

Cyprus Airways inflight media solutions

Media kit 2026



About Cyprus Airways

The warmth of Cyprus in the sky



Cyprus Airways is a full-service airline based at Larnaca Airport. The flag carrier proudly embodies the warm hospitality that Cyprus is famous for.

The airline's flights to Europe, the Middle East and beyond are served by six aircraft (Airbus A320s and A220s). Two new Airbus A320 neos will join the fleet in 2027, and additional two aircraft are scheduled to arrive in 2028. The airline currently has 13 destinations, with three new routes launching in the next 12 months.

Cyprus Airways has interline agreements with eight airlines and additional partnerships through IET consolidator programs, including APG Airlines (GP) and Hahn Air (HR).

Its high-end Business Class (with around 12,000 passengers a month) is the ultimate choice for luxury travel to and from Cyprus.

1m

seats on sale
in the next
12 months

12,000

business class
passengers
every month

8

Interline agreements
with eight airlines:
Air France, Middle
East Airlines, flydu-
bai, Air India, Qatar
Airways, Sky Express,
Arkia Israeli Airlines
and Bulgaria Air

13

destinations
in 2026

Audience demographics

Cyprus Airways's passenger demographic represents some of most attractive ABC1 profile consumers in Cyprus thanks to their high disposable income.

While focusing primarily on Cypriot nationals and members of the Cyprus diaspora worldwide, around 31% of passengers are international residents living in Cyprus. Breeze magazine offers direct access to this foreign expat community, with Cypriot expat readers estimated to be more than 120,000 in 2026.



42%

Cypriot nationals
and members
of the Cypriot
diaspora



31%

international
residents in
Cyprus



27%

visitors, tourists
and holiday
markers



42%

book more than
one flight with
Cyprus Airways
per year



15%

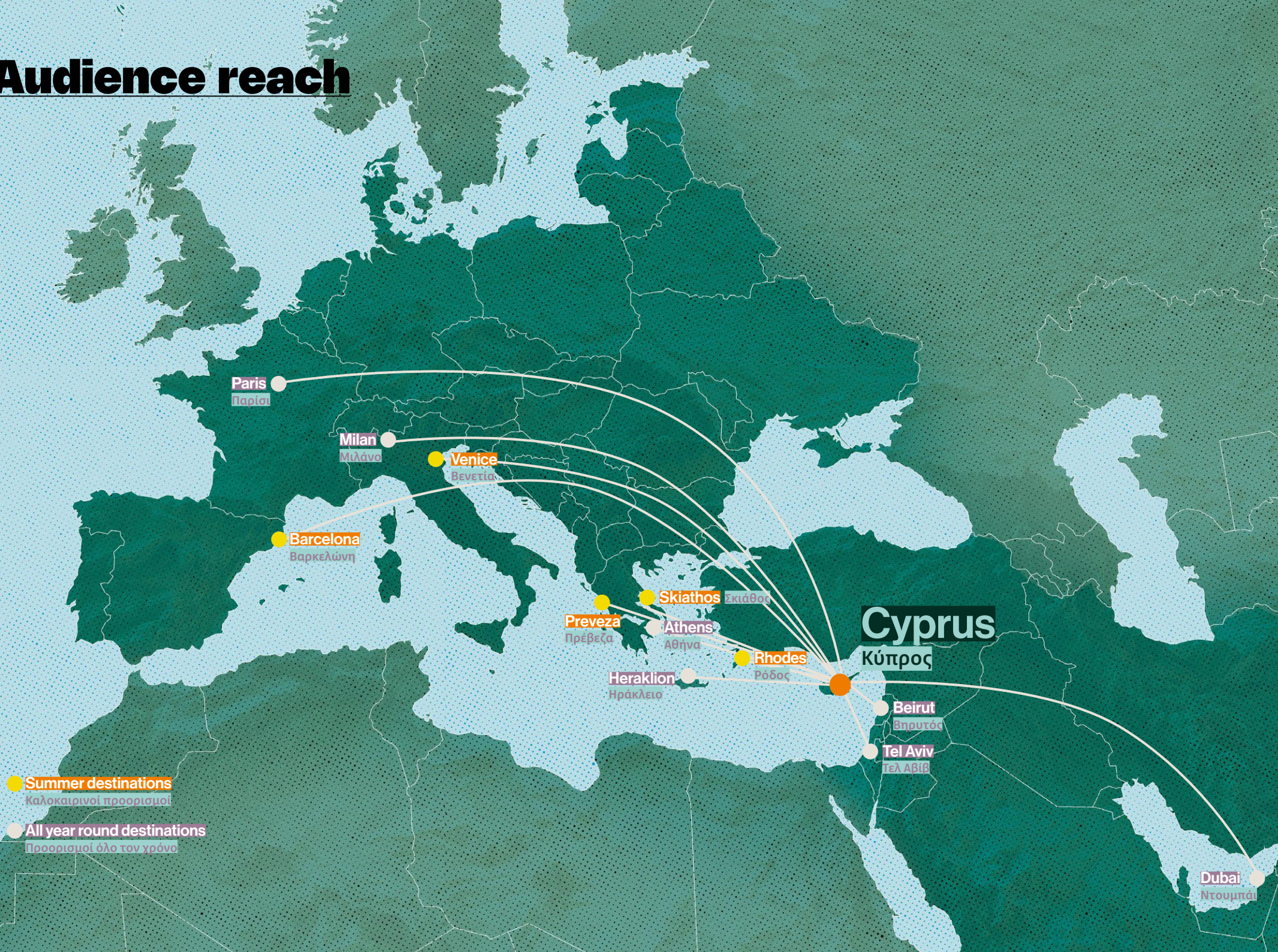
book their trip
over 6 months
in advance



