

Citylife

Feature Content

Editorial/welcome

News/scene & heard

Updates and news from Belfast City Airport
New routes and innovations

See You!

Getting to and from Belfast City Airport – taxi, bus, car.
Parking info

Belfast: The Life

Statistics, destinations served, management team, history

Diary

Covering events for the quarter – cultural, sporting and more.

My Belfast

Subjects might include: Barry McGuigan, Snow Patrol, Van Morrison, James Nesbitt.

Affectionate tributes to Northern Ireland's capital.

Travel & Food

Cuisine and destinations tied in to flights from Belfast.

48 hours

Each issue highlights a batch of destinations that can be flown to and enjoyed within a 48 hour time frame; mini city guides: Manchester, Edinburgh and so on.

Fashion

Mens and ladies fashion – aspirational, classy. (Co-opt on site retailers).

CD & Book Reviews

The latest titles reviewed with mini-features spun off key Releases.



over
half a
million
passengers
per quarter
28
destinations
9 airlines

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HEMA CHHANA

Tel: 0161 909 0909

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The big spark

Citylife

Feature Content

Celebrity/interview

Identity of subject to be agreed: will add weight and sense of perceived value to title.

Health

Regular feature will explore yoga, reiki etc as well as simple exercises to help de-stress and enhance quality of life.

Business Talk

Issues of interest to business community: tax, inheritance, stock market.

Wines

For the connoisseur. Assessment of wines around the globe ie France, Australia and South Africa/as investment opportunity

Motoring

Desirable and upmarket vehicles test driven that may well generate advertising revenue. Test brands to include BMW, Mercedes, Lexus, Jaguar etc.

Major Festivals in Northern Ireland

Celebrate Belfast 2006

Homes & Property

New build and traditional homes in Northern Ireland.

Local content

Overview of what's happening in Belfast and hinterland. Pitching Belfast as a tourist destination in its own right; listings of local events.

Competitions

Could be expected to include Cds, books as well as – perhaps – vouchers for holidays or holiday package(s).

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Over 2.2
million
passengers
per year
Over
200,000
passengers
in July

Citylife

Target

Targeted at the ABC1 flyers and their 'meeters' and 'greeters' of which 34% are of AB demographic, Belfast City Airport is their preferred choice of airport connecting with the rest of the world for both business and pleasure travel.

Available from strategically sighted and 'flagged' dispensers throughout the Belfast concourse, hotels throughout Northern Ireland, TICs, destination airport information desks, mailed to regular flyers and presented hand-to-hand in Landside passenger meeting points.

City Life will give you, the advertiser, immediate access to a readership with 'time on their hands' and who are receptive to your message.

Aberdeen
Birmingham
Blackpool
Bristol
Cork
Edinburgh
Exeter
Glasgow
Isle of Man
Jersey

Leeds/Bradford
Liverpool
London Heathrow
London Gatwick
London Stansted
Malaga (July/Aug only)
Manchester
Newcastle
Southampton

Plus winter charter flights to Salzburg and Chambery

Target Market

Over 2.5 million passengers flying out of Belfast City Airport every year
Handles almost 60% of Northern Ireland's scheduled domestic air passenger market

4.5 million 'meeters' and 'greeters'
1.6+ million business flyers
2.4+ million domestic passengers
50,000 International passengers
86% Scheduled passengers
14% Charter passengers
6027 passengers on average a day

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20check
in desks
Over
200,000
passengers
in July

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Key Facts

The annual growth rate at Belfast City Airport for 2001 was 83% making it the second fastest growing airport in the UK.

BCA currently caters for over 2 million passengers per year, representing approximately 40% of the scheduled domestic air traffic to and from Northern Ireland.

The new terminal opened in June 2001, and in 2004 there were just over 2,000,000 passengers carried on a little over 35,000 ATM's.

Belfast City Airport caters for more than 1.6 million business passengers per year.

The airport serves 9 airlines flying to more than 28 destinations throughout UK and Ireland with additional winter and summer destinations.

Distribution

High profile dispensers within the concourse both Landside and Airside, strategically sited in passenger waiting areas. Hand-to-hand on busy days Landside.

Destination airport's Information Desks.

Belfast City Airport marketing mailing list.



**1.6 million
business flyers**
AB 34%
C1 47%
**69 flights
to London
a week**

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Advertising

Rate: Display run of magazine

Cover positions:	£1,500
DPS:	£1,750
Full page:	£950
Half page:	£600
Quarter page:	£350
Special positions:	+15%
Bleed	+10%
Agency	10%

Data: Display run of magazine

	Depth x Width
Full page bleed size:	307mm x 220mm
Full page trim size:	297mm x 210mm
Full page type area:	275mm x 190mm
Half page horizontal:	135mm x 190mm
Half page vertical:	275mm x 93mm
Quarter page:	135mm x 93mm

NEXT PUBLICATIONS:

Autumn edition: October 2008

Winter edition: January 2009

Spring edition: April 2009

Summer edition: July 2009

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Advertisement copy:

Due to large amounts of unusable advertising artwork, we can only accept Acrobat pdfs that have been produced using the Pass4press distiller settings.

These can be downloaded from:

<http://www.pass4press.com/cgi-bin/wms.pl/900>

Please note: we do not require crop marks on the artwork, nor can we accept advertisements produced in Microsoft Publisher.

Please address any production queries to:

Ken Woods 0161 909 0909

Email: Ken.W@bigspark.co.uk