

**enviva**

VIVAAEROBUS' ONBOARD MAGAZINE

2012 MEDIA KIT



### THE MAGAZINE

Reaching approximately 560,000 travelers per issue, VivaAerobus' onboard magazine, enviva, provides cutting-edge editorial content for Mexico's fastest growing low-cost airline. With its stylish mix of travel, technology, health, lifestyle and in-depth features, enviva offers readers an inside look at what Mexico has to offer. Whether you're hoping to reach the business traveler, the vacationing family or the urban jetsetter, enviva provides the perfect platform for your message.

### POTENTIAL READERSHIP

560,000 Per Issue

### FREQUENCY

Bimonthly (6 issues a year)

### ENVIVA'S CORPORATE PARTNERSHIPS

Chihuahua Government  
 Hard Rock Café Mexico  
 RIU Hotels & Resorts  
 National Car Rental  
 Applebee's Restaurant  
 Barcelo Hotels and Resorts



### ENVIVA MAGAZINE 2012 EDIT CALENDAR

Issue	Edit Theme	Destinations
Feb/Mar	Spring Break/Adventure	Cancun, Los Cabos, Miami, Monterrey, Mazatlan
Apr/May	Tech/Biz Travel	Mexico City, Monterrey, Guadalajara, Chicago, Houston
Jun/Jul	Family Travel	Orlando, Cancun, San Antonio, Las Vegas
Aug/Sep	Discover Your Mexico	Oaxaca, Leon, Mexico City, Merida, (places with ruins/history/culture)
Oct/Nov	The US Issue	Orlando, Miami, Chicago, Las Vegas, Houston, San Antonio
Dec/Jan	Holiday/Tropical Getaways	City or Beach Getaways - Miami, Cancun





### VIVAAEROBUS PASSENGER PROFILE

**PASSENGERS:** 280,000 Per Month  
**MALE:** 68%  
**FEMALE:** 32%  
**AVERAGE AGE:** 32  
**BUSINESS TRAVEL:** 70%  
**LEISURE TRAVEL:** 30%

### HUBS:

Monterrey (Headquarters)  
 Guadalajara  
 Mexico, D.F.

### FLEET:

Type	Seats
Boeing 737-300	148

### COMPANY DESCRIPTION

Founded in 2006, VivaAerobus is Mexico's largest low-cost airline offering quality jet service to 58 national and 6 international destinations. VivaAerobus operates a rapidly growing fleet of Boeing 737-300 series aircraft providing comfort, quality and international safety standards at market leading low fares. The airline is expected to expand its fleet to approximately 30 Boeing 737-300 aircraft by 2013. VivaAerobus' operative strategy has generated savings to more than 7 million passengers in the last four years, making the airline the industry leader for low-fares and quality service.



### ENVIVAMAGAZINE.COM

WHETHER ONBOARD, ON-THE-GO OR FROM THE COMFORT OF HOME, READERS HAVE MORE THAN ONE WAY TO EXPERIENCE ENVIVA. ENVIVA'S DIGITAL OPPORTUNITIES PROVIDE ADVERTISERS WITH THE ABILITY TO REACH READERS ANYTIME, ANYWHERE.

View features in the current issue of enviva, plus the digital edition of current and past issues of the full magazine. The magazine website gives advertisers additional opportunities to connect with customers as a complement to print advertising campaigns and a way to lead readers directly to the advertiser's website. Readers are directed to envivamagazine.com via email marketing, social networking sites and from VivaAerobus' website.

#### Side Banner

125 x 125 Pixels  
Value: \$1,151 (bimonthly)

#### Side Banner

250 x 250 Pixels  
Value: \$1,728 (bimonthly)

### ENVIVA MAGAZINE E-NEWSLETTER

Reach a constantly growing list of consumers that want to stay connected to enviva even when they are not traveling. Enviva's e-newsletter banner advertising offers advertisers category exclusivity.

900 x 100 Pixels  
Value: \$1,500 (bimonthly)  
Based on availability and print buy.



(E-Newsletter Banner Example)

### ENVIVA APP

**ON THE BEACH, AT THE PARK, IN AN AIRPORT, ON A PLANE — NOW YOU CAN BRING ENVIVA WITH YOU WHEREVER YOU GO.**

The enviva app offers readers a truly interactive experience that brings the full, unedited print version to life with videos, interactive ads, buying links and more – all the tools readers need to enhance their active lifestyles.

