

RYANAIR



Introducing www.ryanair.com

Ryanair.com



We are proud
to be...

The world's largest international passenger airline!

- Europe's largest low fares airline
- 31 bases and 825 low fare routes
- Flying across 26 countries
- Connecting 150+ destinations
- Will carry 67 million scheduled passengers in 2009
- Top 15 travel site for GB and Ireland (as ranked by Nielsen and Hitwise)

With over 99% of Ryanair flights booked online, and with all new passengers checking-in online, Ryanair.com is a valuable destination for advertisers to reach consumers who are open to discretionary e-commerce expenditure.

Ryanair.com

Ryanair currently attracts 15 million monthly unique visitors who generate 5 billion page impressions per annum.

www.Ryanair.com is Europe's largest travel website as measured by transaction value.

99% of our passenger sales are via www.Ryanair.com.

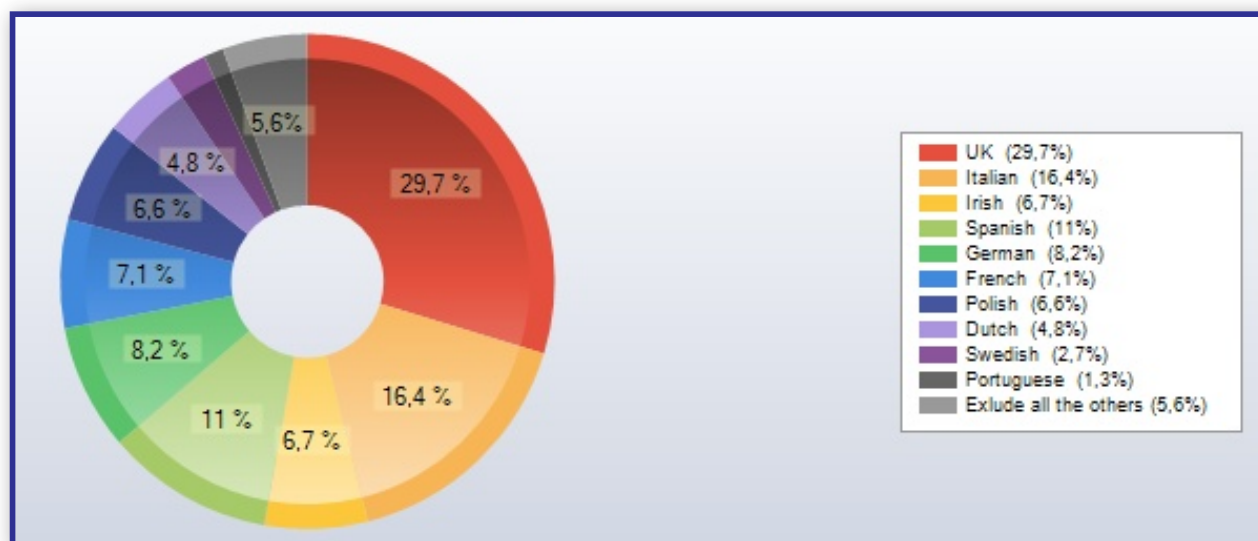
This unique audience cannot be accessed through any other travel distribution channel and is especially attractive to advertisers:

- Proven to respond to offers
- Proven to transact online
- Rich in high spending 25-44 year old demographic
- Unparalleled reach in the European travel segment.



Where does our website traffic come from?

