

Elevate your company to greater levels.

Your Advertising Opportunities with SunExpress Airlines



Joint venture of



Lufthansa

TURKISH AIRLINES



**SunExpress
Airlines**



12/2023 – 03/2024

Company Profile: We are SunExpress

SunExpress was founded in 1989 to provide affordable flights for Turkish workers in Germany. Growing from two aircraft to a top 70 global airline, it has won several awards, including Skytrax's World's Best Leisure Airline. Now carrying over 10 million passengers to more than 70 cities, SunExpress has evolved to offer both B2B and B2C services. Anticipated growth over the next five years includes a 50% increase in operations, new UK destinations, and significant staff expansion.

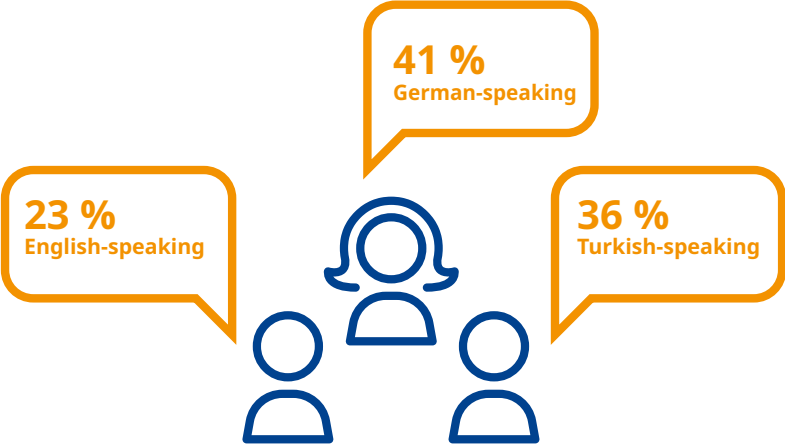
We would like to involve our partners in our growth and offer various opportunities to place the brand. #yourticketto happiness



Always growing.
Our destinations to
the most popular
vacation regions.



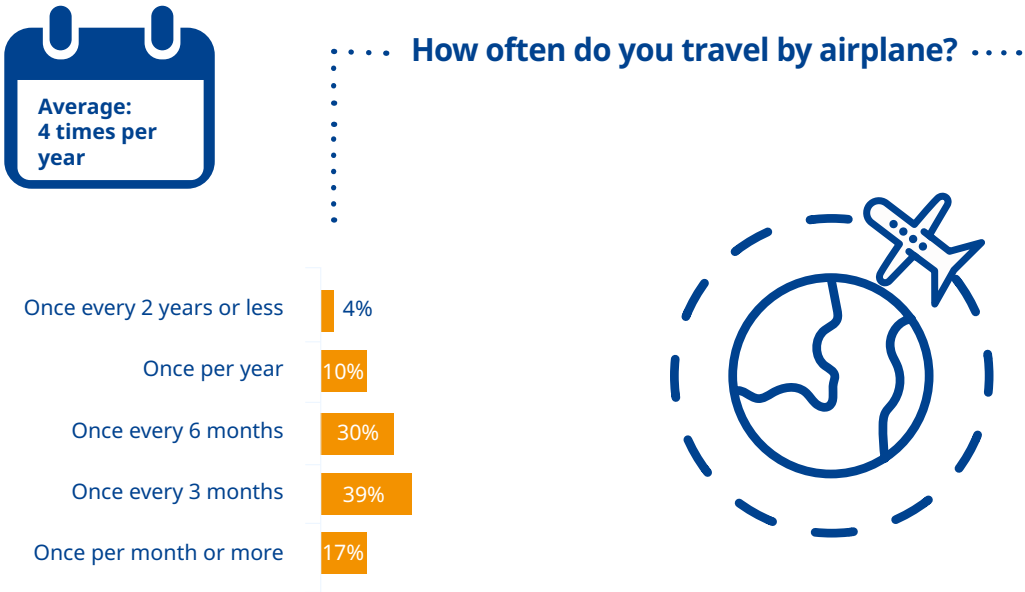
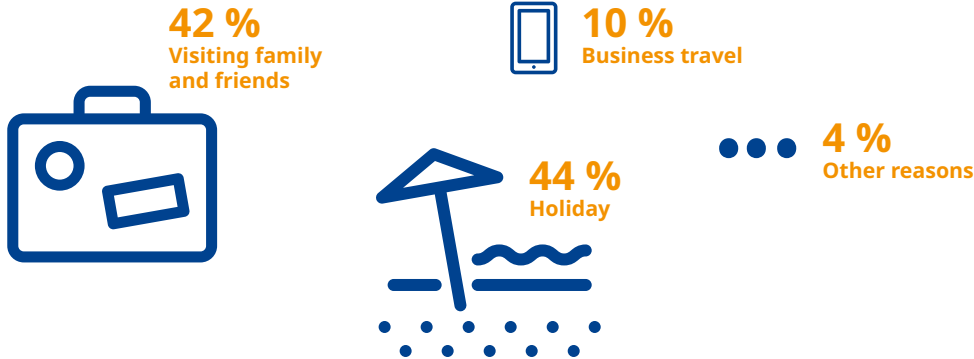
Distribution of passengers:



