



INTEGRATE **ORYX** INTO YOUR MEDIA PLAN



EVERY SEAT POCKET, EVERY FLIGHT, 22 MILLION PASSENGERS



INTEGRATE **ORYX** INTO YOUR MEDIA PLAN
AND REACH A MASS, AFFLUENT AUDIENCE
WITH QATAR AIRWAYS – WORLD'S 5-STAR AIRLINE

EVERY SEAT POCKET, EVERY FLIGHT, 22 MILLION PASSENGERS



FOCUS ON FASHION



All-new 5-star design

More white space

New editorial focus:
luxury leisure
lifestyle &
on-trend fashion

FOCUS ON FASHION



All-new 5-star design

More white space

New editorial focus:
luxury leisure
lifestyle &
on-trend fashion


FOCUS ON FASHION

wish list


22

Back to basics on the Sunset Strip


Combine bold blacks and burning orange to make a bold statement. Echo the classic sunset silhouettes with a natural combination that pops.



DIOR VIII GRAND BAL WATCH
From the translucent black sapphire crystal case to baguette-cut pink-orange spinels and black lizard-leather strap, this stunning piece of Dior is a sunset statement. Pink gold, rose-cut diamonds, and orange sapphires finish the look.
POA
dior.com




LOUIS VUITTON SPROUSE 30 SPEEDY
Seek out this vintage classic. The duffel silhouette is formed of coated canvas and adorned with the iconic logo and neon Stephen Sprouse monogram graffiti. A logo-embossed brass padlock and two keys can secure the top zip.
US\$2,990
shopbob.com




LANVIN FLORAL CRYSTAL CUFF
Swarovski crystals in navy, green, and grey sparkle against the tarnished antique-effect metal, set off by a woven black ribbon.
US\$2,750
matchefashion.com

wish list


23




CAMP COSMETICS CANDICE CANDACE LIPSTICK
Give your lips some pampering with nourishing vitamins A and E plus an SPF of 15 while looking great. On-trend coral makes this a fantastic all-in-one lipstick for the season.
US\$20
campcosmetics.com




BALENCIAGA PADLOCK MINI ALL AFTERNOON BAG
Brilliant orange brings life to this smooth calfskin leather bag, which features a padlock-closure front pocket, a linen interior, and detachable shoulder strap.
US\$1,345
barneys.com



TOM FORD NOIR
Become the Ford Man with this oriental, sensual fragrance. Urbane and sophisticated with a woody, musky scent. 50ml
US\$95
houseoffraser.com



VIVIENNE WESTWOOD VOODOO JACKET
The British design legend bridges the seasons with her Anglomania collection, which crosses punk-rock styling with effortless femininity. Forming fluid folds to the front, this softly structured biker-style jacket is finished with leather details and zip aspects to the sleeves.
US\$825
viviennewestwood.co.uk



JIMMY CHOO MIKA PUMPS
Classic lace works wonders with the sharp silhouette of the 3.9" stiletto heel. Patent, pointy toes complete the daring pump.
US\$725
jimmychoo.com

All-new 5-star design

More white space

New editorial focus:
luxury leisure
lifestyle &
on-trend fashion

LUXURY LIFESTYLE



60+ pages of...

On-trend consumer
& fashion brands

Health & beauty

New hotels & spas

Fine food & recipes

The best of Qatar

Global celebrities

LUXURY LIFESTYLE



60+ pages of...

On-trend consumer
& fashion brands

Health & beauty

New hotels & spas

Fine food & recipes

The best of Qatar

Global celebrities

LUXURY LIFESTYLE



60+ pages of...

On-trend consumer
& fashion brands

Health & beauty

New hotels & spas

Fine food & recipes

The best of Qatar

Global celebrities

LUXURY LEISURE



- The world's leading destinations
- Award-winning photography
- First-hand experiences
- Luxury brand support
- Dedicated Arabic content
- World's 5-star airline

