

BEYOND



Media kit 2025



NATIONAL AIRLINE OF THE UAE

An aerial photograph of a tropical beach. The top left corner shows a dense cluster of palm trees and some lounge chairs on the sand. A wooden walkway leads from the trees towards the water. The beach is wide and sandy, with a few people visible in the distance. The water is a vibrant turquoise color, showing some darker patches of coral or rocks beneath the surface. The overall scene is bright and sunny, with strong shadows cast by the palm trees.

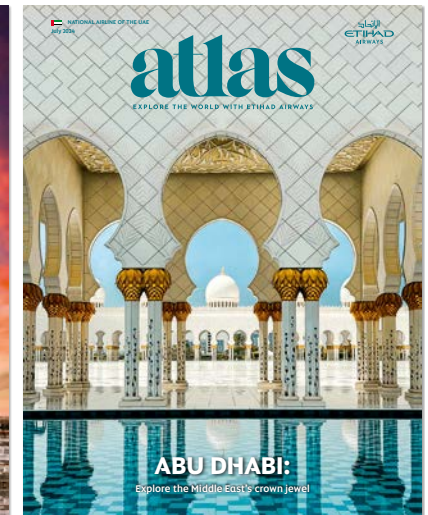
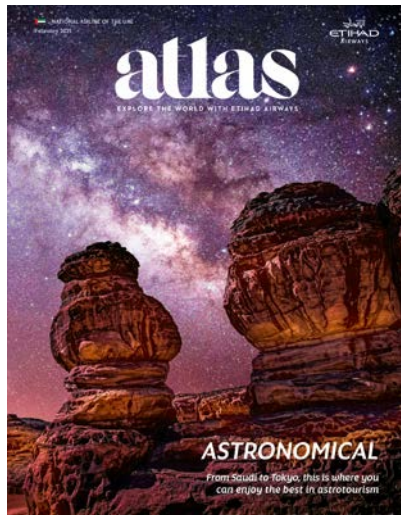
INTRODUCTION

As of June 2025 Etihad Airways Inflight magazine formally Atlas will be titled BEYOND. A name that reflect both the airline's vision and the journey we invite our reader to take.

Modern in its outlook and global in its perspective, BEYOND is an ideal companion to the 1.65 million monthly passengers of Etihad Airways. Its stunning photography, stylish design and thought-provoking lifestyle content combine to create a manual for the modern traveller, inspiring them to explore the globe and marvel at its beauty in equal measure. BEYOND is a definitive digest of the hottest trends, high-end venues and properties, as well as must-visit destinations.

DISTRIBUTION

35,000 circulations in the seat pockets of Etihad Airways, First, Business, and Economy class, as well as exclusive distribution in all Etihad lounge networks and chauffer cars



35,000
circulation

7,000
Etihad chauffeur trips
per month

1.65 million
passengers a month

ETIHAD PASSENGER INSIGHTS:

Discover who flies with Etihad! Where they're going, who they are and what sets them apart. This is your chance to see the diverse and dynamic audience that chooses Etihad, and the exciting opportunities for connecting with them.