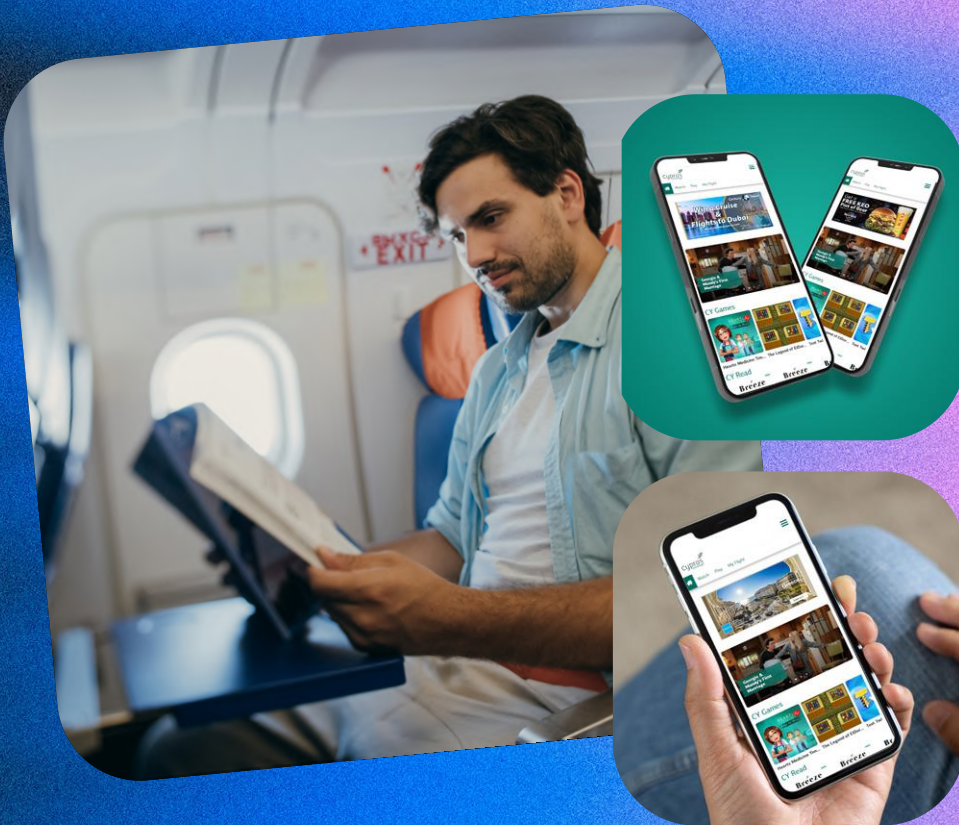
27%

earn in excess
of €100k
per year

Audience reach



The power of inflight media



As more people take more journeys, inflight media becomes stronger and more influential. This sector stands unique in today's advertising world, because of its growing – and captive – audience.

Combine our deep understanding of who is travelling, as well as where and when, with the inspirational content we produce, and it makes for a potent opportunity to get your message across – and make sure it really sticks.