LUXURY LEISURE



The world's leading destinations

Award-winning photography

First-hand experiences

Luxury brand support

Dedicated Arabic content

World's 5-star airline

LUXURY LEISURE



The world's leading destinations

Award-winning photography

First-hand experiences

Luxury brand support

Dedicated Arabic content

World's 5-star airline

LUXURY LEISURE



The world's leading destinations

Award-winning photography

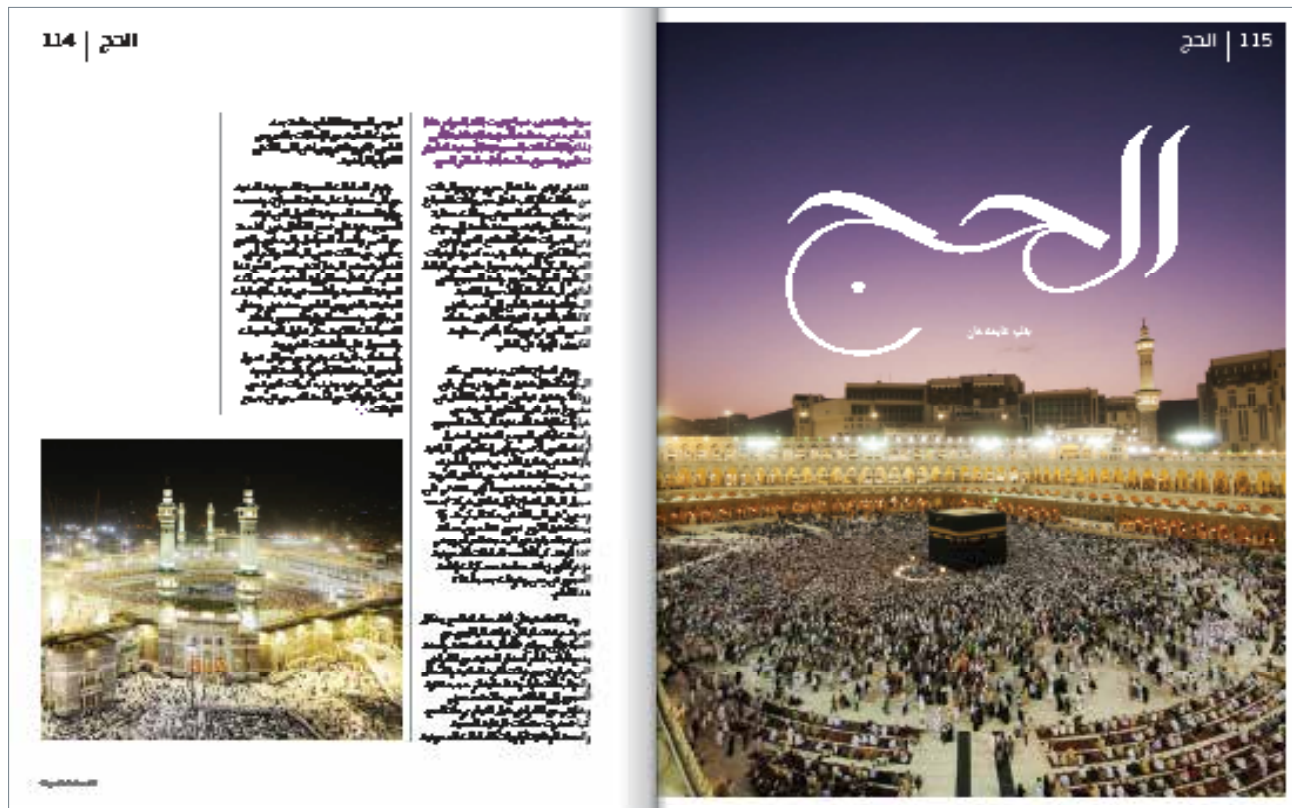
First-hand experiences

Luxury brand support

Dedicated Arabic content

World's 5-star airline

LUXURY LEISURE



The world's leading destinations

Award-winning photography

First-hand experiences

Luxury brand support

Dedicated Arabic content

World's 5-star airline

AUDIENCE CAPTIVE & RECEPTIVE

15 hours

Passengers are on board from 1 to 15 hours per flight, per sector

1500 flights

Qatar Airways has more than 1500 flights per week

22+ million

Qatar Airways flies more than 22 million passengers per year

Age

18-34	32%
35-64	63%
65+	4%

Purpose of travel

Business	47%
Leisure	51%
Business & leisure	1%

Household income

US\$150,000+	12%
US\$100,000+	47%
Owns real estate beyond home	18%

Education

College/grad	52%
Some post-grad	10%
Post-grad degree	31%

Trips during last 12 months

1-2	20%
3-5	38%
6-10	14%
10+	25%
Privilege Club members	43%

MEDIA FACTS

In-flight advertising gets results.

Amazing results.

MEDIA FACTS

In-flight advertising gets results.

Amazing results.

According to the Nielsen/Arbitron In-Flight Media Study, **nearly 7 out of 10 readers** acted upon the information they obtained from in-flight magazines.

