

CEDAR WINGS



PROFILE 2009

■ NEOPROMO



Cedar Wings:

- ✧ Cedar Wings, the In-flight magazine of Middle East Airlines (MEA) is read by passengers to 38 major cities.
- ✧ MEA new expansion started mid of June 2008 where a new airbus A330 was delivered in Toulouse and followed by 9 aircraft's later that year. The airline also took a delivery of 2 Airbus A320-200s early this year with an additional 4 more on order, which are expected to arrive at the end of 2009.
- ✧ The growth in the Lebanese economy and the tourism sector has had a major role in the growth of the MEA airline. This growth is reflected by the number of passengers that reached 1,445,782 last year; this was an average of 121,315 monthly. A minimum of 20% increase is expected this year due to the expansion of the fleet and the opening of new destinations.
- ✧ All MEA passengers, new and old, represent first class purchasing power. A built-in affluent audience for the advertisements that appear in Cedar Wings.
- ✧ Cedar wings is trilingual, appearing in Arabic, English and French and thus caters to readers of different backgrounds and interests. The publication features subjects of cultural interest and articles on tourism, history, sports and a range of social items.



Cedar Wings:

- ✧ Bi-monthly magazine, 6 issues per year
 - ✧ February – March
 - ✧ April – May
 - ✧ June – July
 - ✧ August – September
 - ✧ October – November
 - ✧ December - January
- ✧ An audience of 250,000 passengers per issue
- ✧ 30,000 copies per issue
- ✧ An In-Flight magazine of 3 sections:
 - ✧ Arabic
 - ✧ English
 - ✧ French (Occasionally)

FLIGHT DESTINATIONS



Europe:

- ✕ Paris
- ✕ London
- ✕ Frankfurt
- ✕ Rome
- ✕ Milan
- ✕ Athens
- ✕ Larnaca
- ✕ Geneva
- ✕ Istanbul
- ✕ Dusseldorf
- ✕ Nice
- ✕ Copenhagen
- ✕ Bugharest
- ✕ Berlin

Africa:

- ✕ Cairo
- ✕ Sharm el Sheikh
- ✕ Abidjan
- ✕ Lagos
- ✕ Kano
- ✕ Accra

Middle East & Asia:

- ✕ Jeddah
- ✕ Riyadh
- ✕ Dammam
- ✕ Dhahran
- ✕ Dubai
- ✕ Abu Dhabi
- ✕ Kuwait
- ✕ Amman
- ✕ Kuala Lumpur
- ✕ Doha

Rate Card:

- × Double Spread \$ 7,500
- × Full Page \$ 4,000
- × Half page \$ 2,500

Technical Specifications (Trim Size):

- × Double Spread 420 x 275 mm
- × Full Page 210 x 275 mm
- × Half page 210 x 137 mm
(please add 5mm on all sides for the bleed size)





Advertising & Marketing :

NEOPROMO

**Dubai Media City
Loft bldg. 2, Entrance B, Office 214
P.O.Box: 118368
Tel : 00971 - 4 3914842
Fax: 00971 - 4 3918022
Email: Info@neopromo.net**