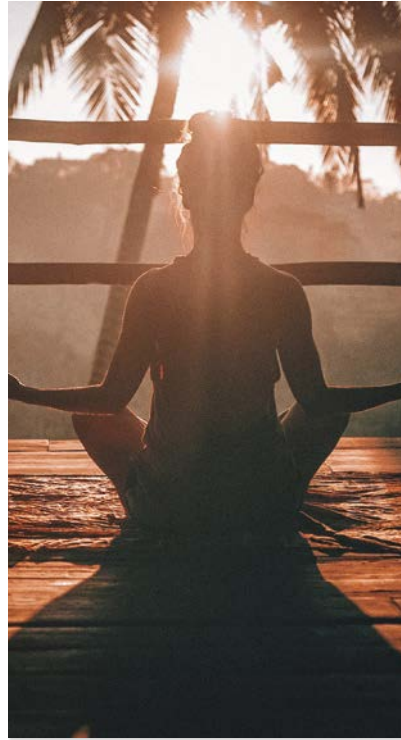
PASSENGER DESTINATIONS



25%
Europe



30%
ME & Africa



19%
Australia & Asia



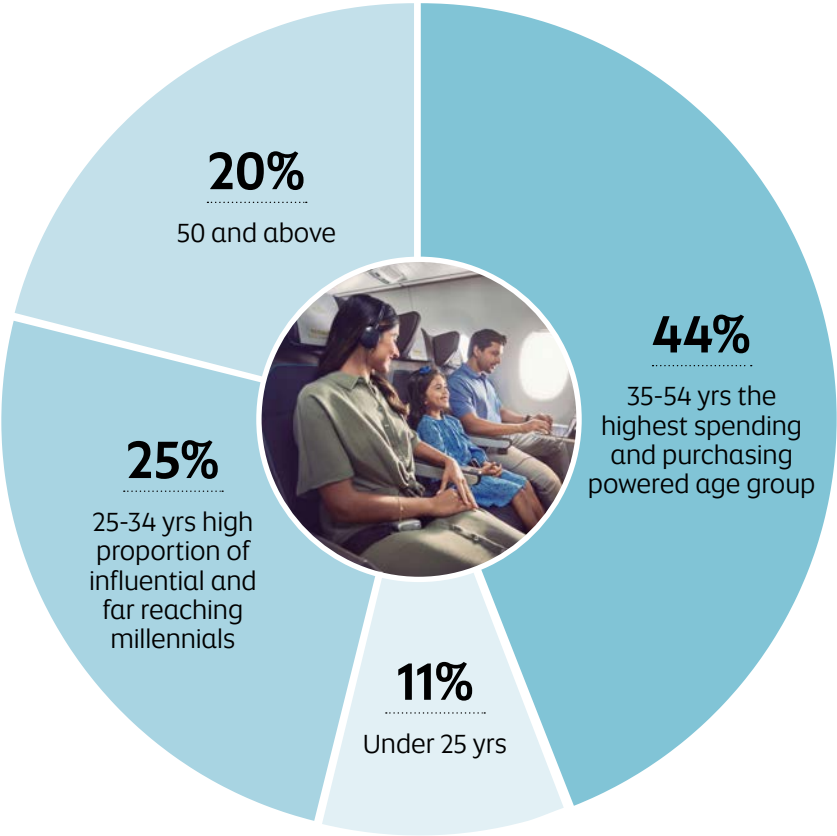
22%
India Subcontinent



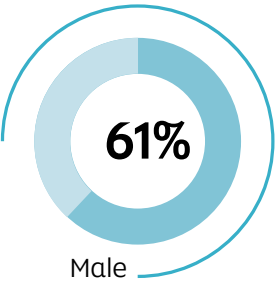
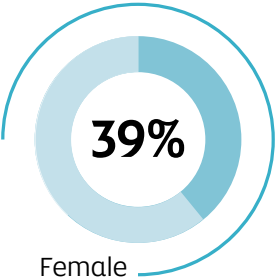
4%
Americas

ETIHAD AUDIENCE

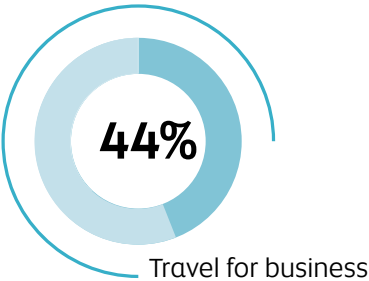
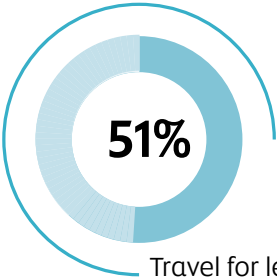
Passenger age