MEDIA FACTS



90%

Trusted



80%

Well-read



75%

High recall

MEDIA FACTS

90%

Trusted

90% of travellers say they trust the information they read in the in-flight publication.

80%

Well-read

Over 80% of passengers read the airline's in-flight magazine.

75%

High recall

75% of passengers recall at least one brand that used in-flight print.

SOMETHING MORE?



SOMETHING MORE?

WITH ONEWORLD ALLIANCE MEMBERSHIP,
QATAR AIRWAYS' PROFILE HAS NEVER BEEN HIGHER



SOMETHING MORE?

**HIA OPENS 2014, WITH MORE THAN 40,000M²
OF RETAIL FACILITIES AND PASSENGER LOUNGES**

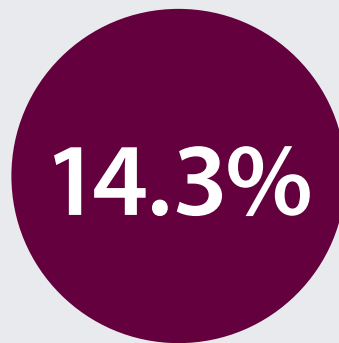


QATAR ADVERTISE TO THE WORLD'S MOST AFFLUENT NATION



Highest GDP

World's highest GDP per capita at purchasing power parity (PPP).



Millionaires

Highest % of millionaire households in the world.



Growing

World's fastest growing economy during 2008–12, with a GDP compounded annual growth rate of 12%.

RATES & SPECS

2014 ADVERTISING RATES

Full Page, run of magazine	\$12,150
Full Page 1 st 30 Pages	\$14,500
Double Page Spread, run of magazine	\$22,500
Inside Front Cover Spread (1 st DPS)	\$28,500
2 nd Double Page Spread (DPS)	\$27,000
3 rd Double Page Spread (DPS)	\$24,000
4 th Double Page Spread (DPS)	\$22,800
5 th Double Page Spread (DPS)	\$21,000
Outside Back Cover	\$36,500
Inside Front Cover Spread Arabic	\$28,500
2 nd Double Page Spread (DPS) Arabic	\$27,000
3 rd Double Page Spread (DPS) Arabic	\$24,000
Hotel Directory	\$17,000
Back Cover Gatefold	\$51,000
Tip-ins & Editorial Sponsorship	POA

SERIES DISCOUNTS

3+ insertions	2.5%
6+ insertions	5%
9+ insertions	7.5%
12+ insertions	10%
Specified Position Surcharge	20%

Without payment of the specified position surcharge all advertisements are accepted and appear on a 'run of magazine' basis.

2014 COPY & BOOKING DEADLINES

January 2014, closes Dec 18	July, closes June 19
February, closes Jan 19	August, closes July 20
March, closes Feb 18	September, closes Aug 20
April, closes March 19	October, closes Sep 17
May, closes April 16	November, closes Oct 19
June, closes May 18	December, closes Nov 19

FULL PAGE

210 x 260mm

Add 3mm bleed

DPS

420 x 260mm

Add 3mm bleed

Gutter allowance: 24mm

If the advert does not have a coloured background and/or visible border, its border may be delineated by a 0.25mm keyline.

All adverts must be supplied as a final high-resolution print-ready PDF with colour laser proof. The Publisher will not be held responsible if a colour laser proof is not supplied.

Ads to be sent as Photoshop JPG (no compression) or Acrobat PDF only. Black and white ads should be saved in greyscale and colour ads should be saved as **CMYK**. All black and white line art should be scanned at a **minimum of 1200dpi**. All other images should be scanned at a **minimum of 300dpi**. Press proofs that meet SWOP standards must also be included.

Send files electronically to:

<https://www.hightail.com/u/AgencyFish>

CONTACTS

MEDIA OPPORTUNITIES

To receive details of how to advertise in *Oryx* magazine, and other media opportunities, please contact:

QATAR – MIDDLE EAST

MELISSA WARD-PAPAGEORGIOU
T: +974 5579 4736
melissa@agencyfish.com

UAE – KSA – KUWAIT – BAHRAIN – OMAN – LEBANON – EGYPT

JEWELIA DAKIN
T: +971 (0)55 661 8975
jewelia@agencyfish.com

LONDON – US – EUROPE – ASIA

GARETH WATSON
T: +44 7825 738 972
gareth.watson@agencyfish.com

CHINA

WENDY LIN
Publicitas (Beijing) Adv' Co., Ltd.
T: +86 10 6588 8155 ext. 328
wendy.lin@publicitas.com.cn