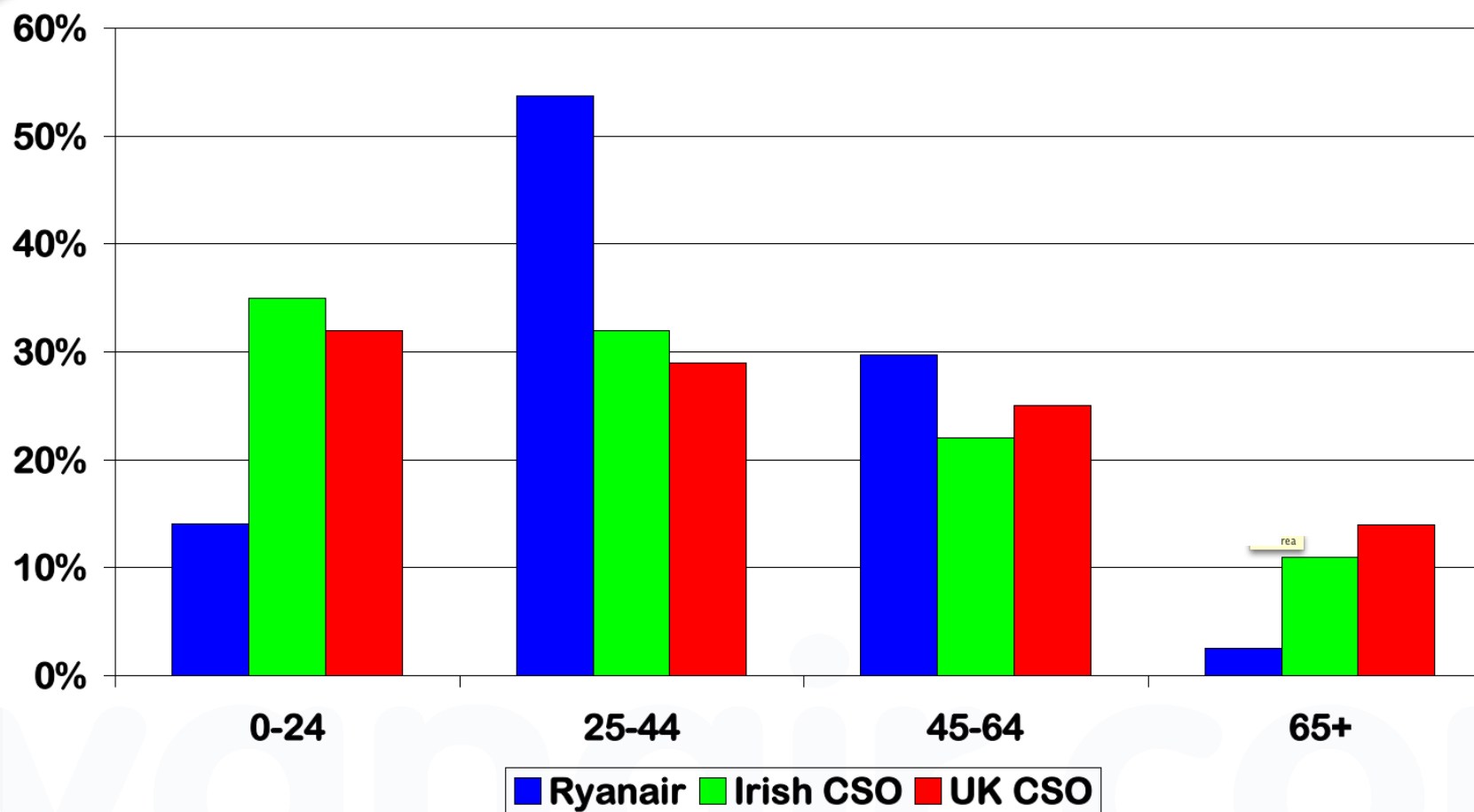
Ryanair.com boasts 5 billion page impressions a year across 22 different countries, according to figures from third party measurement agency XiTi.



Ryanair.com

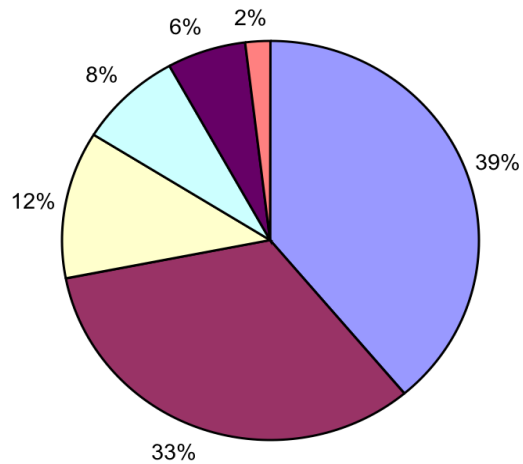
Who books online?

AGE PROFILE



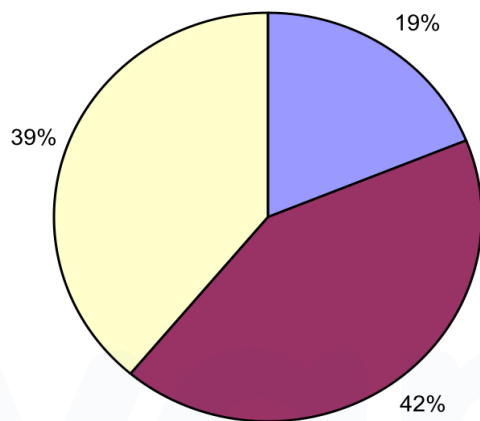
Source: Ryanair Customer Survey 2006, UK & Irish Government Statistics

Why do they fly with us?