Distribution of passengers by gender:



Distribution by reason of travel:



Your advertising opportunities with SunExpress

On Board



Aircraft decals

Design your own aircraft and let it take off.
The perfect platform for your advertising message.

Aircraft decals

	Small	Medium	Large
Size	Up to 5m ²	Up to 30%	Up to 70%
Lead time	4 months	4 months	4 months
Duration Option 1: April - Sep.	7 months	7 months	7 months
Option 2: March - Feb	1 year	1 year	1 year
Price for Option 1:	60.000 €	99.000 €	170.000 €
Price for Option 2:	90.000 €	130.000 €	245.000 €

Example



Tray table stickers

The tray tables offer an optimal advertising space for your advertising message.

Tray table stickers

	Inside	Outside	Both
Lead time	4 months	4 months	4 months
Circulation	1 aircraft (189 trays)	1 aircraft (189 trays)	1 aircraft (189 trays)
Duration Option 1: April - Sep.	7 months	7 months	7 months
Option 2: March - Feb	1 year	1 year	1 year
Price for Option 1:	48.500 €	60.000 €	99.500 €
Price for Option 2:	63.050 €	78.000 €	129.350 €

Example





On Board



Online

Back to Start

Tray mat

Use the tray mat to present your message to our customers.

Tray mats

Lead time	3 months
Duration	depending on consumption
Coverage / months	Summer season: 140.000 children Winter season: 30.000 children
Flights	Summer season: 8.300 Flights Winter season: 3.700 Flight
Minimum quantity	500.000 pieces
Dimensions	on request
Price	17.450 €

Example



Cushion covers

Use the cushion cover to place your brand conspicuously in our aircraft.

Cushion covers

Lead time	3 months
Duration	min. 2 month
Coverage / months	Summer season: 140.000 children Winter season: 30.000 children
Flights	Summer season: 8.300 Flights Winter season: 3.700 Flight
Minimum quantity	on request
Price	32.330 € per season

Example



Hot beverage cup

Use our coffee mugs to get the full attention of our customers while enjoying a hot drink.

Hot beverage cup

Lead time	3 months
Duration	min. 1 month
Coverage / months	Summer season: 140.000 children Winter season: 30.000 children
Flights	Summer season: 8.300 Flights Winter season: 3.700 Flight
Minimum quantity	On request
Price	36.900 € per season

Example



Overhead Bins

Use the overhead bins to constantly place your brand and be visible.

Overhead bin livery

Lead time	4 months
Circulation	1 aircraft (20 bins)
Duration Option 1: April - Sep.	7 months
Option 2: March - Feb	1 year
Price for Option 1:	75.000 €
Price for Option 2:	97.500 €

Example



Crew Announcement

The friendly voices of our crew accompany passengers throughout the flight.
Let our flight attendants speak for you!

