



& fourth edition

The Aeropanel

Connecting Brands
Connecting Consumers

Airline travel is now everyday

Fourth Edition offer high impact advertising, which is strategically positioned in order to deliver market-to-market coverage, with an unprecedented means of reaching today's highly mobile consumer audience.

Aeropanel is a unique opportunity for any client given the sheer volume of passengers Ryanair intend carrying over the next 12 months (52.5 million). This advertising opportunity is further enhanced given the recent announcement that the Ryanair fleet will have live connectivity allowing passengers to send / receive texts, make / receive phone calls and connect to the internet once the aircraft is airborne.

Ryanair carry 144,000 passengers a day, 4.3 million passengers a month, of which 1.5 million are unique passengers.

Whilst advertisers currently spend €500 million in European airports alone, the Aeropanel can reach the same audience outside of the clutter and mayhem of the modern airport environment.

Today air travel has become as frequent as any other mode of transport which has resulted in airports themselves becoming more and more congested and stressful. The Aeropanel reaches consumers for an average dwell time of 2 hours after they have passed through this congestion and are relaxed. It is rare that a client has the opportunity to advertise on such a dominant and attractive medium which has such a long dwell time.

The Aeropanel is a unique opportunity for an advertiser to dominate and own a new medium and to utilise it to connect with its consumers. Furthermore the opportunities to communicate are endless in that you can advertise in a story board format using as many languages as necessary in order to reach your ever expanding audience.

The fleet is sold on a country by country basis thus allowing the advertiser to focus on individual markets or a Pan-European campaign.

Fourth Editions EASA approved patented framing system has being installed on the entire Ryanair fleet. There are a total of 41 advertising panels on each aircraft which can be divided among a max of 4 clients and sold on a cycle by cycle basis.

Passenger Statistics

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4,375,000 Passenger journeys a month

1,500,000 Unique passenger journeys a month

52,500,000 Passenger journeys a year

Zero clutter, 2 hours average dwell time

The Aeropanel delivers your message directly to a new and expanding European based audience

Passenger demographics;

31% are between the ages of 18 and 24

49% are between the ages of 25 and 34

14% are between the ages of 35 and 44

6% are over the age of 45

94% of Passengers between ages 18 – 44

40% of passengers are travelling on leisure

60% of passengers are travelling on business

73% of passengers are educated to college or university degree level

47 million of these passengers are from social class ABC1



For further information on the Aeropanel contact: - Fourth Edition
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- Encouragingly, customers of competitive advertisements had a high recall of both the advertising and its message on the Aeropanel, which should be very encouraging to clients in evaluating the return on investment for this medium.
- The strength of this media is its uniqueness and ability to stand out on the aircraft and a significant proportion believe it made them more curious to find out about the clients advertisement.
- The image it portrays appears particularly relevant for a brand/company that is trying to communicate a youthful, modern, innovative, stylish and professional image.
- The Aeropanel is seen as being relevant to a broad cross section of brands/sectors.
- Initial recall of the advertisement surveyed on the Aeropanel was very high and comparatively very strong verses television, which is a typically dominant media.
- As the first mentioned source of recall of the surveyed advertisement, 44% attributed on board the aeroplane/Aeropanel verses 34% for TV.
- The Aeropanel has clearly been very effective in raising brand awareness and communicating the core message.
- 59% of all passengers (68% of the target audience) recalled the on board advertising.
- Of those, 62% clearly recalled the core message.





Merry Christmas 2007 on Ryanair



L-R: Michael Hayes - Marketing Director Meteor, Michael Cawley - Chief Operating Officer Ryanair & Martin Barry - CEO Fourth Edition.

2008 Rate Card - Aeropanel

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Country	Base Stations	No of Aircraft	No of Panels	Monthly Rate Card
Ireland	Dublin Shannon Cork Belfast	28	1148	€126,280
UK	Stansted Luton Liverpool Prestwick East Midlands Bristol	66	2706	€279,620
Germany	Frankfurt Hahn Dusseldorf Bremen	16	656	€72,160
Italy	Pisa Milan Rome	15	615	€67,650
Spain	Madrid Girona Valencia Alicante	17	697	€76,670
Belgium	Brussels	6	246	Sold for 2008
France	Marseille	2	82	€9,020
Sweden	Stockholm	6	164	€27,060