

THE OFFICIAL

 **MELBOURNE AIRPORT**®

M A G A Z I N E



*International Departures*



*Virgin Concourse*



*Tiger Airways*

## More great news

We are delighted to advise that, in a Media Release issued by Melbourne Airport Corporate Affairs, Melbourne Airport has seen its largest growth in 3 years in both domestic and international passengers during 2007/08.

Passenger numbers increased by 1.7 million this year, to reach a total of 24.3 million, of that, international passengers totalled 4.7 million, which is an increase of 5% or 242,000 passengers compared to 2006/07.

Domestic passenger numbers also performed very strongly, delivering a 9% growth, which is an additional 1.5 million passengers from the previous year.

According to Mr. Chris Woodruff, the Melbourne Airport CEO, "Melbourne Airport is the only capital city airport on the east coast with all six of the major domestic airlines and it has clearly driven business growth."

To add to this exciting news we, as publishers of the OFFICIAL *Melbourne Airport Magazine*, are pleased to advise that we are now in our third year of publication and the magazine is perceived as a great way to communicate with both domestic and international passengers flying inbound and outbound of Melbourne Airport.

This is measured by way of the consumer demand in the magazine's popularity, which is easily accessible, free-of-charge, at prime locations within the Melbourne Airport, in particular at the International Departure Gates, the Virgin Concourse and T4 Terminal "Tiger Airways". This constitutes a very strategic network of distribution.

Our alliance with Melbourne Airport is unique and we are extremely proud + confident of maximising the return of every advertising dollar invested by way of participation.

We trust you will see that participating in the Melbourne Airport Magazine in the way of advertising is a positive and successful method of reaching the consumer target.

Please forward all material to:

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## Cover Dates + Material Deadlines

	Material Deadline	Release Date
<b>ISSUE 10</b> JUL/AUG '09	18 May	Jun '09
<b>ISSUE 11</b> SEP/OCT '09	13 Sep	Oct '09

### Rates

**Half Page: \$3,650**  
**Full Page: \$6,450**  
**Inside Front Cover: \$8,560**  
**Inside Back Cover: \$7,950**  
**Outside Back Cover \$9,950**  
 (Rates do not include GST)

### Material Requirements

Arrivals + Departures accepts material supplied as PDF (Adobe Acrobat Portable File Format). File resolution 2400dpi, colour grayscale images 300dpi, bitmap images 1200dpi. All fonts embedded, all colours converted to CMYK. Ensure that images are at full resolution.

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## Melbourne Airport Passenger Demographics

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### **Total pax 2007/08**

International	4.774m
Domestic	19.362m

Average Weekly International	90K	55% Australians
Average Weekly Domestic	370K	45% Victorians

<b>Arr/Dep</b>	50/50
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### **Mode of Transport**

Car	42%
Taxi/VHA	22%
Rental	7%
Skybus/regional Bus	13%
Charter/Coach	1%
Air	11%
Other	2%
	100%

### **Group Size**

1	62%
2	27%
3	5%
4+	7%

### **Reason For Travel**

Business	31%
Holiday	34%
VFR	27%
Other	8%