Crew announcement

Lead time	3 months
Duration	min. 2 month
Coverage / months	Summer season: 1.400.000 pax Winter season: 600.000 pax
Flights	Summer season: 8.300 Flights Winter season: 3.700 Flight
Price	from 32.200 €

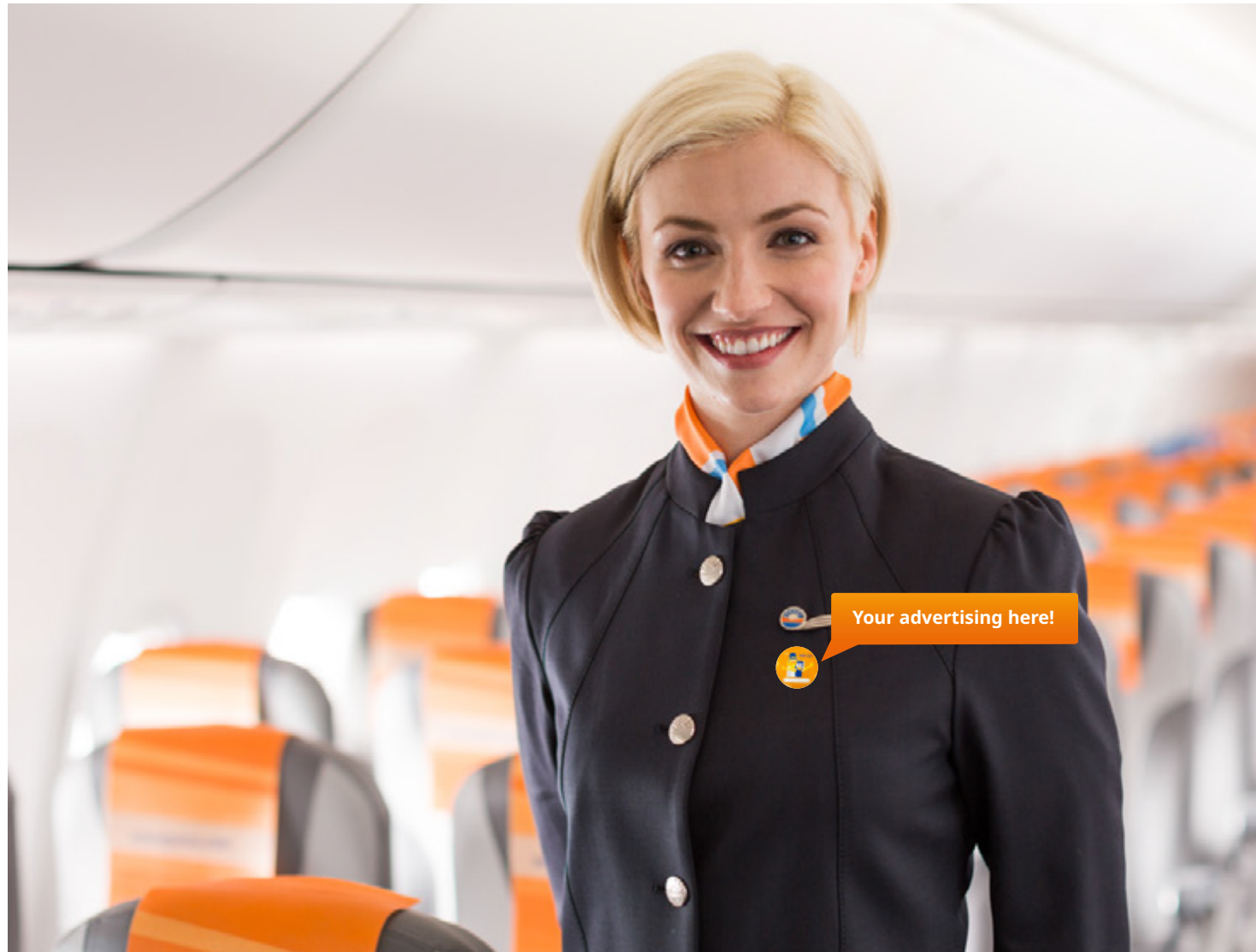


Uniform accessoires

Our friendly flight attendants are the face of SunExpress, your vacation airline. Our staff communicates personally with each passenger. And with your uniform accessoire, so do you!