- Reach a highly responsive audience in a distraction-free, captive environment
- Travellers are more engaged reading inflight than when on the ground
- This enables for 50% increase in ad recall compared to traditional media
- Inflight media has the most affluent readership of any world's media

Breeze magazine



Breeze magazine reaches up to 200,000 readers (including 35,000 Business Class passengers) every issue. This English- and Greek-language quarterly publication is the only magazine found in every seatback across Cyprus Airways's route network, and is the main form of inflight entertainment onboard a Cyprus Airways flight.

For first-time and returning visitors, it offers that first contact with Cyprus. Breeze will shine a spotlight on the island every issue, with compelling content that champions the curiosities and culture of this beautiful Mediterranean island. It will also feature fresh, engaging stories in destinations across Cyprus Airways's network.

The magazine also includes airline news and insight, plus the inflight Breeze menu with refreshments and products that can be bought onboard.

Breeze magazine **rate card**



> Premium Ad Positions

Opening double page spread	€19,778
First right hand page	€9,190
Inside front cover	€9,890
Inside back cover	€9,490

> Standard positions

Full page (ROP)	€8,990
Double page spread	€17,980
Half page horizontal	€4,495
Half page vertical	€4,945

> Sponsored articles/advertorials

Full page advertorial	€9,440
Half page advertorial	€4,720
Quarter page advertorial	€2,360

Apr-Jun 2027

Copy deadline:05.03.2027

Oct-Dec 2026

Copy deadline:04.09.2026

Jul-Sep 2027

Copy deadline:04.06.2027

Jan-Mar 2027

Copy deadline:04.12.2026

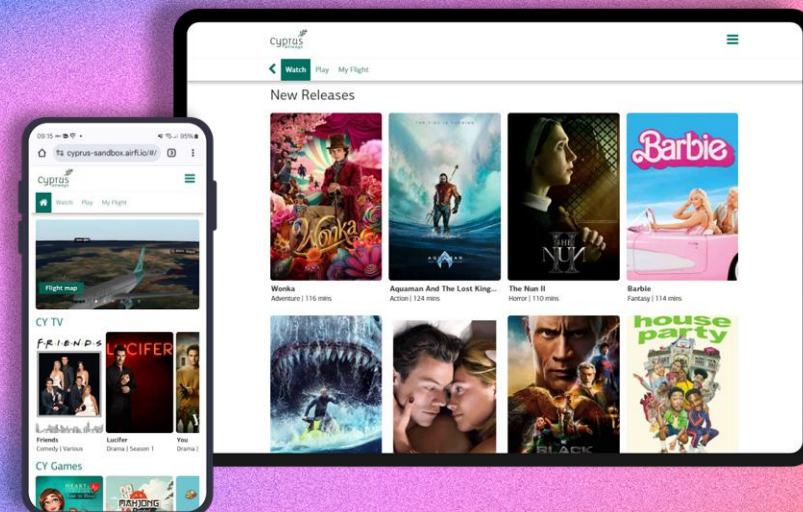
Oct-Dec 2027

Copy deadline:03.09.2027

Inflight entertainment sponsorship

Reach to up 25,000 unique users each quarter that engage with the onboard IFE content platform.
The average time spent on the IFE is around 35 minutes.

Contains: Flight map, videos (including the latest movies), audio, games, menu, Breeze magazine etc



> Media options

Main menu (homepage)

Position #1	Carousel Leaderboard Banner	€2,990 per month - €8,970 quarterly
Position #2	Banner within MAPS section	€2,690 per month - €8,070 quarterly
Position #3	Banner within PLAY (Games) section	€2,490 per month - €7,470 quarterly
Position #4	Banner within PDF e-book section	€2,290 per month - €6,870 quarterly
Position #5	Banner within Video (Movies) section	€2,090 per month - €6,270 quarterly

> Add-ons

<u>Exclusivity (Minimum campaign duration – 3 months)</u>	€9,990 per month - €29,970 quarterly
<u>Static landing page (including design costs)</u>	€1,990 per month - €5,970 quarterly
<u>Roll over video up to 30 seconds</u> <u>(Minimum campaign duration – 3 months)</u>	€2,990 per month - €8,970 quarterly



Contact

Brano Haar, Group Publishing Director
haar@lxm-media.com
lxm-media.com