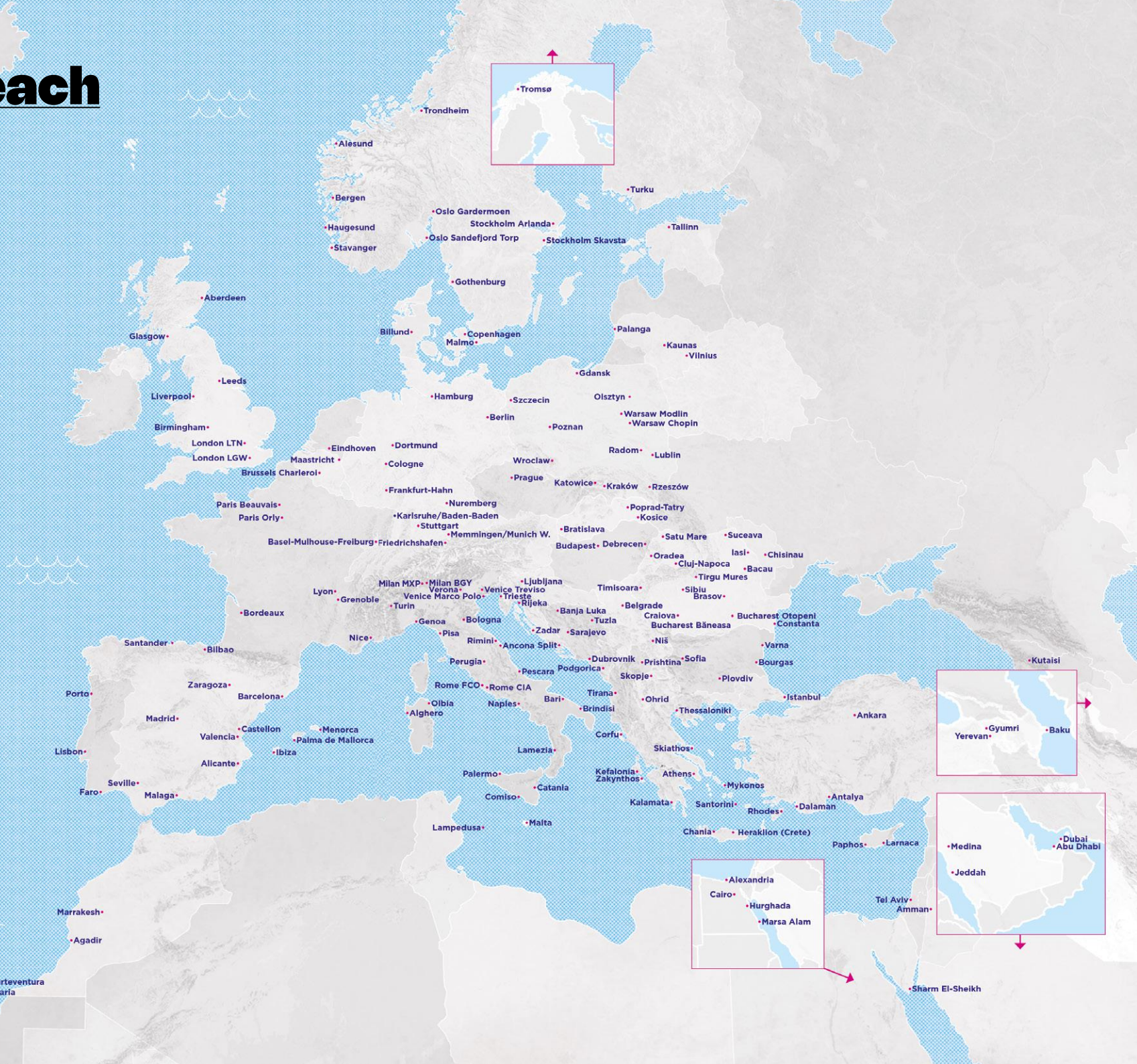
passengers carried  
on UK routes in 2025

**22m+**

passengers carried  
on Italian routes in  
2025 (domestic and  
international)

**45m+**

passengers carried  
on CEE routes in 2025



Madeira  
Marrakesh  
Agadir  
Tenerife  
Fuerteventura  
Gran Canaria

# WIZZ magazine



WIZZ magazine is found in every seatback across Wizz Air's route network. Its authentic, expert and high-quality content is proven to enhance brand perception. Place your message side-by-side with award-winning material in this take-home magazine passengers use as inspiration for booking their next trip.