FRANCE

CLAIRE GOUEYTHIEU
Publicitas – Adnative
T: +33 1 53 64 88 78
claire.goueythieu@publicitas.com

ALEXANDRA IGNATIEFF
Pôle Luxe, Publicitas SAS
T: +33 1 53 64 88 76
alexandra.ignatieff@publicitas.com

GERMANY/AUSTRIA

CHRISTOPH HÖFER
Media Office Int' GmbH
T: +49 8151 550 8555
christoph.hoefer@publicitas.com

HONG KONG

MARIAM WANG, Publicitas
T: +852 2516 1560
mariam.wang@publicitas.com

ITALY

SANDRA BONINI, Deputy Director, G+J
International Sales Italy
T: +39 02 20526722
M: +39 331 6408959

MALAYSIA – THAILAND

DARYL NG
Jet-Set-Media
T: +65 6260 3585
daryl@jet-set-media.com

SWITZERLAND

HANS OTTO
Gruner + Jahr (Schweiz) AG
T: +41 44 / 269 7072
M +41 78 / 611 6161
otto.hans@guj.de

TURKEY

E. TAN BILGE, Media Ltd. Istanbul
T: +90 212 275 8433

USA

DAVID BANNISTER
AirGroup One
T: +1 212 244 5610
dbannister@airgroupone.com



TERMS & CONDITIONS

GENERAL

1. All Advertisements accepted for publication by **Agency Fish Ltd** ('AF') in any of its print or online publications are accepted subject to these terms and conditions. Any other conditions proposed by the Buyer shall be void unless accepted by AF in writing.

2. In these conditions:

'Advertiser' means the person whose goods or services are advertised;

'Advertisement' means display, recruitment, online, email, mail order and classified advertising and shall include inserts, supplements and re-directed advertisements;

'Buyer' means the person placing the order for the insertion of the Advertisement;

'Medium' means the print or online publication taking the booking.

3. All Advertisements are accepted subject to space being available in the Medium.

4. AF reserves the right to cancel any order without liability in the event of becoming aware of any meetings of creditors, bankruptcy, liquidation proceedings, the appointment of a receiver or administrative receiver over the whole or substantial part of the Buyer's assets, or any indication whatsoever of financial difficulties.

5. These conditions and all other express terms of the contract between AF and the Buyer shall be governed and construed in accordance with the Laws of England and the parties hereby submit to the non-exclusive jurisdiction of the English Courts.

BUYER TO CONTRACT AS PRINCIPAL

6. The Buyer warrants that the Buyer contracts with AF as principal notwithstanding that the Buyer may be acting directly or indirectly for the Advertiser as an advertising agent or media buyer or in some other representative capacity. Where the Buyer is the Advertiser's advertising agency, the Buyer warrants that it is authorised by the Advertiser to place the Advertisement with AF.

DELIVERY AND OWNERSHIP OF MATERIALS

7. Copy must conform to AF's requirements and AF reserves the right to charge for any additional work involved in amending the copy of the Advertisement to conform to its requirements.

8. Any intellectual property rights in designs prepared by AF shall remain the property of AF and Advertisements including such designs may not be reproduced without AF's consent.

BOOKING PROCEDURES

9. If an Advertisement includes a promotion, competition or a special offer of merchandise the Advertiser must provide full details to AF on request.

PRICES AND PAYMENT TERMS

10. Prices published by AF from time to time are subject to revision at any time and orders are accepted on the condition that the price binds AF only in respect of the period specified in the applicable rate card.

11. Series discounts apply only to orders placed in advance and completed within the agreed period. AF reserves the right to adjust advance discounts and/or to surcharge in the event of a series of Advertisements not being completed within that period. If the Buyer cancels the balance of a contract to publish a series of Advertisements, except in the circumstances set out in paragraph **23**, it relinquishes any series discount and all Advertisements will be paid for at the appropriate rate.

12. Prices are exclusive of applicable Value Added Tax which the Buyer shall additionally be liable to pay to AF.

13. Credit accounts must be settled in accordance with the terms shown on the invoice, which are strictly net. In default, all outstanding transactions will become liable for immediate settlement. Interest will be charged monthly on overdue accounts at the rate of 2% above the National Westminster Bank Minimum Lending Rate.