Uniform accessoires

Lead time	2 months
Duration	min. 1 month
Coverage / months	Summer season: 1.400.000 pax Winter season: 600.000 pax
Flights	Summer season: 8.300 Flights Winter season: 3.700 Flight
Dimensions	58mm diameter
Price	18.600 EUR / month



Giveaways for kids

Cheerful giveaways provide fun and entertainment for our little passengers on board. The children will still enjoy your individual gifts after the trip.

Giveaways for kids

Lead time	3 months
Duration	according to individual agreement
Coverage / months	Summer season: 140.000 children Winter season: 30.000 children
Flights	Summer season: 8.300 Flights Winter season: 3.700 Flight
Minimum quantity	100.000 pieces
Price	40.000€ / 100K



Tic-Tac-Toe & Magic Square game



Airport Sticker Album



Game Collection



Memory Game



Fully Personalized Sticker Album



Kids Activity Book



Fully Personalized Sticker Album

Flyer

Our passengers find all important information in the seat pocket directly in front of them. Leave your message here and you can be sure that it will be noticed.

Flyer

Lead time	3 months
Duration	min. 1 month
Coverage / months	Summer season: 1.400.000 pax Winter season: 600.000 pax
Flights	Summer season: 8.300 Flights Winter season: 3.700 Flight
Minimum quantity	100.000 pieces
Dimensions	max. 29,7 × 21 cm
Price	30.000 €/month incl. production, distribution and storage costs



Bag tags

Our passengers find all important information in the seat pocket directly in front of them. Leave your message here and you can be sure that it will be noticed.

Bag tags

Lead time	3 months
Duration	min. 1 month
Coverage / months	Summer season: 1.400.000 pax Winter season: 600.000 pax
Flights	Summer season: 8.300 Flights Winter season: 3.700 Flight
Minimum quantity	1.000.000 pieces
Dimensions	on request
Price	on request



Samples

Give our passengers a small gift when boarding or exiting the aircraft and be remembered! From giveaways to product samples, we are open to anything that brings joy to our guests. Be a part of it!

Flyer

Lead time	3 months
Duration	Depending on consumption
Coverage / months	Summer season: 1.400.000 pax Winter season: 600.000 pax
Flights	Summer season: 8.300 Flights Winter season: 3.700 Flight
Minimum quantity	100.000 pieces
Price	Summer season: 43.500€ / 100K Winter season: 37.500€ / 100K



Napkins

Our passengers are handed a napkin with every drink or snack – a very effective advertising opportunity!

Napkins

Lead time	2 months
Duration	min. 1 month
Coverage / months	Summer season: 1.400.000 pax Winter season: 600.000 pax
Flights	Summer season: 8.300 Flights Winter season: 3.700 Flight
Minimum quantity	100.000 pieces
Dimensions	16 cm x 16 cm
Price	35.000€/month incl. production, distribution & storage cost



Air sickness bag

In case of need, each passenger has an air sickness bag directly in the seat pocket in front of them. But even if it is not needed, our passengers really like to take a close look at the reading material in the seat pocket.

Air sickness bag

Lead time	3 months
Duration	depending on consumption
Coverage / months	Summer season: 1.400.000 pax Winter season: 600.000 pax
Flights	Summer season: 8.300 Flights Winter season: 3.700 Flight
Minimum quantity	100.000 pieces
Dimensions	folded ca. 12,5 cm x 24 cm
Price	35.000€ per season