**90%** passengers engaged with the magazine for 5 minutes or more

**38%** of readers use the magazine to source ideas for their next trip

**24%** of readers purchased a product they saw in the magazine

**5** international media awards won in 2024 and 2025

# WIZZ magazine rate card



## ► Standard ad positions

Full page (ROP)	€28,749
Double page spread	€ 35,648
Half page ad horizontal	€14,374
Half page ad vertical	€ 15,811

## ► Sponsored articles/advertorials

Full page advertorial (300 words)	€33,061
Double page spread advertorial (600 words)	€40,995
Half page advertorial (150 words)	€16,530
Quarter page advertorial (70 words)	€8,265

## ► Premium ad positions

Opening double page spread	€42,777
Inside front cover	€33,278
Inside back cover	€32,279
Outside back cover	€45,135

**Aug-Sep 2026**

Copy deadline:03.07.2026

**Feb-Mar 2027**

Copy deadline:04.01.2027

**Oct-Nov 2026**

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**Apr-May 2027**

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**Dec-Jan 2027**

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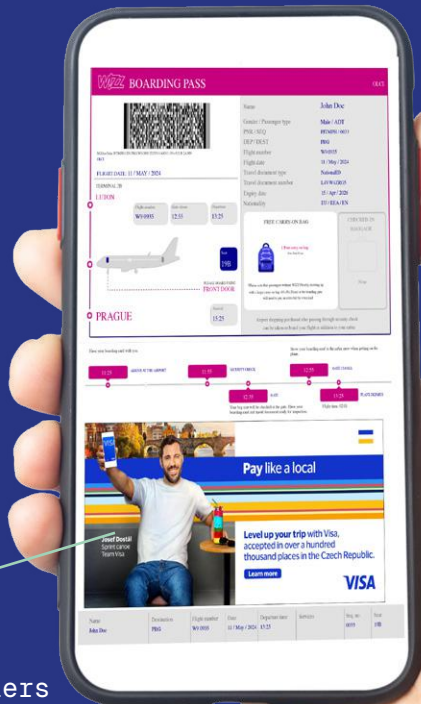
**Jun-Jul 2027**

Copy deadline:04.05.2027

# Boarding pass sponsorship


Thanks to our in-depth knowledge of Wizz Air's audience – and our exclusive access to the airline's first-party passenger data – we know what these travellers want, where they fly and their travelling habits and behaviours.

We offer desirable advertising on some of the most crucial travel documentation, including boarding passes and pre-flight emails.




Your ad on boarding pass  
Engaging travellers before they even fly

**Wizz** BOARDING PASS
GLCT



FLIGHT DATE: 11 / MAY / 2024  
TERMINAL: 2B  
LUTON

Flight number: W9 0935 | Gate: 12:55 | Departure: 13:25



PRAGUE

Name: John Doe  
Gender / Passenger type: Male / ADT  
PNR / SEQ: PTM91 / 0033  
DEP / DEST: PRG  
Flight number: W9 0935  
Flight date: 11 / May / 2024  
Travel document type: NationalID  
Travel document number: LAVW4Z825  
Expiry date: 15 / Apr / 2028  
Nationality: EU / BEA / EN

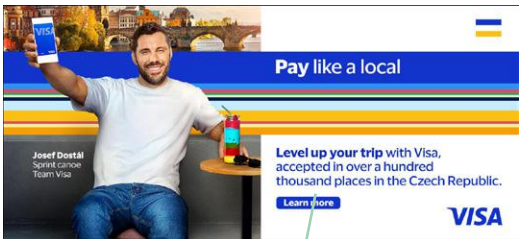
FREE CARRY-ON BAG: 1 Free carry-on bag (4kg max)

CHECKED-IN BAGGAGE: None

FRONT DOOR: 19B | Arrival: 15:25

Have your boarding card with you.