LIMITATIONS ON AF'S LIABILITY

14. Except to the extent specified in paragraph **15**, AF shall not be liable for any loss or damage suffered by the Buyer as a result of any total or partial failure (howsoever caused) of publication, distribution or availability of any Medium in which any Advertisement is scheduled to be included or for any error, misprint or omission in the printing of any Advertisement. In the event of a printing error or omission, which detracts materially from the Advertisement, AF will either reinsert the Advertisement or relevant part of the Advertisement in a subsequent issue or make a reasonable refund or adjustment to the price paid by the Buyer. No reinsertion, refund or adjustment will be made for any other error or omission.

15. The total liability of AF to the Buyer for any act or omission of AF, its servants or agents relating to any Advertisement shall not exceed the amount of a full refund of any price paid to AF for the Advertisement or the cost of a reasonably comparable further or corrective Advertisement. Without limiting the foregoing, AF shall not be liable for any loss of profits or business or for indirect or consequential loss. AF accepts no liability for

the repetition of an error in an Advertisement ordered for more than one insertion unless notified immediately the error occurs. Complaints regarding reproduction of printed Advertisements must be received in writing within one calendar month of the cover date.

16. AF accepts no responsibility for the quality of reproduction of any photograph supplied by the Buyer, its agents or servants.

CANCELLATION OR SUSPENSION

17. Notification of space cancellations must be received in writing 30 days prior to the closing deadline. If cancelled after deadline, the advertiser will be charged for the insertion. Materials received after published deadlines are subject to a late insertion fee.

18. AF reserves the right to omit or suspend an Advertisement at any time for good reason, without liability to the Buyer, and shall notify the Buyer as soon as possible. If such omission or suspension is due to the act or default of the Buyer, the Advertiser or their respective servants or agents, then the Buyer shall pay for the Advertisement in full notwithstanding that the Advertisement has not been published.

BUYER'S WARRANTIES AND INDEMNITIES

19. The Buyer warrants that the Advertisement does not contravene the British Code of Advertising Practice and is not in breach of any relevant legislation, including the Race Relations Act 1976, the Sex Discrimination Act 1976 (both as amended), the Disability Discrimination Act 1995, the Employment Equality (Age) Regulations 2006 and the Obscene Publications Act and also including any legislation or regulation, such as those relating to the provision of Financial Services, which apply to specific Advertisers, products or services.

20. If any Advertisement submitted for publication contains the name or pictorial representation (photographic or otherwise) of any living person and/or any part of any living person and/or copy by which any living person is or can be readily identified, the Buyer warrants that the Buyer or the Advertiser has obtained the authority of such living person to make use of such name, representation and/or copy.

21. The Buyer will indemnify and hold harmless AF from and against any claim that the Advertisement infringes the copyright, trademark or other intellectual property rights of any person or that it is defamatory or infringes any other right of any person. AF reserves the right to withdraw and/or refuse to publish an Advertisement without liability to the Buyer if it reasonably believes that the Advertisement may make AF or the Advertiser liable to any complaint, claim or proceedings.

22. The Buyer is solely responsible for fulfilling and dealing with any orders or enquiries relating to the goods, services or promotion to which the Advertisement relates and will indemnify and hold AF harmless accordingly.

PRINT ADVERTISING

23. Copy must be supplied by the Buyer without application from AF. If copy instructions are not received by the agreed date, no guarantee can be given that any agreed proofs will be supplied or corrections made and AF reserves the right to repeat the most appropriate recent copy or omit the Advertisement. Where a layout or proof is submitted to the Buyer, it must be returned on the date specified and AF reserves the right to publish the Advertisement in the same form as any layout or proof submitted if the layout or proof is not returned on the date specified. In any of these cases, the total price of the order will remain unaltered.

24. If, at its discretion, AF considers it necessary to modify the space or alter the date or position of the Advertisement or make any other alteration to an Advertisement accepted for insertion, the Buyer will have the right to cancel the publication of the Advertisement if the alterations requested are unacceptable.

25. Where an Advertisement has been accepted by AF and includes inserts AF reserves the right to charge the full price if the inserts fail to arrive at the agreed time and place for insertion.

26. Charges will be made to the Buyer where printers are involved in extra production work owing to acts or defaults of the Buyer or the Advertiser.

27. All gross display Advertisement rates are subject to the current Advertising Standards Board of Finance ('ASBOF') levy payable by the Buyer. Where an order is placed by a Buyer who is an advertising agency, the Buyer will be responsible for paying the levy to ASBOF. Where an Advertiser places advertising direct, AF reserves the right to add the ASBOF levy to its gross rate and pass this direct to ASBOF.





INTEGRATE **ORYX** INTO YOUR MEDIA PLAN



EVERY SEAT POCKET, EVERY FLIGHT, 22 MILLION PASSENGERS