Complement your print ad by adding a video or customized URL in enviva's new iPad, iPhone and iPod touch application. Videos come alive on the screen, making your company's static print ad interactive and more engaging. Each edition allows your message to stand out in this immersive new interactive advertising environment. Advertisements will consist of your print ad plus up to two hotspot layers, which give you the ability to add on dynamic features, including:

**HD OR NON-HD VIDEO:** Maximum length 3 minutes. No limit on number of video advertisers per issue.

**LINKS:** Provide a customized URL for your print ad and we will add the link directing readers to your company's site. This is the perfect opportunity to inform readers of new products, promotions or special offers.

If your print ad already includes a web address, the link will be highlighted on the page for the user to touch and click through to your site.

### ENVIVA'S APP BENEFITS

**One Time App Download:** Once the enviva app is downloaded, all available issues of the full print magazine are available in the enviva library.

**Accessibility:** enviva magazine can be read anywhere, anytime - no internet connection required to view downloaded issues.

**Functionality:** Easy flip pages, interactive ads, videos, web links (internet connection required to view videos and access web links)

**Issue Notification:** Automatic app notification of the latest issue as soon as it becomes available.

**Email Share:** Share favorite enviva issues with family, friends and co-workers.

### ENVIVA MAGAZINE APP CLOSING DATES

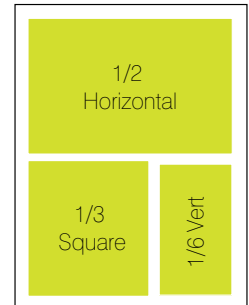
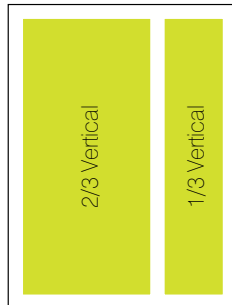
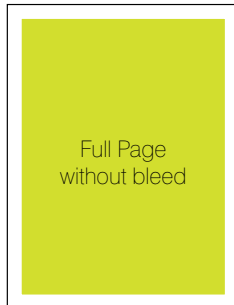
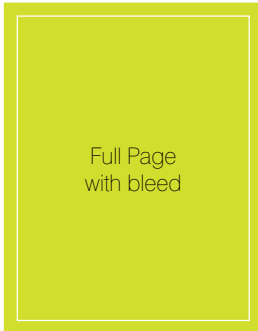
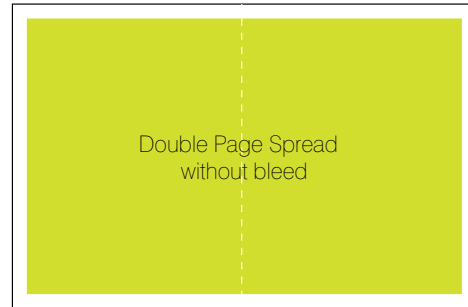
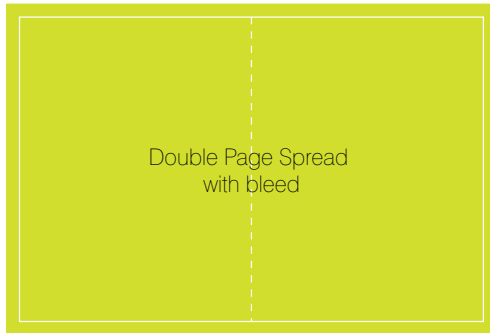
Publish Date	Materials Deadline
Dec 2011 / Jan 2012	November 15
Feb / Mar 2012	Jan 16
April / May 2012	March 15
June / July 2012	May 15

### ENVIVA APP PRICING

\$3,500 Net or 2 page print advertising commitment.  
Price includes App Video and customized URL.