Gender split



Passenger travel



KEY STATISTICS

6000+

Monthly flights

19.8 million

Passengers a year

10 million+

Etihad Guest Members

5 hours

Average flight time

74%

Passengers are reading
inflight magazines

over **90**

destinations in
over 45 countries



AN ENGAGED MAGAZINE AUDIENCE, MOVED TO ACTION

Captive audience

Capitalizing on the average flight duration of 5 hours, you have the opportunity to engage with a focused and undistracted audience

Frequent flyers

With the trust Etihad's frequent flyers place in their airlines, inflight magazine ads gain credibility, benefiting advertisers with increased effectiveness, brand loyalty and conversions

Early adopters

Premium travellers are quick to adhere to the latest technology innovations, to help them simplify their lives and boost productivity ahead of the curve

Decision makers

Within First & Business class cabins, you'll find a higher percentage of CEO's, Directors and board members, creating an ideal environment for targeting and impacting key decision-makers



The best of what's happening in the emirate



teamLab Phenomena

Authors' Original Manuscript

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1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 26

The summer edit



Boss moves:

Spring/Summer 25 season kicked off in style as BOSS introduced BECKHAM x BOSS. Co-designed with David Beckham, the collection is inspired by his personal style. It's a timeless collection that blends heritage and a contemporary icon. theshopboss.com

BEYOND LE

ASSOCIATION

Wellness in the wild

Self-care and nature take precedence across the continent, from South Africa to Kenya, as new travel trends go global

Sports fandom is also driving travel decisions, particularly across Europe for football. As for the culinary landscape, Istanbul tops the list as a globalised foodie city, hosting tourists from almost 70 countries last year, closely followed by Doha, Dubai, Marrakech and Cape Town in that category. Within the Middle East, Jeddah and Riyadh have seen a stark rise in passenger traffic due to the government's strong economic diversification efforts.

On a global level, Asia dominates the list of trending destinations for summer, with Tokyo and Osaka ranking first and second respectively, followed by Shanghai, Seoul, Beijing and Singapore, all within the top 10.

 Ethiopian Airways offers five flights per week to Johannesburg and four flights per week to Nairobi.
ETIOP.COM



With over 90 destinations on the route network, discover the world as we explore the latest and best in travel, as well as must-see hidden gems and venues.

When it comes to the best as to what's happening in the emirate, we have it covered – from events to hotels and key attractions.

The ultimate guide to fashion, beauty, jewellery and tech – Suitcase is the stylish way to travel. Be inspired by some of the globe's leading and artisinal brands.

Stay on top of global travel news with our monthly Time Zones section. From new openings to exciting events you can attend.

Beyond the obvious, we look at experiences and trends to inspire your next holiday. Our in-depth features will help you see the world differently.

ENGLISH
CONTENT

UP TO THE TUSK

Celebrating The Sheldrick Wildlife Trust and the heroes who dedicate their lives to wildlife rescue and rehabilitation in Kenya

By @sheldrickwt

Supporting the Sheldrick Wildlife Trust, a pioneer in wildlife rescue and rehabilitation, is a privilege. As a member of the Sheldrick Wildlife Trust, you can help support the work of the Sheldrick Wildlife Trust in Kenya. The Sheldrick Wildlife Trust is a non-profit organization dedicated to the rescue and rehabilitation of orphaned elephants in Kenya. The Sheldrick Wildlife Trust has been instrumental in the rescue and rehabilitation of thousands of orphaned elephants in Kenya. The Sheldrick Wildlife Trust has been instrumental in the rescue and rehabilitation of thousands of orphaned elephants in Kenya. The Sheldrick Wildlife Trust has been instrumental in the rescue and rehabilitation of thousands of orphaned elephants in Kenya.




Stylish Vibes

Breezy silhouettes and sun-washed hues make for a cool summer.

Curated by @styleblogger

Ship Shape

Head from the highest seas, this t-shirt is a true statement. It's a sun-washed, nautical-inspired design that's perfect for your summer wardrobe.