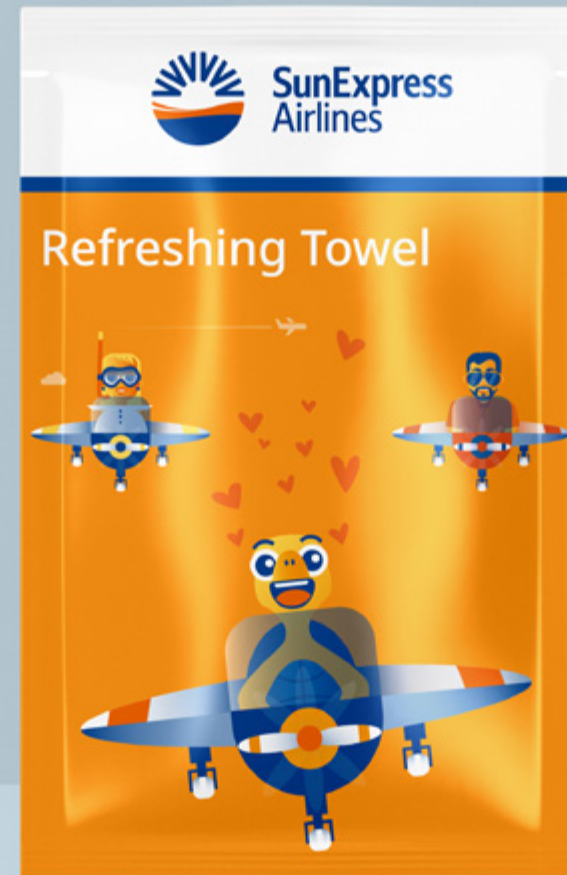


Refreshment towels

Refreshment towels are practical and popular. SunExpress serves your refreshing advertising message on them with every meal on board.

Refreshment towels

Lead time	2 months
Duration	depending on consumption
Coverage / months	Summer season: 1.400.000 pax Winter season: 600.000 pax
Flights	Summer season: 8.300 Flights Winter season: 3.700 Flight
Minimum quantity	100.000 pieces
Dimensions	6,2 × 11,8 cm
Price	32.000€ per season



Boarding pass

Direct and personal: your advertising message on SunExpress boarding passes reliably accompanies your target group on the flight.

Boarding pass

Lead time	3 months
Duration	depending on consumption
Coverage / months	Summer season: 1.400.000 pax Winter season: 600.000 pax
Flights	Summer season: 8.300 Flights Winter season: 3.700 Flight
Minimum quantity	1.000.000 pieces
Dimensions	19,9 x 8,3 cm
Price	from 45.000€/month