**AD SPECS**



Ad Size	WITH BLEED ( WIDTH x HEIGHT )	Trim ( WIDTH x HEIGHT )
<b>DPS</b>	16.25" x 10.75"	16" x 10.5"
<b>FULL PAGE</b>	8.25" x 10.75"	8" x 10.5"
<b>2/3 PAGE (VERTICAL)</b>	NO BLEED	4.562" x 9.75"
<b>1/2 PAGE (VERTICAL)</b>	NO BLEED	3.375" x 9.75"
<b>1/2 PAGE (HORIZONTAL)</b>	NO BLEED	7" x 4.75"
<b>1/3 PAGE (SQUARE)</b>	NO BLEED	4.562" x 4.75"
<b>1/3 PAGE (VERTICAL)</b>	NO BLEED	2.1875" x 9.75"
<b>1/4 PAGE (VERTICAL)</b>	NO BLEED	3.375" x 4.75"
<b>1/6 PAGE (VERTICAL)</b>	NO BLEED	2.1875" x 4.75"
<b>CROSSWORD &amp; SUDOKU BANNERS</b>	NO BLEED	7" x 1.375"
<b>FULL PAGE TYPE AREA</b>	7.25" x 9.75"	
<b>SPREAD TYPE AREA</b>	14.5" x 9.75"	

\*Please note that all important elements (text, logos, etc) must be kept at least .375" from the trim size of a full page-bleed ad to ensure that the ad prints properly.

**If you have questions or need additional information, please contact Ink's production controller, Grace Dinwiddie at [grace.dinwiddie@ink-global.com](mailto:grace.dinwiddie@ink-global.com) or call +52-8150307415/ 404-494-7964**

### SPECS CONTINUED

#### ARTWORK & SUPPLY METHOD

We advise that artwork is generated only in the following design programs: **Photoshop, Illustrator, Quark Xpress and Acrobat in CMYK**. We cannot accept responsibility for any unwanted results from artwork originally generated in any other programs, especially programs such as Microsoft Word and Powerpoint. We do not accept Corel Draw or Freehand Files.

All nonvector artwork should be supplied at a **minimum of 300dpi**. Any artwork supplied lower than 300dpi will print blurred. EPS and Illustrator files should have their final output set to 2540. PDFs should be set as follows: overall resolution of 2540, individual line art resolution of 1200dpi and individual bitmap resolution of 300dpi. An Out of Hand alternative to Acrobat Distiller's Press settings is available on request; this is set exactly as required to achieve best possible results.

**Please save all Photoshop files as either uncompressed TIFF files or Photoshop EPS files. All Photoshop files must be flattened prior to saving.**

#### RE-SUPPLYING ARTWORK

We aim to check and prepare all artwork for print as soon as it is received. If you need to amend your artwork and re-supply it, you must contact us by phone to make all necessary arrangements. **We cannot accept any responsibility if incorrect versions are printed when multiple versions have been supplied and no phoned instructions have been given.**

Artwork should be saved in **PDF, EPS, TIFF or JPEG** format. Alternatively a Mac-generated open application file can be supplied using one of the following applications (and previous versions). Please remember to include all fonts and images required.

**CDs will not be returned unless specifically requested. All artwork must be supplied with a color proof.** We cannot accept responsibility for any printing errors if no proof is supplied.

#### MEDIA LABELING REQUIREMENTS

Issue Date, Agency Name, Phone Number, Vendor Contact, Advertiser, Contact Person, File Name/Number.

#### ELECTRONIC DELIVERY

Ads can be supplied by email, FTP, ISDN or CD-ROM. For full electronic delivery instructions and file uploading interface see: [ftp.ny.esubstance.com](http://ftp.ny.esubstance.com)  
**Username:vivaad / Password:thad142wish**

Alternatively you can also send artwork via the following link:  
<http://www.sendthisfile.com/ink-global>

#### ONLINE BANNERS (ENVIVAMAGAZINE.COM)

Dimensions & Positioning

- Mid Page: 250 x 250 pixels
- Small Banner: 125 x 125 pixels

Type/Format: Static (JPEG) or Flash (SWF)

- Banner should follow the standard web resolution of 72dpi and have a file size less than 20Kb (50Kb for flash)
- Flash banner must have link programmed into the banner
- Please provide URL when submitting banner
- Banner creative due 15 days prior to the 1st of the advertising month

#### TYPESETTING / AD CREATION SERVICE

Ink offers a typesetting service and can create an advertisement for you if you provide us with pictures, logos and text of what the ad should say. Please note that this will incur additional charges:

**Double Page Spread: \$750**

**Full page: \$400**

**2/3 Page: \$220**

**1/2 Page: \$220**

**1/3 Page: \$160**

**1/4 Page: \$160**

**1/6 Page: \$90**

**Changes: \$30**