Moments in Time

Time is a precious commodity, and this watch is a perfect way to keep track of it. It's a stylish, functional timepiece that's perfect for your summer wardrobe.




Breezy Bliss

The new season is here, and it's time to embrace the breeze. This collection of breezy silhouettes is perfect for your summer wardrobe.




Sun Kissed

Give your skin the love it deserves with this sun-kissed collection. It's a perfect way to embrace the sun and your summer wardrobe.




New Blooms

If there's one thing that's for sure, it's that the new season is here. This collection of new blooms is perfect for your summer wardrobe.




Beach to Bar

With the weather just right, it's time to embrace the beach. This collection of beach to bar items is perfect for your summer wardrobe.




Jetset Juice

The new season is here, and it's time to embrace the breeze. This collection of jetset juice items is perfect for your summer wardrobe.



Energy Boost

Give your skin the love it deserves with this energy boost collection. It's a perfect way to embrace the sun and your summer wardrobe.




Bohemian Glam

Give your skin the love it deserves with this bohemian glam collection. It's a perfect way to embrace the sun and your summer wardrobe.



Beach Blobs

Give your skin the love it deserves with this beach blobs collection. It's a perfect way to embrace the sun and your summer wardrobe.





A JOURNEY TO WELLNESS

With wellbeing top of mind, travellers are progressively pursuing holidays that focus on relaxation and rejuvenation

By @wellnessblogger

Travel habits are changing. Thanks to an increased awareness of personal health, travellers are progressively pursuing holidays that focus on relaxation and rejuvenation. This is a trend that's here to stay, and it's a perfect way to embrace the sun and your summer wardrobe.



PARADISE MEETS PURPOSE

As Mykonos embraces a more sustainable future, a new kind of holiday is taking shape – one where environmental responsibility and adventure go hand in hand

By @mykonosblogger

Mykonos is embracing a more sustainable future, and a new kind of holiday is taking shape. This is a trend that's here to stay, and it's a perfect way to embrace the sun and your summer wardrobe.







SPECIFICATIONS

File Requirements

- High resolution 300 dpi PDF file in CMYK colour mode, artwork needs to include bleed and crop marks at the trim area
- No spot/pantones colours to be used, if used please convert to CMYK colour mode
- All images should be in CMYK format and all black text as over print
- Ensure that text & Logo should be keep in Type Area, ie minimum 10mm inside from the crop marks
- ITP won't be responsible for any difference in color after printing if a suitable color proof is not supplied

Gutter Space Requirements for DPS Artworks

- Regular DPS - Please allow gutter space of 5mm on both sides from the center (total 10mm) to avoid any text & image getting into the spine
- IFC SPREAD - Please allow gutter space of 7mm on both sides from the center (total 14mm) to avoid any text & image getting into the spine

Deadlines

- Booking 14th of month prior to publication
- Material 21st of month prior to publication

General information

- 12 issues per year
- Standard agency commission rates apply
- Release date 1st week of the month

Cancellation

• Prime Position

Minimum 3 months prior to publication (90 days)

• Standard Advertising

Minimum 1 month prior to publication (30 days)

Technical specifications



Full page

Trim Size: W 200mm x H 260mm

Bleed Size: W 210mm x H 270mm

Type Area: W 180mm x H 240mm



Double page spread

Trim Size: W 400mm x H 260mm

Bleed Size: W 410mm x H 270mm

Type Area: W 380mm x H 240mm



ADVERTISING RATES

Position	Ratecard
IFCS	\$30,000
1 st DPS	\$27,000
2 nd DPS	\$25,000
DPS	\$20,000
DPS Advertorial	\$24,000
IFC	\$18,000
Full Page	\$11,000
Full Page (Opposite CEO & Contents)	\$12,500
Full Page Advertorial	\$14,000
4-Page Advertorial	\$40,000
Branded Content Shoot	\$50,000

All rates are exclusive of VAT and shall be paid in full, free of any deductions, withholding taxes, and any other charges including but not limited to bank charges

GET IN TOUCH

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