ARRIVE AT THE AIRPORT: 11:25 | SECURITY CHECK: 11:55 | GATE: 12:35 | GATE CLOSURE: 12:55 | PLANE DEPARTS: 13:25



**Pay like a local**

Level up your trip with Visa, accepted in over a hundred thousand places in the Czech Republic.

[Learn more](#)

Name	Destination	Flight number	Date	Departure time	Services	Seq. no	Seat
John Doe	PRG	W9 0935	11 / May / 2024	13:25		0033	19B

Your ad on boarding passes  
In the hand of every passenger at the gate or beyond

**45m+**  
Annual PDF boarding passes issued

**60%+**  
Passengers check-in from home

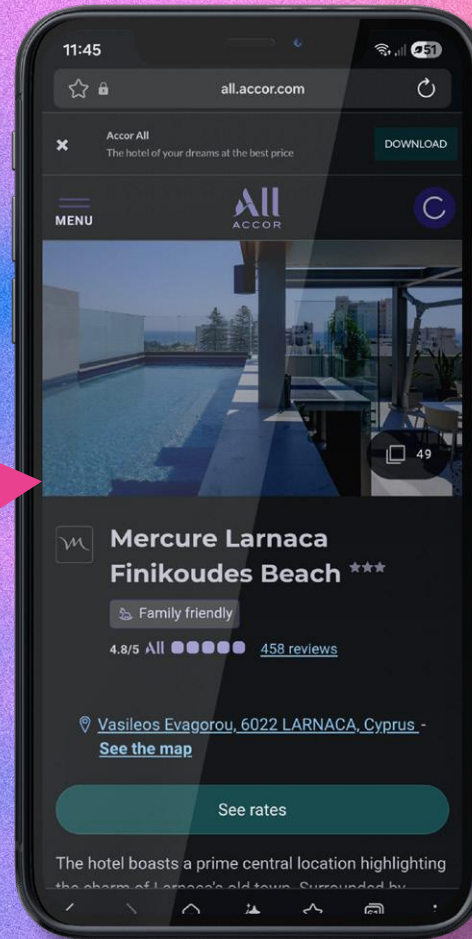
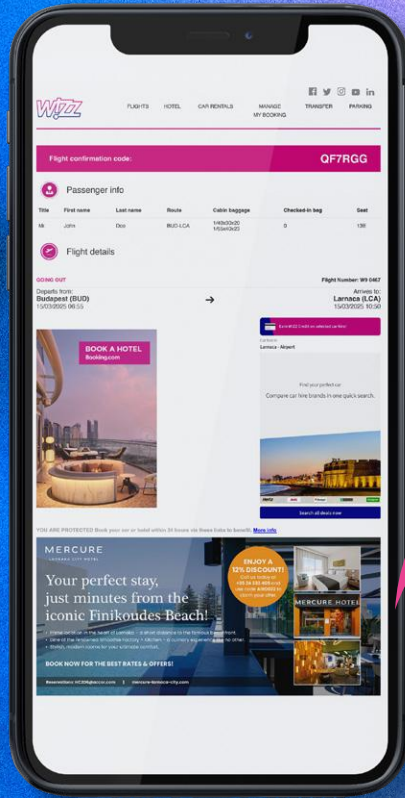
**8x**  
Average views per boarding pass

# Pre-flight email marketing

Target a specific destination with pre-flight email advertising

✓  
Booking Confirmed  
W9 0467  
BUD - LAR  
15 Mar 2025

✉  
Confirmation email



🌐  
Personalised destination landing page



92%  
average open rate

2.5x  
average number of times passengers open the email

60m+  
travellers reached through pre-flight emails annually

Confirmation email advertising has options for a clickable banner, animated or static, taking the user to any external link



## Contact

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