Socio-economic Stats for Ryanair Passengers:

- Junior management or supervisory role (39%)
- Middle management role (33%)
- Skilled manual workers (12%)
- Semiskilled (8%)
- Senior management or professional roles (6%)
- No income or pension (2%)



Main purpose of journey:

- Business (19%)
- Leisure (42%)
- Visiting friends or relatives (39%)

Source: Ryanair customer service survey 2006

Our Partners



Hertz is the world's largest general use car rental brand, operating from over 8,100 corporate locations in 147 countries. Hertz is in its 90th year of delivering quality car rental solutions to leisure and corporate customers.



AXA Travel Insurance is an insurance intermediary, specialised in insurance services and management within the AXA Assistance Group, a member of the AXA Group, and offers international travel insurance, business and corporate insurance, expatriate insurance and travel and card enhancement solutions. AXA Travel Insurance has a worldwide operational capacity, thanks to the international network of AXA Assistance Group and AXA Group.



Booking.com is Europe's leading online hotel reservations agency. Low prices! No reservation fees! Save money! Best Price Guaranteed!



MBNA Ireland is owned by Bank of America, one of the world's largest banks.

MBNA Europe's 7 million customers have made us the Republic of Ireland's third largest credit card provider; a strong online presence and excellent deals are keeping us there

MBNA Ireland credit cards are endorsed by almost 90 organisations as diverse as Ryanair, EBS Building Society, Irish Heart Foundation and Munster Rugby

Our Partners



Terravision, Europe's leader in low-cost airport to city centre shuttles, operates cheap, easy to use and seamless transfers by coach from Europe's main low-cost airports including London Stansted, Rome Ciampino, Milan Bergamo, Dublin, Frankfurt Hahn and Liverpool to their respective city centres. Comfortable coaches, frequent departures scheduled around Ryanair flights and unbeatable prices ensure our services are the best way to reach your city of choice. Tickets can be purchased on-line, at the airport or on Ryanair flights. For more information and discounts on our already low fares, visit www.terravision.eu. Terravision, the right service, at the right price!



Hostelworld.com is the market leader for reservations to the budget, independent and youth travel market. Search over 21,000 Hostels, B&Bs and Budget Properties across 7,000 destinations in over 170 countries worldwide with Hostelworld.com! With beds starting from as little as € / £5, choose from over 13,000 properties throughout Europe and Morocco alone. View our traveler ratings and reviews, property descriptions & facilities, and consult a map of your destination to help you make the perfect accommodation choice. Sleep Easy on your travels, with Hostelworld.com!

RYANAIRVILLAS.COM

RyanairVillas.com is among the most cost-effective advertising channels available for property owners and/or agents interested in renting their vacation or holiday homes and boosting income from their properties. We provide owners with the opportunity to advertise their self-catering properties – be they villas, holiday homes, apartments, chalets, gites, farmhouses, cottages – online to millions of holidaymakers each year for a fixed, simple advertising fee. With incomparable access to over 60 million Ryanair passengers every year, you can also avail of unbeatable promotion and advertising through Ryanair and other channels.



Home Page:
MPU 300 x 250 above the page fold
for 1024 x 768 resolution browser

Home Page and Other Display Pages:
Skyscraper 120 x 600 on the RHS with the
uppermost 100 pixels visible above the page
fold for 1024 x 768 resolution browser





Coming soon...

Mailing:

- Newsletter Ezine
- Confirmation Email Advertising Positions
- Before You Travel and Welcome Back Emails

Other:

- Dynamic Display Advertising Options
- Destination Pages

Now Available:...

- Exterior Aircraft Branding
- Further Display Advertising Placements throughout the site
(contact sales@airportmarketingservices.com directly)



Why advertise with us?

Strong Ryanair brand

- Cheeky, irreverent, enterprising, innovative, young, fast-growing, international, value for money

Europe's leading travel website

- 15 M unique visitors per month
- 330 M page impressions per month
- Exclusive online access to Ryanair passengers - 99% book online

Ryanair's passengers constitute a premium advertising audience

- High proportion of 25-44 year olds
- Respond to offers

Ryanair.com



Rate Card

Competitive Rates available, for further information please contact
Aileen O'Mahony at sales@airportmarketingservices.com

Exclusions

1. Category Exclusions. All advertising will be subject to Ryanair approval. This approval will not be unreasonably withheld. No advertising will be accepted from the following business categories: car hire, hotel and hostel accommodation, travel insurance, credit card, bus/coach airport transfer, tourist boards and tours.

[Ryanair.com](https://www.Ryanair.com)