Your advertising opportunities with SunExpress

Online

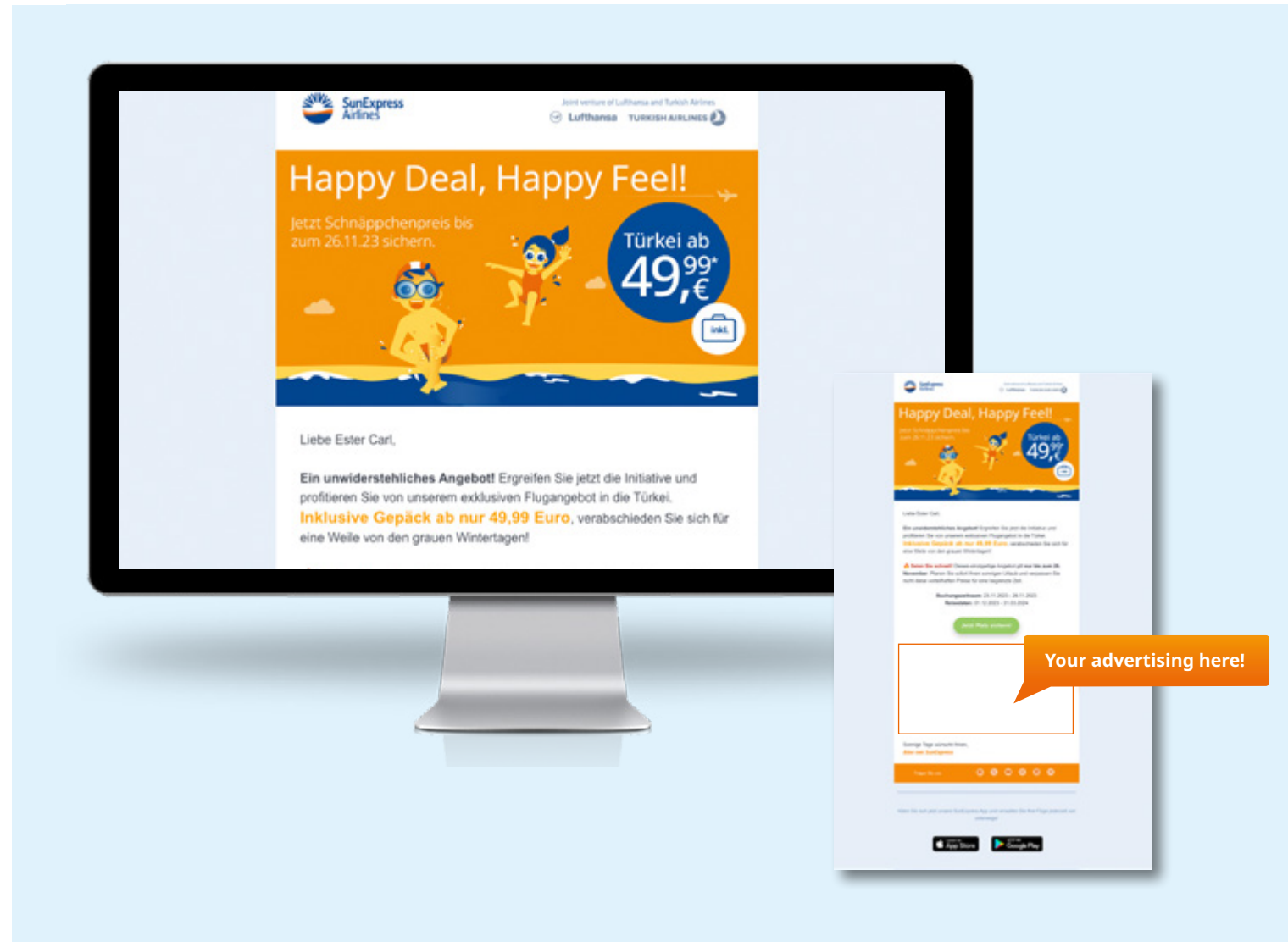


Newsletter

Book an advertising space in our Newsletter and contact our subscribers who love to travel.

Newsletter

Lead time	3 weeks
Coverage	Total number of subscribers: 450.000
Dimension	according to individual agreement
Newsletter German	6.000 € 1 newsletter
Newsletter Turkish	5.000 € 1 newsletter
Newsletter English	6.500 € 1 newsletter
Package price all 3 languages	17.250 €/month



Partner page

SunExpress flights, car rentals, transfers and even boats can be booked via sunexpress.com. Contact your target group directly at sunexpress.com – in German, English, Turkish, French, Russian and Italian. Design your own partner site, which can be reached directly with just one click: With teasers and images on sunexpress.com, your site is sure to get many visitors.

Partner page

Lead time	2 months
Duration	min. 2 weeks
Unique Users	app. 1.9 mio. users
Dimensions	depending on positioning
Price	starting from 17.500€

Social Media

Post on SunExpress social media channels and have a direct dialogue with your target group!

Newsletter

Lead time	2 weeks
Unique users	ca. 1 mio. unique users + FB contacts
Dimension	according to individual agreement
Followers Facebook	more than 420.000
Followers Instagram	more than 138.000
Reach last 30 days (incl. paid): IG account FB accounts	average 598.466 average 540.128
Price	on request



DCO Banner

As SunExpress we are publishing DCO (dynamic creative optimization) banners based on passengers' interest, character, context, and past performance. Herewith we can reach exactly the customer type you want through our personas and all other filters.

The below four (4) options are offered as a full package and shows a sample of a partnership with both logos.

Further details on request.



Contact us

For booking advertising space and for further questions regarding our advertising opportunities, please contact us by e-mail at:

advertising@sunexpress.com